

Audit Period: January 1, 2012 – June 30, 2014

Boone County Shopper

112 Leonard Cir
Belvidere, IL 61008
(815) 544-2166
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EMAIL: ebranom@boonecountytshopper.com
www.boonecountytshopper.com

1. Publication Information

Average Net Circulation:	20,228 (Print Edition)
Number of Editions:	One
Format / Average Page Count:	Tabloid / 16 Pages
Circulation Cycle:	Weekly
Circulation Day / Time:	Thursday / by 5 PM
Ownership:	The Boone County Shopper Inc
Year Established:	1947
Publication Type:	Shopper
Content:	100% Advertising / 0% Editorial
Circulation Paid/Unpaid:	100% Unpaid / <1% Paid / 0% Sponsored
Primary Delivery Methods:	0% Carrier Delivery / 96% Mail / 4% Controlled Bulk
Insert Zoning Available:	Yes - Zip Code
CVC Member Number:	10-0077
DMA/MSA:	Rockford, IL / Rockford, IL
Audit Funded By:	Midwest Free Community Papers #735 Community Papers of Illinois & Indiana

2. Rate Card and Mechanical Data

Rate Card Effective Date:	January 1, 2014
Mechanical Data:	Six (6) columns x 15-inch column depth Full page: 10.375" wide X 15" depth.
Open Rate:	Local: \$12.20 per column inch National: \$14.85 per column inch
Insert Open Rate:	\$65.00 per thousand
Classified Rate:	\$9.70 for up to 20 words

Volume, frequency, contract, color, and other rates may be available from the publisher.

3. Contact Information

Publisher:	Ed Branom	EMAIL: ebranom@boonecountytshopper.com
Advertising:	Matt Branom	EMAIL: mbranom@boonecountytshopper.com
Circulation:	Ed Branom	EMAIL: ebranom@boonecountytshopper.com

4. Circulation Pricing

Boone County Shopper is a controlled circulation weekly without circulation pricing. Annual mail subscription rate: \$30.75



5. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 10-0077		Boone County Shopper Belvidere, IL
Audit Period Summary		
Average Net Circulation	(5-H)	20,228
Average Gross Distribution	(5-F)	20,296
Average Net Press Run	(5-A)	20,312
Audit Period Detail		
A. Average Net Press Run		20,312
B. Office / File		16
C. Controlled Distribution		
1. Carrier Delivery		0
2. Controlled Bulk Delivery / Demand Distribution		741
3. Mail		19,484
4. Restock & Office Service		33
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		20,258
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		38
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		38
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE SPONSORED DISTRIBUTION		0
F. Average Gross Distribution		20,296
G. Unclaimed / Returns		(68)*
H. Average Net Circulation		20,228

6A. Audited Average Website Reporting - www.boonecountyshopper.com

	Monthly Audit Period Average
Website Unique Visitors	Not Reported
Website Page Views	Not Reported
Average Time Spent on Website	Not Reported

6B. Audited Online Edition Reporting

	Monthly Audit Period Average
Unique Digital Edition Visitors	Not Applicable
Digital Edition Page Views	Not Applicable

7. Explanatory

PARAGRAPH FIVE AUDIT PERIOD SUMMARY

AVERAGE NET CIRCULATION: See audit period detail (H).

AVERAGE GROSS DISTRIBUTION: See audit period detail (F).

NET PRESS RUN: See audit period detail (A).

