

**Audit Period: October 1, 2006 – September 30, 2008**

**The County Journal**

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**1. Publication Information**

Average Net Circulation:	19,274 (Print Edition)
Number of Editions:	One
Format / Average Page Count:	Tabloid / 32 Pages
Circulation Cycle:	Weekly
Circulation Day / Time:	Saturday / by 5 PM
Ownership:	The County Journal
Year Established:	2006
Publication Type:	Community Newspaper
Content:	70% Advertising / 30% Editorial
Circulation Paid/Unpaid:	100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods:	16% Home Delivery / 80% Mail / 4% Controlled Bulk
Insert Zoning Available:	Yes – ZIP Code
CVC Member Number:	22-0217
DMA/MSA:	Lansing, MI / Lansing-East Lansing, MI
Audit Funded By:	Community Papers of Michigan Independent Free Papers of America

**2. Rate Card and Mechanical Data**

Rate Card Effective Date:	April 1, 2006
Mechanical Data:	Six (6) columns x 16-inch column depth Full page: 10.25" wide X 16" depth.
Open Rate:	Local: \$8.50 per column inch National: \$9.80 per column inch
Insert Open Rate:	\$42.00 per thousand
Classified Rate:	\$10.00 for up to 10 words

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

**3. Contact Information**

Publisher:	Cindy Gaedert-Wing	EMAIL: cgwing@county-journal.com
Advertising:	Cindy Gaedert-Wing	EMAIL: cgwing@county-journal.com
Circulation:	Denise Ensley	EMAIL: densley@county-journal.com

**4. Circulation Pricing**

The County Journal is a controlled circulation weekly without circulation pricing. Annual mail subscription rate: \$40.00



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

CVC Account Number: 22-0217		The County Journal Charlotte, MI
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>19,274</b>
Average Gross Distribution	(5-F)	19,287
Average Net Press Run	(5-A)	19,337
<b>Audit Period Detail</b>		
A. Average Net Press Run		19,337
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		3,008
2. Controlled Bulk Delivery / Demand Distribution		817
3. Mail		15,381
4. Restock & Office Service		59
5. Other: Events, fairs, festivals & trade shows		5
<b>TOTAL AVERAGE CONTROLLED DISTRIBUTION</b>		<b>19,270</b>
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		17
4. Restock & Office Service		0
5. Other:		0
<b>TOTAL AVERAGE PAID DISTRIBUTION</b>		<b>17</b>
E. Sponsored / Voluntary Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
<b>TOTAL AVERAGE SPONSORED DISTRIBUTION</b>		<b>0</b>
F. Average Gross Distribution		19,287
G. Unclaimed / Returns		(13)*
<b>H. Average Net Circulation</b>		<b>19,274</b>

**6A. Audited Average Website Reporting**

	Audit Period Average
Unique Visitors	Not Reported
Page Views	Not Reported
Hits	Not Reported

**6B. Audited Online Edition Reporting**

	Audit Period Average
Total Online Edition Circulation	Not Applicable
Unique Online Edition Circulation	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. 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.
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: Editions distributed at community events, fairs, festivals and trade shows and available to individual readers. Subject to paragraph 5E returns.
- 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.
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.

HITS: The successful transmission of a file contained within a web-page. A single web-page can consist of multiple files which are counted as a hit as the page is downloaded.

### PARAGRAPH SIX (B)

TOTAL ONLINE EDITION READERS: Registered and/or non-registered users who open and read one or more pages of the online edition during the edition cycle.

UNIQUE ONLINE EDITION READERS: Registered users who have supplied CVC verification information to validate the online edition reader is not a duplicated print edition reader.



**8. Average Print Circulation History**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/08-12/31/08	CVC	19,242	19,127	19,172	-
01/01/07-12/31/07	CVC	19,312	19,331	19,375	19,379
01/01/06-12/31/06	CVC	-	19,741	19,749	19,737

**9. Distribution by Zip Code (6/28/2008 Edition) Saturday**

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
48813	Charlotte	Eaton	0	0	8,800	436	9,236
48827	Eaton Rapids	Eaton	0	100	514	0	614
48861	Mulliken	Eaton	0	0	626	0	626
48876	Potterville	Eaton	0	50	1,557	0	1,607
48890	Sunfield	Eaton	0	0	841	0	841
49021	Bellevue	Eaton	0	30	2,554	0	2,584
49073	Nashville	Barry	0	146	0	0	146
49076	Olivet	Eaton	0	55	1,724	0	1,779
49096	Vermontville	Eaton	0	10	1,257	0	1,267
<b>TOTAL</b>			<b>0</b>	<b>391</b>	<b>17,873</b>	<b>436</b>	<b>18,700</b>

