

**Audit Period: April 1, 2013 – March 31, 2015**

**Mid-Atlantic Community Papers Association**

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**1. Audited Media Platforms**

Print Publication:	Average Net Circulation:	2,606,645 (Print Edition)
Digital / Replica Edition:	Average Monthly Unique Visitors: (10 Participating Publications)	5,923
Website	Average Monthly Unique Visitors: (50 Participating Publications)	755,363
Social Media	Average Monthly Facebook Likes: (13 Participating Publications)	32,506
	Average Monthly Twitter Followers: (6 Participating Publications)	14,688

*The audited information does not include publishers pending audit or those publications who are MASS publishers, providing coverage in areas where we don't have members.*



**2. Publication Information**

Number of Editions:	One Hundred Twenty-One (121)	
Format / Average Page Count:	Broadsheet -	8
	Tabloid -	109
	Magazine -	4
Circulation Cycle:	Weekly -	91
	Bi-Weekly -	8
	Monthly -	22
Circulation Day / Time:	Monday -	7
	Tuesday -	2
	Wednesday -	56
	Thursday -	10
	Friday -	4
	Saturday -	12
	Sunday -	8
Year Established:	1955	
Publication Type:	71	Community Newspapers
	35	Shoppers
	15	Other (Parenting, Ethnic or Business)
Content:	Advertising and editorial content varies by publication	
Circulation Paid/Unpaid:	100% Unpaid / <1% Paid / <1% Sponsored	
Primary Delivery Methods:	34% Home Delivery / 46% Mail / 20% Controlled Bulk	
Insert Zoning Available:	Yes – Zip Code / County / Route / Zone (varies by publication)	
CVC Member Number:	13-0000	
DMA/MSA:	Varies by publication in the states of Pennsylvania, New York, Ohio, New Jersey, West Virginia, Maryland, Delaware, Virginia and Washington DC	
Audit Funded By:	Mid-Atlantic Community Paper Advertising Network	

**3. Rate Card and Mechanical Data**

Association rate information is supplied upon request. Classified, display and insert advertising is offered through the Mid-Atlantic Community Paper Advertising Network (MacNet).

**4. Contact Information**

Executive Director:	Alyse Mitten	(800) 450-7227
President:	Larry Andrews	
Vice-President:	Ruth Isenberg	
Secretary/Treasurer:	Jan Daye / Karen Hutchison	



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

CVC Account Number: 13-0000		Mid-Atlantic Community Papers Association Hamburg, PA
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>2,606,645</b>
Average Gross Distribution	(5-F)	2,616,454
Average Net Press Run	(5-A)	2,627,064
<b>Audit Period Detail</b>		
A. Average Net Press Run		2,627,064
B. Office / File		10,610
C. Controlled Distribution		
1. Carrier Delivery		881,763
2. Bulk Delivery / Demand Distribution		484,979
3. Mail		1,188,552
4. Requestor Mail		10
5. Waiting Rooms		0
6. Hotels		0
7. Events, Fairs, Festivals and Trade Shows		0
8. Education		0
9. Restock & Office Service		29,415
10. Other: Sampled / Rotational Mail Programs		28,278
Total Average Controlled Distribution		2,612,997
Controlled Returns		(9,809)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>		<b>2,603,188</b>
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		1,025
3. Mail		309
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		1,334
Paid Returns		(0)
<b>TOTAL AVERAGE PAID CIRCULATION</b>		<b>1,334</b>
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		1,013
2. Single Copy		1,110
3. Mail		0
4. Waiting Rooms		0
Total Average Sponsored Distribution		2,123
Sponsored Returns		(0)
<b>TOTAL AVERAGE SPONSORED CIRCULATION</b>		<b>2,123</b>
F. Average Gross Distribution		2,616,454
G. Total Unclaimed / Returns		(9,809)*
<b>H. Average Net Circulation</b>		<b>2,606,645</b>