AUDIT PERIOD DETAIL

- A. 1. NET PRESS RUN: Average net press run during the audit period indicated. The net press run average does not include press waste, or start-up copies.
- B. 1. OFFICE / FILE: Undistributed editions maintained by the publisher for office purposes. Office / File editions do not qualify as controlled, paid, or sponsored distribution.
- C. CONTROLLED DISTRIBUTION (NON-PAID): Editions distributed by the publisher free of charge.
1. CARRIER DELIVERY: Editions delivered by private carrier to single family residences, and/or multi-family residences, and/or businesses.
2. CONTROLLED BULK / DEMAND DISTRIBUTION: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5E returns.
3. MAIL: Editions delivered by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses, and/or Post Office Boxes.
4. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5E returns.
5. OTHER:
- D. PAID DISTRIBUTION: Editions distributed by the publisher through paid subscription or other monetary exchange with individual readers.
1. CARRIER DELIVERY: Editions distributed by private carrier to paid subscribers in single family residences, and/or multi family residences, and/or businesses.
2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5E returns.
3. MAIL: Editions delivered by United States Postal Service mail to paid subscribers in single family residences, and/or multi-family residences, and/or businesses, and/or Post Office Boxes.
4. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5E returns.
5. OTHER:
- E. SPONSORED / VOLUNTARY PAID DISTRIBUTION: Editions distributed by the publisher that are sponsored by a third party monetary exchange.
1. CARRIER DELIVERY: Editions delivered by private carrier to sponsored subscribers in single family residences, and/or multi-family residences, and/or businesses.
2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers on a voluntary pay basis. Subject to paragraph 5E returns.
3. MAIL: Editions delivered by United States Postal Service mail to sponsored subscribers in single family residences, and/or multi-family residences, and/or businesses, and/or Post Office Boxes.
4. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of voluntary or sponsored newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5E returns.
5. OTHER:
- F. 1. AVERAGE GROSS DISTRIBUTION: Average gross distribution for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C)).
- G. 1. UNCLAIMED / RETURNS: Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle *(See paragraph 12 for CVC return/unclaimed confirmation.)
- H. 1. AVERAGE NET CIRCULATION: Average net circulation for the audit period indicated. (Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G)).

PARAGRAPH SIX (A)

UNIQUE VISITORS: A unique visitor to a website where the user registers or where the user is identified or marked by a cookie, IP address, or other ID that is attached to the browser within the defined cycle. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.

PAGE VIEWS: The transmittal of a full page contained within the website to the user's browser.

TIME SPENT: The average amount of time spent on a website during a single visit, expressed in HH:MM:SS

PARAGRAPH SIX (B)

UNIQUE DIGITAL EDITION VISITORS: Unique visitors to a digital edition publication where the user registers or where the user is identified or marked by a cookie, IP address, or other ID, within a defined time period (i.e. day, week or month).

A unique visitor counts once within the timescale. A visitor can make multiple visits. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.

DIGITAL EDITION PAGE VIEWS: Requests for files whose types are defined as pages; transmittals of full pages contained within the digital edition publication to the user's browser. Several page views are expected to be logged per Visit/Session.



8. Average Print Circulation History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/14-12/31/14	CVC	20,196	20,210	-	-
01/01/13-12/31/13	CVC	20,101	20,179	20,218	20,222
01/01/12-12/31/12	CVC	20,189	20,215	20,222	20,131
01/01/11-12/31/11	CVC	20,303	20,037	20,094	20,166
01/01/10-12/31/10	CVC	20,200	20,193	20,041	20,214
01/01/09-12/31/09	CVC	20,152	20,159	20,148	20,211
01/01/08-12/31/08	CVC	20,033	20,159	20,181	20,164
01/01/07-12/31/07	CVC	20,036	19,928	19,949	20,091
01/01/06-12/31/06	CVC	19,536	19,687	19,447	20,002
01/01/05-12/31/05	CVC	18,840	18,919	19,082	19,377
01/01/04-12/31/04	CVC	18,264	18,477	18,675	18,684
01/01/03-12/31/03	CVC	17,653	17,764	17,888	18,104
01/01/02-12/31/02	CVC	17,096	17,270	17,479	17,595
01/01/01-12/31/01	CVC	16,667	16,843	16,898	16,999
01/01/00-12/31/00	CVC	-	-	-	-
01/01/99-12/31/99	CVC	-	-	-	-

9. Distribution by Zip Code (6/26/2014 Edition) Thursday

ZIP CODE	CITY / AREA	COUNTY	CARRIER DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
60146	Kirkland	De Kalb	0	25	0	0	25
61008	Belvidere	Boone	0	555	12,991	0	13,546
61011	Caledonia	Boone	0	0	1,129	0	1,129
61012	Capron	Boone	0	0	840	0	840
61016	Cherry Valley	Winnebago	0	35	101	0	136
61038	Garden Prairie	Boone	0	15	540	0	555
61065	Poplar Grove	Boone	0	50	3,951	0	4,001
Misc.	Assorted	Assorted	0	0	88	0	88
TOTAL			0	680	19,640	0	20,320

10. Distribution by County (6/26/2014 Edition) Thursday

COUNTY	CITY / AREA	CARRIER DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Boone	Belvidere Caledonia Capron Garden Prairie Poplar Grove	0	620	19,451	0	20,071
DeKalb	Kirkland	0	25	0	0	25
Winnebago	Cherry Valley	0	35	101	0	136
Misc.	Assorted	0	0	88	0	88
TOTAL		0	680	19,640	0	20,320