**10. Distribution by County (6/28/2008 Edition) Saturday**

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Barry	Nashville	0	146	0	0	146
Eaton	Bellevue Charlotte Eaton Rapids Mulliken Olivet Potterville Sunfield Vermontville	0	245	17,873	436	18,554
<b>TOTAL</b>		<b>0</b>	<b>391</b>	<b>17,873</b>	<b>436</b>	<b>18,700</b>

**11. Verification of Receivership & Readership**

**Controlled Home Delivery and Mail Distribution**

The Circulation Verification Council interviewed 349 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 County Journal is distributed regularly in your area. Do you receive The County Journal on a regular basis?
2. (If response to #1 was YES) Do you or someone in your household regularly read or look through The County Journal?

**CVC interviews indicate that 346 of 349 households or 99.1% indicated they receive The County Journal on a regular basis.**

**CVC interviews indicate that 281 of 346 or 81.2% indicate they regularly read or look through The County Journal.**

\*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 County Journal did not report significant controlled bulk / demand distribution, or single copy distribution during the audit cycle. Twenty distribution locations received an average 817 copies per edition during the audit cycle.

**13. Paid Reporting Analysis**

<b>HOME DELIVERY</b>	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
<b>MAIL</b>	Basic Rates: \$40.00 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	17
Over 75% of basic rate	0
Over 50% of basic rate	0
Under 50% of basic rate	0
<b>SINGLE COPY</b>	COVER PRICE: N/A
	AVERAGE WHOLESALER RATE: N/A
<b>OTHER:</b>	

**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 June 30, 2010.**  
If this report is presented after June 30, 2010 please call the toll-free number listed below.



**The County Journal – Charlotte, MI – 22-0217 - Supplemental Readership Study**

The Circulation Verification Council interviewed 349 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. \*281 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: 1.85\***  
\*Readership estimates compiled from 2008 CVC circulation & readership study data.

1. The County Journal is distributed regularly in your area. Does your household regularly receive The County Journal?

YES	346	99.1%
NO	3	00.9%

2. Do you or someone in your household regularly read or look through The County Journal?

YES	281	81.2%
NO	65	18.8%

3. Do you frequently purchase products or services from ads seen in The County Journal?

YES	205	73.0%
NO	76	27.0%

4. Some stores use separate flyers or inserts to advertise specials and sales. How often would you read or look at inserts in The County Journal?

39%	Always
39%	Sometimes
17%	Seldom
05%	Never

5. Are you male or female? (Voice recognition – Gender Bias Rotation)

42%	Male Readers
58%	Female Readers



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

Reader Demographics	Market Demographics	
07%	16%	Under \$25,000
28%	26%	\$25,001 - \$49,999
29%	23%	\$50,000 - \$74,999
23%	17%	\$75,000 - \$99,999
12%	14%	\$100,000 - \$149,999
01%	03%	Over \$150,000