**5A. Audited Circulation By Publication - Print Edition**

Organization	City	State	Circulation
The Washington Informer	Washington	DC	16,136
East County Times	Baltimore	MD	35,975
The Annapolis Times	Baltimore	MD	3,828
The Baltimore Times	Baltimore	MD	19,633
New Jersey Marketeer	East Hanover	NJ	174,793
Hackettstown News	Flanders	NJ	11,765
Morristown News	Flanders	NJ	16,501
Mount Olive News	Flanders	NJ	12,817
Randolph News	Flanders	NJ	10,460
Roxbury News	Flanders	NJ	9,524
The Black River News	Flanders	NJ	9,333
The Musconetcong News	Flanders	NJ	10,540
PrimeTime	Garden City	NY	107,358
Columbus Messenger - Eastside Messenger	Columbus	OH	15,251
Columbus Messenger - Madison Messenger	Columbus	OH	15,011
Columbus Messenger - Southeast	Columbus	OH	20,496
Columbus Messenger - Southwest	Columbus	OH	21,280
Columbus Messenger - Westside Messenger	Columbus	OH	22,146
The Post Newspapers - Brunswick Edition	Medina	OH	10,217
The Post Newspapers - Eastern Medina	Medina	OH	3,611
The Post Newspapers - Medina	Medina	OH	10,640
The Post Newspapers - North Royalton Edition	Medina	OH	4,534
The Post Newspapers - Northern Wayne	Medina	OH	9,225
The Post Newspapers - Norton	Medina	OH	3,004
The Post Newspapers - Southern Medina	Medina	OH	8,003
The Post Newspapers - Strongsville Edition	Medina	OH	9,095
The Post Newspapers - Wadsworth	Medina	OH	9,066
The Bargain Hunter - Carroll	Millersburg	OH	9,661
The Bargain Hunter - Holmes	Millersburg	OH	18,602
The Bargain Hunter - Tuscarawas	Millersburg	OH	14,089
The Bargain Hunter - Wayne	Millersburg	OH	15,540
Wooster Weekly News	Millersburg	OH	8,625
North Coast Business Journal	Port Clinton	OH	6,434
The Beacon	Port Clinton	OH	13,956
Ann Arbor Family Press	Toledo	OH	21,492
Current	Toledo	OH	23,872
Findlay Area Family	Toledo	OH	15,985
Mature Living	Toledo	OH	19,325
Toledo Area Parent News	Toledo	OH	28,661
Toledo City Paper	Toledo	OH	37,554
The Franklin Shopper	Chambersburg	PA	52,818
The Shopping News of Lancaster County	Ephrata	PA	37,776
Erie Penny Saver Direct	Erie	PA	68,778
East Penn Valley Merchandiser	Hamburg	PA	40,592
Northern Berks Merchandiser	Hamburg	PA	31,129
Horse Trader	Kittanning	PA	55,740
About Families	Lebanon	PA	39,161

