

Audit Period: October 1, 2009 – September 30, 2010

Smart Shopper

75 B Main Street (PO Box 237)
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1. Publication Information

Average Net Circulation:	24,860 (Print Edition)
Number of Editions:	One
Format / Average Page Count:	Magazine / 52 Pages
Circulation Cycle:	Weekly
Circulation Day / Time:	Wednesday / by 5 PM
Ownership:	Cheryl R MacKinney / James W Winslow
Year Established:	2006
Publication Type:	Shopper
Content:	98% Advertising / 2% Editorial
Circulation Paid/Unpaid:	100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods:	0% Home Delivery / 97% Mail / 3% Controlled Bulk
Insert Zoning Available:	Yes - ZIP Code / Route
CVC Member Number:	17-0307
DMA/MSA:	Boston, MA / Boston--Worcester--Lawrence, MA--NH--ME--CT
Audit Funded By:	Community Papers of New England Independent Free Papers of America

2. Rate Card and Mechanical Data

Rate Card Effective Date:	January 1, 2010
Mechanical Data:	Four (4) columns x 10-inch column depth Full page: 7.5" wide X 10" depth.
Open Rate:	Local: \$7.10 per column inch National: \$7.10 per column inch
Insert Open Rate:	\$35.00 per thousand
Classified Rate:	\$7.00 for up to 20 words
Volume, frequency, contract, color, and other rates may be available from the publisher.	

3. Contact Information

Publisher:	Cheri MacKinney	EMAIL: cmackinney@smartshopperad.com
Advertising:	Cheri MacKinney	EMAIL: cmackinney@smartshopperad.com
Circulation:	Cheri MacKinney	EMAIL: cmackinney@smartshopperad.com

4. Circulation Pricing

Smart Shopper is a controlled circulation weekly without circulation pricing. Annual mail subscription rate: Contact Publisher



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

CVC Account Number: 17-0307		Smart Shopper Webster, MA
Audit Period Summary		
Average Net Circulation	(5-H)	24,860
Average Gross Distribution	(5-F)	24,860
Average Net Press Run	(5-A)	24,885
Audit Period Detail		
A. Average Net Press Run		24,885
B. Office / File		25
C. Controlled Distribution		
1. Home Delivery		0
2. Controlled Bulk Delivery / Demand Distribution		738
3. Mail		24,117
4. Restock & Office Service		5
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		24,860
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		0
E. Sponsored / Voluntary Paid Distribution		
1. Home 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		24,860
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		24,860

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

	Monthly Audit Period Average
Website Unique Visitors	151
Website Page Views	3,685

6B. Audited Online Edition Reporting

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

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. HOME 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. HOME 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.
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. HOME 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.
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.
- 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.

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
01/01/10-12/31/10	CVC	24,838	24,858	24,884	-
01/01/09-12/31/09	CVC	24,408	24,519	24,443	24,651
01/01/08-12/31/08	CVC	22,195	22,198	23,703	24,685
04/01/07-12/31/07	CVC	-	18,315	21,732	22,088

9. Distribution by Zip Code (6/30/2010 Edition) Wednesday

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
01507	Charlton	Worcester	0	0	4,785	0	4,785
01508	Charlton City	Worcester	0	0	503	0	503
01509	Charlton Depot	Worcester	0	0	44	0	44
01537	North Oxford	Worcester	0	0	392	0	392
01540	Oxford	Worcester	0	0	4,142	0	4,142
01566	Sturbridge	Worcester	0	0	3,011	0	3,011
01570	Webster	Worcester	0	0	7,058	0	7,058
01571	Dudley	Worcester	0	0	4,176	0	4,176
Misc.	Assorted	Assorted	0	0	800	0	800
TOTAL			0	0	24,911	0	24,911

10. Distribution by County (6/30/2010 Edition) Wednesday

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Worcester	Charlton Charlton City Charlton Depot Dudley North Oxford Oxford Sturbridge Webster	0	0	24,111	0	24,111
Misc.	Assorted	0	0	800	0	800
TOTAL		0	0	24,911	0	24,911

11. Verification of Receivership & Readership

Controlled Home Delivery and Mail Distribution

The Circulation Verification Council interviewed 386 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. Smart Shopper is distributed regularly in your area. Do you receive Smart Shopper on a regular basis?