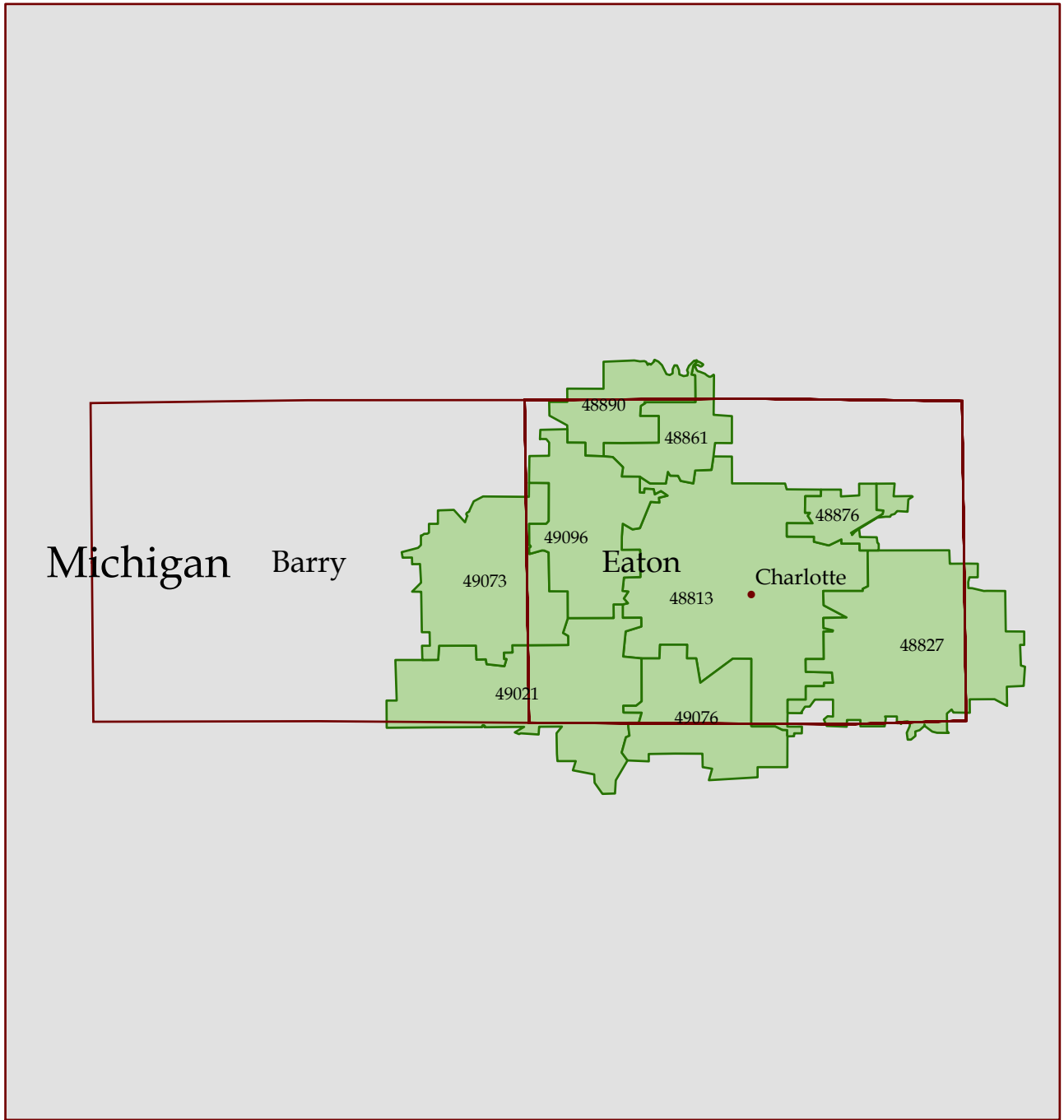
7. Please select the category that best describes your age.

Reader Demographics	Market Demographics	
01%	05%	18 - 20
04%	08%	21 - 24
16%	16%	25 - 34
27%	20%	35 - 44
26%	22%	45 - 54
18%	15%	55 - 64
05%	07%	65 - 74
03%	07%	75 years or older

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



(% = Positive respondents)

- 14% New Automobile
- 10% Used Automobile
- 17% Antiques / Auctions
- 43% Furniture / Home Furnishings
- 23% Major Home Appliance
- 15% Home Computers
- 50% Home Improvements / Supplies
- 28% Television / Electronics
- 19% Carpet / Flooring
- 61% Automobile Accessories (tires, brakes & service)
- 53% Lawn & Garden
- 27% Florist / Gift Shops
- 34% Home Heating / Air Conditioning (service, new equipment)
- 50% Vacations / Travel
- 05% Real Estate
- 75% Men's Apparel
- 89% Women's Apparel
- 46% Children's Apparel
- 01% Boats / Personal Watercraft
- 32% Art & Crafts Supplies
- 26% Childcare
- 34% Education / Classes
- 11% Attorney
- 24% Veterinarian
- 16% Chiropractor
- 19% Financial Planner (Retirement, Investing)
- 48% Tax Advisor / Services
- 25% Health Club / Exercise Class
- 39% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
- 05% Weight Loss
- 32% Lawn Care Service (Maintenance & Landscaping)
- 58% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
- 77% Pharmacist / Prescription Service
- 23% Cellular Phone New/Update Service
- 74% Dining & Entertainment
- 18% Jewelry
- 10% Wedding Supplies
- 37% Athletic & Sports Equipment



The County Journal  
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Key to Features

-  County Boundary
-  Zip Code Boundary