**5A. Audited Circulation By Publication - Print Edition (continued)**

Organization	City	State	Circulation
KAPP - Dauphin / Schuylkill Area Merchandiser	Lebanon	PA	18,287
KAPP - Gettysburg Area Merchandiser	Lebanon	PA	23,175
KAPP - Greater Reading Merchandiser Eastern Edition	Lebanon	PA	24,297
KAPP - Greater Reading Merchandiser Northern Edition	Lebanon	PA	29,353
KAPP - Greater Reading Merchandiser Western Edition	Lebanon	PA	36,244
KAPP - Hampstead/Manchester Area Merchandiser	Lebanon	PA	13,845
KAPP - Hanover Area Merchandiser	Lebanon	PA	38,155
KAPP - Hershey Area Merchandiser	Lebanon	PA	23,975
KAPP - Lebanon Valley Area Merchandiser	Lebanon	PA	37,907
KAPP - Myerstown Area Merchandiser	Lebanon	PA	19,586
KAPP - Northern Adams / York Area Merchandiser	Lebanon	PA	24,154
Engle - Columbia Merchandiser	Mount Joy	PA	4,790
Engle - Community Courier East York	Mount Joy	PA	37,165
Engle - Community Courier Hallam / Wrightsville	Mount Joy	PA	8,717
Engle - Community Courier South York Edition	Mount Joy	PA	27,503
Engle - Community Courier West York	Mount Joy	PA	37,639
Engle - Communtiy Courier Middletown	Mount Joy	PA	10,520
Engle - Conestoga Valley Penny Saver	Mount Joy	PA	13,187
Engle - Donegal Merchandiser	Mount Joy	PA	9,860
Engle - Downingtown Community Courier	Mount Joy	PA	51,708
Engle - Elizabethtown Merchandiser	Mount Joy	PA	13,076
Engle - Garden Spot Pennysaver	Mount Joy	PA	11,591
Engle - Hempfield Merchandiser	Mount Joy	PA	19,189
Engle - Hershey / Hummelstown / Palmyra Community Courier	Mount Joy	PA	28,407
Engle - Lampeter-Strasburg Advertiser	Mount Joy	PA	9,327
Engle - Manheim Central Merchandiser	Mount Joy	PA	11,017
Engle - Manheim Township Merchandiser	Mount Joy	PA	14,408
Engle - Morgantown Community Courier	Mount Joy	PA	15,432
Engle - North York Community Courier	Mount Joy	PA	16,801
Engle - Octorara Community Courier	Mount Joy	PA	7,792
Engle - Oxford Community Courier	Mount Joy	PA	15,468
Engle - Penn Manor Advertiser	Mount Joy	PA	16,381
Engle - Pequea Valley Penny Saver	Mount Joy	PA	7,238
Engle - Solanco Advertiser	Mount Joy	PA	11,491
Engle - Warwick Merchandiser	Mount Joy	PA	13,615
South Philadelphia Review	Philadelphia	PA	56,585
Webb Weekly	South Williamsport	PA	58,258
The Bargain Sheet	State College	PA	27,490
Northeast Times	Treose	PA	110,777
Star Newsweekly	Treose	PA	27,275
Wire	Treose	PA	178,628
Mulligan's PennySaver	Tunkhannock	PA	21,093
Mulligan's Shopping Guide	Tunkhannock	PA	25,911
Delaware County Magazine	Upper Darby	PA	137,214
Washington Family Magazine	Reston	VA	65,937
Buyer's Guide	Martinsburg	WV	36,145
District Chronicles	Washington	DC	Non-Participant

**5A. Audited Circulation By Publication - Print Edition (continued)**

Organization	City	State	Circulation
The Courier	Berlin	MD	Non-Participant
Maryland Pennysaver	Hanover	MD	Non-Participant
Life & Leisure	Lincoln Park	NJ	Non-Participant
Today's Shopper	Turnersville	NJ	Non-Participant
Fredonia Pennysaver	Fredonia	NY	Non-Participant
Silver Creek Pennysaver	Fredonia	NY	Non-Participant
Rural - Urban Record	Columbia Station	OH	Non-Participant
Penny Saver	Covington	OH	Non-Participant
Stillwater Valley Advertiser	Covington	OH	Non-Participant
Fostoria Focus	Fostoria	OH	Non-Participant
El Hispano	Drexel Hill	PA	Non-Participant
The Levittown Leader	Fallsington	PA	Non-Participant
The Shopper	Middleburg	PA	Non-Participant
Weekly Bargain Bulletin	New Castle	PA	Non-Participant
Upper Perk Shoppers Guide	Pennsburg	PA	Non-Participant
University City Review Inc	Philadelphia	PA	Non-Participant
South Hills - Mon Valley Messenger	Pittsburgh	PA	Non-Participant
Movin' Out	Slippery Rock	PA	Non-Participant
The Ad Bargain	Smithmill	PA	Non-Participant
Courier News Weekly	Souderton	PA	Non-Participant
Journal of Penn - Kidder	White Haven	PA	Non-Participant
The Journal of the Pocono Plateau	White Haven	PA	Non-Participant
<b>TOTAL</b>			<b>2,606,645</b>



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## Explanatory – Print

### PARAGRAPH FIVE AUDIT PERIOD SUMMARY

**AVERAGE NET CIRCULATION:** Average net circulation based on quarterly averages for the audit period indicated. (Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G)). See audit period detail (H).