2. (If response to #1 was YES) Do you or someone in your household regularly read or look through Smart Shopper?

CVC interviews indicate that 381 of 386 households or 98.7% indicated they receive Smart Shopper on a regular basis.

CVC interviews indicate that 312 of 381 or 81.9% indicate they regularly read or look through Smart 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

Smart Shopper did not report significant controlled bulk / demand distribution, or single copy distribution during the audit cycle. Distribution locations received an average 738 copies per edition during the audit cycle.

13. Paid Reporting Analysis

HOME 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: 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
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.



www.cvcaudit.com

The current status of this report expires December 31, 2011.
If this report is presented after December 31, 2011 please call the toll-free number listed below.



Smart Shopper - Webster, MA - 17-0307 - Supplemental Readership Study

The Circulation Verification Council interviewed 386 residents 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. *312 Survey respondents were interviewed during the verification of home delivery and mail distribution. 0 Survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution.

• **Average readers per edition during the audit period: 1.825***
 *Readership estimates compiled from 2010 CVC circulation & readership study data.

1. Smart Shopper is distributed regularly in your area. Does your household regularly receive Smart Shopper?

YES	381	98.7%
NO	5	01.3%

2. Do you or someone in your household regularly read or look through Smart Shopper?

YES	312	81.9%
NO	69	18.1%

3. Do you frequently purchase products or services from ads seen in Smart Shopper?

YES	252	80.8%
NO	60	19.2%

4. How long do you keep Smart Shopper before discarding it?

63%	1-2 Days
18%	3-4 Days
01%	5-6 Days
18%	1 Week or More

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

Reader Demographics	Market Demographics	
00%	04%	18 - 20
07%	07%	21 - 24
19%	17%	25 - 34
22%	21%	35 - 44
24%	21%	45 - 54
20%	14%	55 - 64
06%	08%	65 - 74
02%	09%	75 years or older



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

Reader Demographics	Market Demographics	
07%	19%	Under \$25,000
35%	21%	\$25,001 - \$49,999
24%	21%	\$50,000 - \$74,999
17%	16%	\$75,000 - \$99,999
15%	17%	\$100,000 - \$149,999
02%	06%	Over \$150,000

