

NOT FOR DISCLOSURE

-AUDIT PROOF-

- PRINT AS IS**
- MAKE CORRECTIONS THEN PRINT**
- RESUBMIT PROOF**

PLEASE FAX BACK CORRECTED PAGES ONLY

Name _____ Date _____

Audit Period: October 1, 2008 – June 30, 2010

The County Journal

241 S Cochran Avenue
Charlotte, MI 48813
(517) 543-1099
(517) 543-1993 FAX

EMAIL: johng@county-journal.com
www.county-journal.com

1. Publication Information

Average Net Circulation:	19,308 (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:	75% Home Delivery/ 18% Mail/ 7% Controlled Bulk (audit period %) 89% Home Delivery/ 1% Mail/ 10% Controlled Bulk (current %)
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:	January 1,2009
Mechanical Data:	Six (6) columns x 16-inch column depth Full page: 10.25" wide X 16" depth.
Open Rate:	Local: \$8.95 per column inch National: \$10.30 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: \$52.00

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

CVC Account Number: 22-0217		The County Journal Charlotte, MI
Audit Period Summary		
Average Net Circulation	(5-H)	19,308
Average Gross Distribution	(5-F)	19,341
Average Net Press Run	(5-A)	19,392
Audit Period Detail		
A. Average Net Press Run		19,392
B. Office / File		51
C. Controlled Distribution		
1. Home Delivery		14,433
2. Controlled Bulk Delivery / Demand Distribution		1,172
3. Mail		3,541
4. Restock & Office Service		162
5. Other: Events, fairs, festivals and trade shows		11
TOTAL AVERAGE CONTROLLED DISTRIBUTION		19,319
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		22
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		22
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		19,341
G. Unclaimed / Returns		(33)*
H. Average Net Circulation		19,308

6A. Audited Average Website Reporting

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

6B. Audited Online Edition Reporting

	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. 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: Events, fairs, festivals and trade shows
- 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.
- 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.

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	19,327	19,369	-	-
01/01/09-12/31/09	CVC	19,427	19,346	19,135	19,064
01/01/08-12/31/08	CVC	19,242	19,127	19,172	19,488
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 (6/26/2010 Edition) Saturday

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
48813	Charlotte	Eaton	8,201	945	206	224	9,576
48827	Eaton Rapids	Eaton	877	105	0	0	982
48861	Mulliken	Eaton	635	25	0	0	660
48876	Potterville	Eaton	1,480	132	0	0	1,612
48890	Sunfield	Eaton	945	0	0	0	945
49021	Bellevue	Eaton	2,683	107	0	0	2,790
49073	Nashville	Barry	0	270	0	0	270
49076	Olivet	Eaton	1,500	95	0	0	1,595
49096	Vermontville	Eaton	1,090	80	0	0	1,170
TOTAL			17,411	1,759	206	224	19,600

10. Distribution by County (6/26/2010 Edition) Saturday

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Barry	Nashville	0	270	0	0	270
Eaton	Bellevue Charlotte Eaton Rapids Mulliken Olivet Potterville Sunfield Vermontville	17,411	1,489	206	224	19,330
TOTAL		17,411	1,759	206	224	19,600

11. Verification of Receivership & Readership

Controlled Home Delivery and Mail Distribution

The Circulation Verification Council interviewed 327 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 327 of 327 households or 100% indicated they receive The County Journal on a regular basis.

CVC interviews indicate that 273 of 327 or 83.5% 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 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 County Journal on a regular basis.

CVC interviews indicate that less than 3% of The County Journal'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: \$52.00 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	22
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 June 30, 2012.

If this report is presented after June 30, 2012 please call the toll-free number listed below.

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

The Circulation Verification Council interviewed 327 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. *273 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 2009 CVC circulation & readership study data.

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

YES	327	100%
NO	0	0%

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

YES	273	83.5%
NO	54	16.5%

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

YES	214	78.4%
NO	59	21.6%

4. How long do you keep The County Journal before discarding it?

61%	1-2 Days
16%	3-4 Days
04%	5-6 Days
19%	1 Week or More

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

Reader Demographics	Market Demographics
01%	05% 18 - 20
06%	08% 21 - 24
18%	16% 25 - 34
24%	20% 35 - 44
25%	22% 45 - 54
20%	15% 55 - 64

04%	07%	65 - 74
02%	07%	75 years or older

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

Reader Demographics	Market Demographics	
07%	16%	Under \$25,000
29%	26%	\$25,001 - \$49,999
28%	23%	\$50,000 - \$74,999
21%	18%	\$75,000 - \$99,999
13%	14%	\$100,000 - \$149,999
02%	03%	Over \$150,000

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

Reader Demographics	Market Demographics	
03%	11%	Some High School or Less
34%	37%	Graduated High School
41%	37%	Some College
19%	10%	Graduated College
03%	05%	Completed Post Graduate

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

15%	New Automobile	(% = Positive respondents)
11%	Used Automobile	
23%	Antiques / Auctions	
40%	Furniture / Home Furnishings	
18%	Major Home Appliance	
12%	Home Computers	
38%	Home Improvements / Supplies	
34%	Television / Electronics	
17%	Carpet / Flooring	
65%	Automobile Accessories (tires, brakes & service)	
48%	Lawn & Garden	
25%	Florist / Gift Shops	
30%	Home Heating / Air Conditioning (service, new equipment)	
52%	Vacations / Travel	
03%	Real Estate	
81%	Men's Apparel	
91%	Women's Apparel	
43%	Children's Apparel	
01%	Boats / Personal Watercraft	
28%	Art & Crafts Supplies	
24%	Childcare	
30%	Education / Classes	
10%	Attorney	
25%	Veterinarian	
13%	Chiropractor	
22%	Financial Planner (Retirement, Investing)	
68%	Tax Advisor / Services	
24%	Health Club / Exercise Class	
32%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)	
04%	Weight Loss	
31%	Lawn Care Service (Maintenance & Landscaping)	
47%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)	
84%	Pharmacist / Prescription Service	
21%	Cellular Phone New/Update Service	
75%	Dining & Entertainment	

20%	Jewelry
09%	Wedding Supplies
42%	Athletic & Sports Equipment