**AVERAGE GROSS DISTRIBUTION:** Average gross distribution based on quarterly averages for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C)). See audit period detail (F).

**NET PRESS RUN:** Average net press run based on quarterly averages during the audit period indicated. The net press run average does not include press waste, or start-up copies. See audit period detail (A).

### AUDIT PERIOD DETAIL

**A. 1. NET PRESS RUN:** Average net press run based on quarterly averages 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 5G 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. REQUESTOR MAIL:** Editions delivered on a requestor basis by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses, and/or Post Office Boxes. Qualified requestor circulation and other mail permit qualifications are audited by the United States Postal Service and not determined by CVC.

**5. CONTROLLED WAITING ROOMS:** Editions delivered to the waiting areas of local business and office buildings, including, but not limited to salons, medical offices and professional firms.

**6. CONTROLLED HOTELS:** Editions distributed to area hotels and available to individual readers. Subject to paragraph 5G returns.

**7. EVENTS, FAIRS, FESTIVALS and TRADE SHOWS:** Editions distributed to attendees and members of conventions, local fairs, festivals, trade shows and available to individual readers. Subject to paragraph 5G returns.

**8. CONTROLLED EDUCATION:** Editions distributed to area schools or educational institutions and available to individual readers. Subject to paragraph 5G returns.

**9. 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 5G returns.

**CONTROLLED RETURNS:** Distributed editions, in the controlled distribution categories, returned to the publisher unsold and/or unclaimed during the edition cycle \*(See paragraph 11 for CVC return/unclaimed confirmation.) Publications with greater than 25% returnable source distribution must report returns or unclaimed copies to qualify for net circulation reporting.

**D. PAID DISTRIBUTION:** Editions distributed by the publisher through paid subscription or other monetary exchange with individual readers.

**1. CARRIER DELIVERY:** See C1 for explanation of carrier home delivery. See paragraph 12 for paid reporting analysis.

**2. SINGLE COPY:** Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5G returns. See paragraph 12 for paid reporting analysis.

**3. MAIL:** See C3 for explanation of mail distribution. See paragraph 12 for paid reporting analysis.

**4. PAID WAITING ROOMS:** See C5 for explanation of waiting room distribution.

**5. PAID HOTELS:** See C6 for explanation of hotel distribution.

**6. PAID EDUCATION:** See C8 for explanation of NIE distribution.

**7. RESTOCK / OFFICE SERVICE:** See C9 for explanation of Restock and Office distribution.

**PAID RETURNS:** See section C: Controlled Returns for explanation of returns reporting \*(See paragraph 11 for CVC return/unclaimed confirmation.)

**E. SPONSORED / VOLUNTARY PAID DISTRIBUTION:** Editions distributed by the publisher that are sponsored by a third party monetary exchange or voluntary reader payment system.

**1. CARRIER DELIVERY:** See C1 for explanation of carrier home delivery.

**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 5G returns.

**3. MAIL:** See C3 for explanation of mail distribution.

**4. SPONSORED WAITING ROOMS:** See C5 for explanation of waiting room distribution.

**5. SPONSORED EDUCATION:** See C8 for explanation of NIE distribution.

**6. RESTOCK / OFFICE SERVICE:** See C9 for explanation of Restock and Office distribution.

**SPONSORED RETURNS:** See section C: Controlled Returns for explanation of returns reporting \*(See paragraph 11 for CVC return/unclaimed confirmation.)

**F. 1. AVERAGE GROSS DISTRIBUTION:** Average gross distribution based on quarterly averages 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 11 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)).