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11. Verification of Receivership & Readership

Controlled Carrier Delivery and Mail Distribution

Boone County Shopper reported an average mail distribution of 19,522 during the audit period. Mail distribution was verified through the review of USPS mail statements and additional publisher support documents. Boone County Shopper did not report carrier delivery distribution during the audit period. Carrier delivery is verified through the review of carrier statements and additional publisher support documents. The Circulation Verification Council interviewed residents in the primary market areas indicated in paragraph nine. The purpose was to identify the number of residents who indicate they receive the publication on a regular basis, and further identify the number of residents who read or look through the publication. The interviews took place throughout the audit period between the hours of 5:30 PM-8:30 PM and 10:00 AM-2:00 PM. All respondents identified themselves as 18 or older.

1. The Boone County Shopper is distributed regularly in your area. Do you receive Boone County Shopper on a regular basis?
2. (If response to #1 was YES) Do you or someone in your household regularly read or look through Boone County Shopper?

CVC interviews indicate that a sufficient number of households indicated they receive Boone County Shopper on a regular basis to substantiate the publication's distribution claims. CVC interviews indicate that 429 of 433 households or 99.1% indicated they receive Boone County Shopper on a regular

CVC interviews indicate that 331 of 429 or 77.2% indicate they regularly read or look through Boone County Shopper.

*Households reporting stop delivery requests were excluded from the survey.

The Circulation Verification Council estimates that all the information in this text box has a minimum accuracy level of +/-2.5%.

12. Verification of Distribution

Controlled Bulk / Demand Distribution

The Circulation Verification Council interviewed and/or visited controlled bulk/demand distribution locations chosen randomly from the publication's delivery list. The purpose was to identify the number of locations who indicate they receive the publication on a regular basis, and further verify the number of publications distributed at the beginning of the edition cycle, and the number of editions left unclaimed by readers at the end of the edition cycle.

CVC interviews indicate that a sufficient number of reported controlled bulk drop locations indicated they received Boone County Shopper on a regular basis to substantiate the publication's distribution claims.

CVC interviews substantiate Boone County Shopper's claim of 68 single copy & returnable source distributed editions returned to the publisher unclaimed after the edition cycle.



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13. Paid Reporting Analysis

CARRIER DELIVERY	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
Over 75% of basic rate	0
Over 50% of basic rate	0
Under 50% of basic rate	0
MAIL	Basic Rates: \$30.75 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	38
Over 75% of basic rate	0
Over 50% of basic rate	0
Under 50% of basic rate	0
SINGLE COPY	COVER PRICE: N/A
	AVERAGE WHOLESALE RATE: N/A
OTHER:	

14. Council Audit Statement

Circulation Verification Council (CVC) reviewed the printing, distribution, circulation, and general business records of this publication for the purpose of compiling this information. The review was completed using Council audit procedures considered necessary under the circumstances of the audit in compliance with CVC Rules and Requirements. In our opinion, this report fairly and accurately represents the publication's printing, distribution, and circulation for the period indicated.



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The current status of this report expires December 31, 2015.
If this report is presented after December 31, 2015 please call the toll-free number listed below.

