

Audit Period: October 1, 2007 – September 30, 2008

The Radio Shopper

103 Hanover Street (PO Box 2295)
Lebanon, NH 03766 (New London 03257)
(603) 448-0500
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EMAIL: shopper@wntk.com
www.wntk.com

1. Publication Information

Average Net Circulation: 7,465 (Print Edition)
Number of Editions: One
Format / Average Page Count: Magazine / 16 Pages
Circulation Cycle: Weekly
Circulation Day / Time: Tuesday / By 6 PM
Ownership: Koor Communications, Inc.
Year Established: 1992
Publication Type: Shopper
Content: 80% Advertising / 20% Editorial
Circulation Paid/Unpaid: 100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods: 0% Home Delivery / 90% Mail / 10% Controlled Bulk
Insert Zoning Available: Yes - ZIP Code
CVC Member Number: 17-0026
DMA/MSA: Burlington, VT
Audit Funded By: Community Papers of New England

2. Rate Card and Mechanical Data

Rate Card Effective Date: February 1, 2008
Mechanical Data: Four (4) columns x 10.25-inch column depth
Full page: 7.25" wide X 10.25" depth.
Open Rate: Local: \$225.00 Full Page - \$33.00 1/16th Page
National: \$225.00 Full Page - \$33.00 1/16th Page
Insert Open Rate: \$55.00 per thousand
Classified Rate: \$14.95 for up to 25 words
Volume, frequency, contract, color, and other rates may be available from the publisher.

3. Contact Information

Publisher: Robert Vinikoor EMAIL: bob@wntk.com
Advertising: Sheila Vinikoor EMAIL: office@wntk.com
Circulation: Lorraine Murphy

4. Circulation Pricing

The Radio 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: 17-0026		The Radio Shopper Lebanon, NH
Audit Period Summary		
Average Net Circulation	(5-H)	7,465
Average Gross Distribution	(5-F)	7,465
Average Net Press Run	(5-A)	7,500
Audit Period Detail		
A. Average Net Press Run		7,500
B. Office / File		35
C. Controlled Distribution		
1. Home Delivery		0
2. Controlled Bulk Delivery / Demand Distribution		731
3. Mail		6,727
4. Restock & Office Service		7
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		7,465
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		7,465
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		7,465

6A. Audited Average Website Reporting

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

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.
- 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	7,473	7,457	7,458	-
01/01/07-12/31/07	CVC	7,975	7,473	7,473	7,473
01/01/06-12/31/06	CVC	7,475	7,475	7,475	7,473
01/01/05-12/31/05	CVC	8,129	7,590	6,883	7,975
01/01/04-12/31/04	CVC	8,090	7,975	7,975	7,975
01/01/03-12/31/03	CVC	7,913	7,975	7,975	7,975
01/01/02-12/31/02	CVC	7,475	7,552	7,975	7,975
10/01/01-12/31/01	CVC	-	-	-	7,475

9. Distribution by Zip Code (6/24/2008 Edition)

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
03257	New London	Merrimack	2,408	109	0	0	2,517
03743	Claremont	Sullivan	0	300	0	0	300
03750	Etna	Grafton	482	0	0	0	482
03751	Georges Mills	Sullivan	350	0	0	0	350
03753	Grantham	Sullivan	1,390	0	0	0	1,390
03766	Lebanon	Grafton	0	125	0	0	125
03773	Newport	Sullivan	0	90	0	0	90
03784	West Lebanon	Grafton	0	60	0	0	60
05001	White River Junction	Windsor, VT	0	40	0	0	40
05055	Norwich	Windsor, VT	1,885	0	0	0	1,885
Misc.	Assorted	Assorted	221	25	0	15	261
TOTAL			6,736	749	0	15	7,500

10. Distribution by County (6/24/2008 Edition)

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Grafton	Etna Lebanon West Lebanon	482	185	0	0	667
Merrimack	New London	2,408	109	0	0	2,517
Sullivan	Claremont Georges Mills Grantham Newport	1,740	390	0	0	2,130
Windsor, VT	Norwich White River Junction	1,885	40	0	0	1,925
Misc.	Assorted	221	25	0	15	261
TOTAL		6,736	749	0	15	7,500



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11. Verification of Receivership & Readership

Controlled Home Delivery and Mail Distribution

The Circulation Verification Council interviewed 273 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 Radio Shopper is distributed regularly in your area. Do you receive The Radio Shopper on a regular basis?
2. (If response to #1 was YES) Do you or someone in your household regularly read or look through The Radio Shopper?

CVC interviews indicate that 267 of 273 households or 97.8% indicated they receive The Radio Shopper on a regular basis.

CVC interviews indicate that 202 of 267 or 75.7% indicate they regularly read or look through The Radio 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 100% of reported controlled bulk drop locations indicated they received The Radio Shopper on a regular basis.

CVC interviews indicate that less than 15% of The Radio Shopper’s controlled bulk distributed editions are returned to the publisher unclaimed after the edition 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.



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The current status of this report expires December 31, 2009.

If this report is presented after December 31, 2009 please call the toll-free number listed below.

The Radio Shopper – Lebanon, NH – 17-0026 - Supplemental Readership Study

The Circulation Verification Council interviewed 273 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. *202 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 2009 CVC circulation & readership study data.

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

YES	267	97.8%
NO	6	02.2%

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

YES	202	75.7%
NO	65	24.3%

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

YES	161	79.7%
NO	41	20.3%

4. How often do you read the classified advertisements in The Radio Shopper?

13%	Always
22%	Often
38%	Seldom
27%	Never

5. How often do you shop using coupons?

22%	Always
29%	Often
37%	Seldom
12%	Never

6. Do you have a paid daily newspaper delivered to your home five, or more days a week?

27%	YES
73%	NO



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

Reader Demographics	Market Demographics	
15%	20%	Under \$25,000
29%	26%	\$25,001 - \$49,999
23%	21%	\$50,000 - \$74,999
15%	14%	\$75,000 - \$99,999
13%	12%	\$100,000 - \$149,999
05%	07%	Over \$150,000

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

Reader Demographics	Market Demographics	
01%	04%	18 - 20
05%	07%	21 - 24
17%	15%	25 - 34
22%	17%	35 - 44
26%	21%	45 - 54
15%	15%	55 - 64
11%	10%	65 - 74
04%	11%	75 years or older

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

	(% = Positive respondents)
07%	New Automobile
10%	Used Automobile
17%	Antiques / Auctions
44%	Furniture / Home Furnishings
23%	Major Home Appliance
15%	Home Computers
43%	Home Improvements / Supplies
29%	Television / Electronics
14%	Carpet / Flooring
48%	Automobile Accessories (tires, brakes & service)
54%	Lawn & Garden
29%	Florist / Gift Shops
48%	Home Heating / Air Conditioning (service, new equipment)
42%	Vacations / Travel
04%	Real Estate
75%	Men's Apparel
81%	Women's Apparel
55%	Children's Apparel
02%	Boats / Personal Watercraft
31%	Art & Crafts Supplies
25%	Childcare
35%	Education / Classes
04%	Attorney
20%	Veterinarian
17%	Chiropractor
18%	Financial Planner (Retirement, Investing)
42%	Tax Advisor / Services
20%	Health Club / Exercise Class
34%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
05%	Weight Loss
36%	Lawn Care Service (Maintenance & Landscaping)
52%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
55%	Pharmacist / Prescription Service
18%	Cellular Phone New/Update Service
66%	Dining & Entertainment
21%	Jewelry
11%	Wedding Supplies
38%	Athletic & Sports Equipment