**6A. Audited Average Website Reporting - www.macpa.net (50 Participating Publications)**

	Monthly Audit Period Average
Website Unique Visitors	755,363
Website Visitors	See Individual Publication Reports
Website Page Views	3,775,745
Pages Per Visit	See Individual Publication Reports
Average Time Spent on Website	See Individual Publication Reports

**Explanatory – Website**

**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.

**VISITORS:** The total number of visitors, expressed as a monthly average, to a publication’s website regardless of unique status, as expressed above.

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

**PAGES PER VISIT:** The average number of page views per session, expressed as a monthly average.

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

**6B. Audited Online/Digital Edition Reporting - (10 Participating Publications)**

	Monthly Audit Period Average
Unique Digital Edition Visitors (Web)	5,923
Digital Edition Page Views (Web)	46,214
Unique Digital Edition Visitors (Mobile)	See Individual Publication Reports
Digital Edition Page Views (Mobile)	See Individual Publication Reports

**Explanatory – Digital Edition**

**PARAGRAPH SIX (B)**

**UNIQUE DIGITAL EDITION VISITORS (WEB):** 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 that is attached to the browser with the defined cycle. 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 (WEB):** 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.

**UNIQUE DIGITAL EDITION VISITORS (MOBILE):** Unique visitors to a digital edition publication, through a mobile device 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 with the defined cycle. 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 (MOBILE):** 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.

**6C. Text Media - Not Reported**

**6D. Social Media -**

Social Media Source	Media Usage
Facebook - www.facebook.com/ (13 Participating Publications)	32,506 Likes
Twitter - @ (6 Participating Publications)	14,688 Followers

**Explanatory – Social Media**

**PARAGRAPH SIX (D)**

**FACEBOOK LIKES:** The average number of Likes as expressed by followers of the Facebook page. Information sourced at regular intervals from the publications page on Facebook.com or third party measurement sources.

**TWITTER FOLLOWERS:** The average number of Followers as expressed by members of the Twitter community. Information sourced at regular intervals from the publications page on Twitter.com or third party measurement sources.

**6E. Email Media - Not Reported**

**6F. Video & Podcast Media - Not Reported**



**7. Average Print Circulation History**

YEAR	CIRCULATION	AUDIT SOURCE	Q1	Q2	Q3	Q4
04/01/13-03/31/15	2,606,645	CVC	See individual publication report			
04/01/11-03/31/13	2,655,688	CVC	See individual publication report			
04/01/09-03/31/11	2,734,513	CVC	See individual publication report			
04/01/08-03/31/09	4,561,360	CVC	See individual publication report			
04/01/07-03/31/08	4,768,289	CVC	See individual publication report			
01/01/06-03/31/07	5,140,851	CVC	See individual publication report			
01/01/04-12/31/05	4,931,222	CVC	See individual publication report			
01/01/02-12/31/03	4,471,026	CVC	See individual publication report			
07/01/01-12/31/01	3,175,292	CVC	See individual publication report			

**8. Distribution by Zip Code** – (See Printed or CD insert)

**9. Distribution by County** – (See Printed or CD insert)



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## 10. Verification of Distribution – Mail and Carrier Delivery Distribution

Mid-Atlantic Community Papers Association reported an average mail distribution of 1,217,149 during the audit period. Mail distribution is verified through the review of mail statements and additional publisher support documents. Mid-Atlantic Community Papers Association reported an average carrier delivery distribution of 882,776 during the audit period. Carrier delivery is verified through the review of carrier statements and additional publisher support documents. The Circulation Verification Council performed a delivery & readership verification in the primary market areas indicated in paragraph nine. Delivery verification is performed using multi-source methodologies considered necessary under the circumstances of the audit. Delivery verification can include, but is not limited to, residential and cell phone interviews, online surveys, email surveys, and/or social media surveys. Delivery verification source data can include, but is not limited to, residential phone listings, cell phone exchanges, publisher delivery lists, opt-in email databases, online, and/or social media databases. The purpose of the verification is to report individuals who receive the publication, and further identify individuals who read or look through the publication.

**CVC verification confirms that 77.0% of households report they regularly read or look through the appropriate Mid-Atlantic Community Papers Association publication.**

\*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 +/-3.5%.