Boone County Shopper - Belvidere, IL - 10-0077 - Supplemental Readership Study

The Circulation Verification Council interviewed Boone County Shopper readers in the primary market areas indicated in publication's CVC audit report. The purpose was to identify the number of residents who indicate they receive the publication on a regular basis, identify the number of residents who read or look through the publication, and gather readership study information useful for advertising purchase decisions. Market statistics estimates appearing in CVC reports are obtained from EASI Software. The population studied consisted of adults age 18 and over, living in households within the survey area. Within this area, each household and each adult within the household had a known (or "non-zero") probability of being selected for the sample. Interviews were conducted solely with pre-designated respondents and no substitutions were permitted. The verification and readership study took place throughout the audit cycle between the hours of 5:30 PM and 8:30 PM and 10:00 AM and 2:00 PM. Initial interview attempts were spread evenly across all survey days (i.e., Tuesday through Saturday). A minimum of 250 completed interviews is required with no more than one interview per household. Interview Procedures: To ensure the highest degree of comparability and to facilitate the auditing process, a standard, consistent, specified list of interview questions was asked. Interviews were conducted by CVC with supervision, interview training, and monitoring capabilities. Interviews were conducted over a minimum period of four weeks to minimize the impact of weather and/or special events. Every effort was made to ensure that interviews were assigned randomly by day and that an approximately equal number of interviews were completed on each interviewing day. Where appropriate, data was balanced and/or weighted by ZIP code using up-to-date known demographics: gender, age, number of adults in household and ethnicity in those cases where one minority comprised no less than ten percent of the total population. Non-responses to any single question were eliminated from the survey. In all cases, at least six attempts were made to contact all pre-designated respondents. The telephone rang a minimum of six times each time a number was dialed before the attempt was classified as a "no answer." Each number was dialed at different times and, as necessary, on different days. Every effort was made to surmount language, cultural, behavioral and other barriers to a successful interview; and to the extent feasible, callbacks were scheduled on a random basis. At least one callback attempt per respondent was made on a weekend. During the interview process, no questions were asked prior to the publication readership question, with the exception of a qualifying question designed to determine the ZIP code of recipient residence; and a general warm-up call explanation designed to put the respondent at ease. Warm-up questions did not include any reference to the publication itself or the nature of the study. This study followed recommended guidelines developed in part from the Advertising Research Foundation (ARF) readership guidelines. Survey totals may not equal 100% due to rounding. The Circulation Verification Council estimates that all the information in this survey has a maximum error margin of +/-2.5 at the 95% confidence level. *331 Survey respondents were interviewed during the verification of carrier delivery and mail distribution. 0 Survey respondents reported reading a minimum of two of the last four issues through controlled bulk, or pass along distribution.

- **Average readers per edition during the audit period: 1.725***
*Readership estimates compiled from 2014 CVC circulation & readership study data.

- Boone County Shopper is distributed regularly in your area. Does your household regularly receive Boone County Shopper?

YES	429	99.1%
NO	4	00.9%
- Do you or someone in your household regularly read or look through Boone County Shopper?

YES	331	77.2%
NO	98	22.8%
- Do you frequently purchase products or services from ads seen in the Boone County Shopper?

YES	258	77.9%
NO	73	22.1%
- How long do you keep the Boone County Shopper before discarding it?

39%	1-2 Days
39%	3-4 Days
02%	5-6 Days
20%	1 Week or More
- Please select the category that best describes your age.

Reader Demographics	Market Demographics
01%	05% 18 - 20
03%	06% 21 - 24
16%	15% 25 - 34
23%	19% 35 - 44
24%	21% 45 - 54
20%	17% 55 - 64
11%	11% 65 - 74
03%	06% 75 years or older



6. Reader Gender? (Voice recognition – Gender Bias Rotation)

41% Male Readers
59% Female Readers

7. What category best describes your combined annual household income for last year?

Reader Demographics	Market Demographics	
07%	15%	Under \$25,000
17%	21%	\$25,001 - \$49,999
26%	21%	\$50,000 - \$74,999
22%	16%	\$75,000 - \$99,999
19%	17%	\$100,000 - \$149,999
09%	10%	Over \$150,000

8. What is the highest level of education you have obtained?

Reader Demographics	Market Demographics	
02%	14%	Some High School or Less
37%	37%	Graduated High School
35%	32%	Some College
21%	12%	Graduated College
05%	05%	Completed Post Graduate

9. Which of the following products or services do you plan to purchase during the next twelve months?

(% = Positive respondents)

- 16% New Automobile
- 23% Used Automobile
- 22% Antiques / Auctions
- 38% Furniture / Home Furnishings
- 15% Major Home Appliance
- 18% Home Computers / Tablets / Laptops
- 38% Home Improvements / Supplies
- 35% Television / Electronics
- 19% Carpet / Flooring
- 61% Automobile Accessories (tires, brakes & service)
- 49% Lawn & Garden
- 28% Florist / Gift Shops
- 24% Home Heating / Air Conditioning (service, new equipment)
- 59% Vacations / Travel
- 06% Real Estate
- 71% Men's Apparel
- 77% Women's Apparel
- 52% Children's Apparel
- 02% Boats / Personal Watercraft
- 09% Art & Crafts Supplies
- 15% Childcare
- 24% Education / Classes
- 05% Attorney
- 31% Veterinarian
- 10% Chiropractor
- 19% Financial Planner (Retirement, Investing)
- 71% Tax Advisor / Services
- 26% Health Club / Exercise Class
- 34% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
- 12% Weight Loss
- 25% Lawn Care Service (Maintenance & Landscaping)
- 38% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
- 72% Pharmacist / Prescription Service
- 31% Cellular Phone New/Update Service
- 89% Dining & Entertainment
- 22% Jewelry
- 10% Wedding Supplies
- 34% Athletic & Sports Equipment