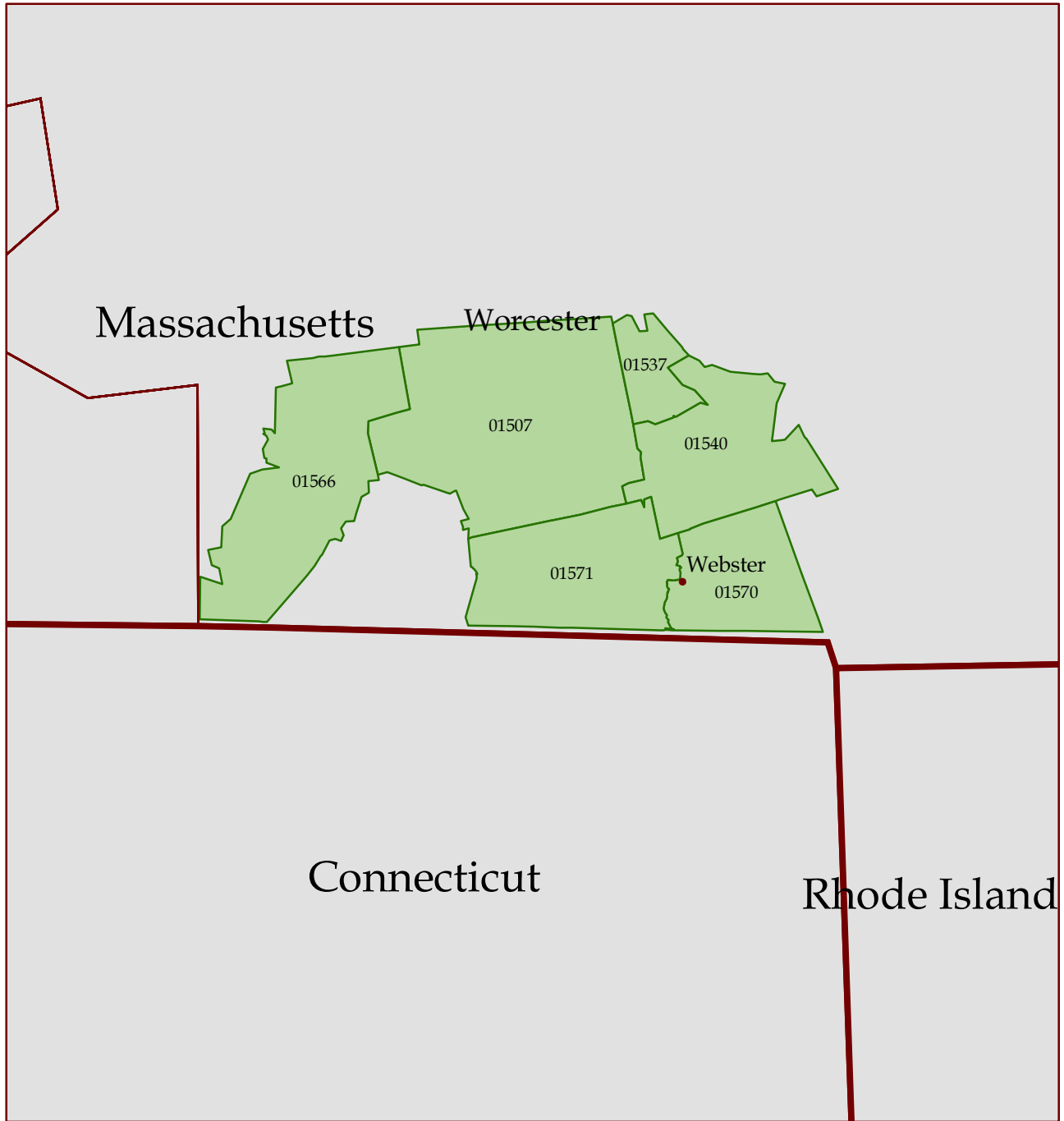
7. What is the highest level of education you have obtained?

Reader Demographics	Market Demographics	
04%	15%	Some High School or Less
38%	34%	Graduated High School
30%	28%	Some College
22%	15%	Graduated College
06%	09%	Completed Post Graduate

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




- 10% New Automobile
- 14% Used Automobile
- 11% Antiques / Auctions
- 32% Furniture / Home Furnishings
- 15% Major Home Appliance
- 08% Home Computers
- 35% Home Improvements / Supplies
- 37% Television / Electronics
- 18% Carpet / Flooring
- 61% Automobile Accessories (tires, brakes & service)
- 47% Lawn & Garden
- 28% Florist / Gift Shops
- 38% Home Heating / Air Conditioning (service, new equipment)
- 52% Vacations / Travel
- 05% Real Estate
- 75% Men's Apparel
- 84% Women's Apparel
- 49% Children's Apparel
- 01% Boats / Personal Watercraft
- 28% Art & Crafts Supplies
- 22% Childcare
- 38% Education / Classes
- 09% Attorney
- 23% Veterinarian
- 14% Chiropractor
- 28% Financial Planner (Retirement, Investing)
- 63% Tax Advisor / Services
- 28% Health Club / Exercise Class
- 31% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
- 05% Weight Loss
- 33% Lawn Care Service (Maintenance & Landscaping)
- 48% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
- 79% Pharmacist / Prescription Service
- 24% Cellular Phone New/Update Service
- 69% Dining & Entertainment
- 21% Jewelry
- 09% Wedding Supplies
- 32% Athletic & Sports Equipment

(% = Positive respondents)



Smart Shopper
 Webster, Massachusetts
 17-0307

Key to Features

-  State Boundary
-  County Boundary
-  Zip Code Boundary