## 11. Verification of Distribution – Controlled Bulk / Demand Distribution / Single Copy

The Circulation Verification Council performed delivery verification in the primary market areas indicated in paragraph nine. Delivery verification can include, but is not limited to, on-site verification, business and cell phone interviews, online, email, and/or social media contact. Delivery verification source data can include, but is not limited to, business and cell phone listings, publisher delivery lists, opt-in email, online, and/or social media databases. Circulation Verification Council performed the delivery verification from locations chosen randomly from the publication's delivery list(s). The purpose was to verify whether the distribution and return quantities reported by the publisher are reasonable and accurate.

**CVC verification substantiates Mid-Atlantic Community Papers Association's claim of 9,809 returnable source distributed editions returned to the publisher unclaimed after the edition cycle.**



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**12. Paid Reporting Analysis**

<b>CARRIER DELIVERY</b>	Basic Rates: Varies by publication
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
<b>MAIL</b>	Basic Rates: Varies by publication
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	309
Over 75% of basic rate	0
Over 50% of basic rate	0
Over 25% of basic rate	0
1%-24% of basic rate	0
Less than 1% of basic rate*	0
<b>SPONSORED</b>	Basic Rates: Varies by publication
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
<b>SINGLE COPY</b>	COVER PRICE: Varies by publication
	AVERAGE WHOLESAL RATE: Varies by publication

**13. Council Audit Statement**

Circulation Verification Council (CVC) reviewed the printing, distribution, circulation, technology, 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 Regulations. In our opinion, this report fairly and accurately represents the publication's printing, distribution, circulation, and technology reporting for the period indicated. The publication has sworn that the information presented for this audit reporting is accurate and supplied CVC with general business records substantiating the information under audit review. This report is released subject to the provisions of the CVC Rules & Regulations which are hereby incorporated by reference. CVC Rules & Regulations may be amended from time to time without notice at the sole discretion of CVC. In no event shall CVC be liable for indirect, incidental, consequential, special, or punitive damages, or damages for lost profits, lost income, or lost savings arising by negligence, intended conduct, breach of contract, or otherwise. CVC reports and data are released for the sole use of advertising purchase evaluations and any use for valuations or determination of value is strictly prohibited. CVC reports may not be used for USPS requestor or other permit qualifications. This report is subject to copyright laws and may only be reproduced by the publisher.



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**The current status of this report expires March 31, 2017.**  
 If this report is presented after March 31, 2017 please call the toll-free number listed below.



Mid-Atlantic Community Papers Association - Hamburg, PA - 13-0000 - Supplemental Readership Study

The Circulation Verification Council surveyed Mid-Atlantic Community Papers Association publication readers in the primary market areas indicated in publication's CVC audit report. The purpose was to identify the number of individuals who indicate they have read at least two of the last four issues of the publication, and gather study information solely for advertising purchase evaluations. Market statistics estimates appearing in CVC reports, when available, are obtained from EASI Software. CVC study sources can include, but are not limited to, residential and cell phone surveys, online surveys, email surveys, and/or social media surveys. Study source data can include, but is not limited to, residential phone listings, cell phone exchanges, publisher delivery lists, opt-in email, online, and/or social media databases. Residential and cell phone survey populations consisted of adults age 18 and over, living in households within the survey area. Within this area, each individual had a known (or "non-zero") probability of being selected for the random sample. Surveys were conducted solely with pre-designated respondents and no substitutions were permitted. Initial survey attempts were spread evenly across all survey days (i.e., Tuesday through Saturday). A minimum of 250 completed surveys, or 2.5% of net circulation for publications under 10,000 net circulation is required with no more than one survey per household. Survey Procedures: To ensure the highest degree of comparability and to facilitate the survey process, a standard, consistent, specified list of questions was asked. Surveys were conducted over a minimum period of three weeks to minimize the impact of weather and/or special news stories. Every effort was made to ensure that surveys were assigned randomly by day and that an approximately equal number of surveys were completed on each survey 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. Every effort was made to surmount language, cultural, behavioral and other barriers to a successful survey; and to the extent feasible, contact attempts were scheduled on a random basis. During the survey process, no questions were asked prior to the readership question, with the exception of a qualifying question designed to determine the ZIP code of the individual; and a general warm-up call explanation designed to put the respondent at ease. Warm-up questions did not include any reference to a publication itself or the nature of the study information. The study followed recommended guidelines developed in part from established media usage and evaluation 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 +/-3.5% at the 95% confidence level. 10,717 Survey respondents were interviewed during the verification of carrier delivery and mail distribution. 4,563 Survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution.

