

Reinstatement Audit Period: October 1, 2009 – September 30, 2011

Shopping News

1065 W 4th Ave.
Monroe, WI 53566
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EMAIL: monroeshopnews@themonroetimes.com
www.mymonroeshoppingnews.com

1. Publication Information

Average Net Circulation:	16,817 (Print Edition)
Number of Editions:	One
Format / Average Page Count:	Tabloid / 20 Pages
Circulation Cycle:	Weekly
Circulation Day / Time:	Wednesday / by 8 PM
Ownership:	Monroe Publishing, LLC.
Year Established:	1984
Publication Type:	Shopper
Content:	90% Advertising / 10% Editorial
Circulation Paid/Unpaid:	100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods:	74% Carrier Delivery / 19% Mail / 7% Controlled Bulk
Insert Zoning Available:	Yes – ZIP Code - Zones
CVC Member Number:	12-0057
DMA/MSA:	Madison, WI
Audit Funded By:	Wisconsin Community Papers

2. Rate Card and Mechanical Data

Rate Card Effective Date:	January 1, 2011
Mechanical Data:	Six (6) columns x 16.50-inch column depth Full page: 10" wide X 16.50" depth (built to 15.75)
Open Rate:	Local: \$13.40 per column inch National: \$18.76 per column inch
Insert Open Rate:	\$54.00 per thousand
Classified Rate:	\$0.26 per word

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

3. Contact Information

Publisher:	Carl Hearing	EMAIL: chearing@themonroetimes.com
Advertising:	Laura A. Hughes	EMAIL: lhughes@themonroetimes.com
Circulation:	Tina Curran	EMAIL: circulation@themonroetimes.com

4. Circulation Pricing

Shopping News is a controlled circulation Weekly without circulation pricing. Annual mail subscription rate: \$95.00

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

CVC Account Number: 12-0057		Shopping News Monroe, WI
Audit Period Summary		
Average Net Circulation	(5-H)	16,817
Average Gross Distribution	(5-F)	16,817
Average Net Press Run	(5-A)	16,869
Audit Period Detail		
A. Average Net Press Run		16,869
B. Office / File		52
C. Controlled Distribution		
1. Carrier Delivery		12,406
2. Controlled Bulk Delivery / Demand Distribution		622
3. Mail		3,262
4. Restock & Office Service		527
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		16,817
D. Paid Distribution		
1. Carrier 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. 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		16,817
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		16,817

6A. Audited Average Website Reporting - www.mymonroeshoppingnews.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
01/01/11-12/31/11	CVC	16,832	16,768	16,730	-
01/01/10-12/31/10	CVC	16,781	17,049	17,109	16,890
01/01/09-12/31/09	CVC	16,252	-	-	16,492
01/01/08-12/31/08	CVC	16,016	15,560	16,321	16,126
01/01/07-12/31/07	CVC	15,921	15,992	16,210	16,305
01/01/06-12/31/06	CVC	15,987	15,952	16,037	15,978
01/01/05-12/31/05	CVC	16,003	16,051	16,093	16,062
01/01/04-12/31/04	CVC	15,843	15,980	16,081	16,021
01/01/03-12/31/03	CVC	15,742	15,886	15,957	15,919
01/01/02-12/31/02	CVC	15,955	15,912	15,880	15,819
01/01/01-12/31/01	CVC	16,318	16,019	15,996	15,972
01/01/00-12/31/00	CVC	16,450	16,444	16,444	16,397
04/01/99-12/31/99	CVC	-	16,266	16,290	16,335

9. Distribution by Zip Code (9/24/2008 Edition) Tuesday

ZIP CODE	CITY / AREA	COUNTY	CARRIER DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
53502	Albany	Green	775	0	0	0	775
53504	Argyle	Lafayette	775	50	0	0	825
53516	Blanchardville	Lafayette	300	65	0	0	365
53520	Brodhead	Green	610	25	1,830	30	2,495
53522	Browntown	Green	400	0	0	0	400
53541	Gratiot	Lafayette	311	25	0	0	336
53550	Juda	Green	475	25	0	0	500
53566	Monroe	Green	6,580	271	0	350	7,201
53570	Monticello	Green	788	50	0	0	838
53574	New Glarus	Green	175	50	598	0	823
53587	South Wayne	Lafayette	425	75	0	0	500
53599	Woodford	Lafayette	38	0	0	0	38
61050	Mc Connell	Stephenson, IL	100	0	0	0	100
61060	Orangeville	Stephenson, IL	525	0	0	0	525
61070	Rock City	Stephenson, IL	0	25	0	0	25
61087	Warren	Jo Daviess, IL	0	0	798	0	798
61089	Winslow	Stephenson, IL	265	0	0	0	265
TOTAL			12,542	661	3,226	380	16,809



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10. Distribution by County (9/24/2008 Edition) Tuesday

COUNTY	CITY / AREA	CARRIER DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Green	Albany Broadhead Browntown Juda Monroe Monticello New Glarus	9,803	421	2,428	380	13,032
Lafayette	Argyle Blanchardville Gratiot South Wayne Woodford	1,849	215	0	0	2,064
Jo Daviess, IL	Warren	0	0	798	0	798
Stephenson, IL	Mc Connell Orangeville Rock City Winslow	890	25	0	0	915
TOTAL		12,542	661	3,226	380	16,809

11. Verification of Receivership & Readership

Controlled Carrier Delivery and Mail Distribution

Shopping News reported an average carrier delivery distribution of 12,406 during the audit period. Carrier delivery was verified through the review of carrier statements and additional publisher support documents. Shopping News reported an average mail distribution of 3,262 during the audit period. Mail distribution was verified through the review of USPS mail 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. Shopping News is distributed regularly in your area. Do you receive Shopping News on a regular basis?

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

CVC interviews indicate that a sufficient number of households indicated they receive Shopping News on a regular basis to substantiate the publisher's distribution claims.

CVC interviews indicate that 281 of 363 or 77.4% indicate they regularly read or look through Shopping News.

*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%.



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12. Verification of Distribution

Controlled Bulk / Demand Distribution

Shopping News did not report significant controlled bulk / demand distribution, or single copy distribution during the audit cycle. Distribution locations received an average 622 copies per edition during the audit cycle.

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: \$95.00 / 1-Year
	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.






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The current status of this report expires March 31, 2013.
If this report is presented after March 31, 2013 please call the toll-free number listed below.



Shopping News
 Monroe, Wisconsin
 12-0057

Key to Features

-  State Boundary
-  County Boundary
-  Zip Code Boundary