- **Average estimated readers per edition during the audit period: 2.045 \***  
\*Readership estimates compiled from 2015 CVC circulation & readership study data.

1. The (appropriate Mid-Atlantic Community Papers Association publication) is distributed regularly in your area. Do you regularly read or look through the (appropriate Mid-Atlantic Community Papers Association publication)?

2. Do you frequently purchase products or services from ads seen in the (appropriate Mid-Atlantic Community Papers Association publication)?

YES 72.9%  
NO 27.1%

3. How long do you keep the (appropriate Mid-Atlantic Community Papers Association publication) before discarding it?

43% 1-2 Days  
30% 3-4 Days  
07% 5-6 Days  
20% 1 Week or More

4. Reader Gender (Voice recognition - Gender Bias Rotation)

Reader Demographics	Market Demographics	
37%	49%	Male Readers
63%	51%	Female Readers



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5. Please select the category that best describes your age.

Reader Demographics	Market Demographics
01%	05% 18 - 20
03%	08% 21 - 24
18%	17% 25 - 34
25%	17% 35 - 44
23%	19% 45 - 54
18%	16% 55 - 64
09%	09% 65 - 74
02%	06% 75 - 84
01%	03% 85 years or older

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

Reader Demographics	Market Demographics
01%	10% under \$15,000
06%	10% \$15,000 - \$24,999
10%	10% \$25,000 - \$34,999
12%	13% \$35,000 - \$49,999
23%	19% \$50,000 - \$74,999
20%	14% \$75,000 - \$99,999
11%	09% \$100,000 - \$124,999
06%	05% \$125,000 - \$149,999
06%	06% \$150,000 - \$199,999
05%	04% over \$200,000

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

Reader Demographics	Market Demographics
02%	13% Some High School or Less
28%	33% Graduated High School
29%	26% Some College
28%	17% Graduated College
10%	08% Completed Master Degree
02%	02% Completed Professional Degree
01%	01% Completed Doctorate Graduate



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

(% = Positive respondents)

- 15% New Automobile
- 22% Used Automobile
- 16% Antiques / Auctions
- 41% Furniture / Home Furnishings
- 17% Major Home Appliance
- 19% Computers / Tablets / Laptops
- 34% Home Improvements / Home Improvement Supplies
- 33% Television / Electronics
- 16% Carpet / Flooring
- 57% Automobile Accessories (tires, brakes & service)
- 44% Lawn & Garden Supplies
- 32% Florist / Gift Shops
- 20% Home Heating & Air Conditioning (service, new equipment)
- 58% Vacations / Travel
- 07% Real Estate
- 68% Men's Apparel
- 77% Women's Apparel
- 53% Children's Apparel
- 02% Boats / Personal Watercraft
- 16% Art & Crafts Supplies
- 21% Childcare
- 36% Education / Classes
- 08% Attorney
- 27% Veterinarian
- 12% Chiropractor
- 22% Financial Planner (Retirement, Investing)
- 63% Tax Advisor / Services
- 33% Health Club / Exercise Class
- 37% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
- 13% Weight Loss
- 31% Lawn Care Service (Maintenance & Landscaping)
- 33% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
- 69% Pharmacist / Prescription Service
- 30% Cell Phone or Smart Phone (New Service or Update Service)
- 85% Dining & Entertainment
- 23% Jewelry
- 09% Wedding Supplies
- 31% Athletic & Sports Equipment
- 06% Motorcycles / ATV's



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