

Audit Period: April 1, 2008 – March 31, 2009

East Penn Valley Merchandiser

6 North 3rd St (PO Box 465)
Hamburg, PA 19526
(610) 562-2267
(610) 562-6596 FAX

EMAIL: george@windsorpress.com
www.windsorpress.com

1. Publication Information

Average Net Circulation: 40,175 (Print Edition)
Number of Editions: One
Format / Average Page Count: Tabloid / 28 Pages
Circulation Cycle: Weekly
Circulation Day / Time: Wednesday / by 5 PM
Ownership: The Windsor Press, Inc.
Year Established: 1960
Publication Type: Shopper
Content: 100% Advertising / 0% Editorial
Circulation Paid/Unpaid: 99% Unpaid / 1% Paid / 0% Sponsored
Primary Delivery Methods: 68% Home Delivery / 25% Mail / 7% Controlled Bulk
Insert Zoning Available: Yes - ZIP Code
CVC Member Number: 13-0029
DMA/MSA: Philadelphia, PA / Reading, PA
Audit Funded By: Mid-Atlantic Community Papers Association
Independent Free Papers of America

2. Rate Card and Mechanical Data

Rate Card Effective Date: April 16, 2008
Mechanical Data: Six (6) columns x 16-inch column depth
Full page: 10.188" wide X 16" depth.
Open Rate: Local: \$10.60 per column inch
National: \$10.60 per column inch
Insert Open Rate: \$53.00 per thousand
Classified Rate: \$7.65 for up to 20 words
Volume, frequency, contract, color, and other rates may be available from the publisher.

3. Contact Information

Publisher: George T. Mitten EMAIL: george@windsorpress.com
Advertising: Bonnie Oswald EMAIL: display@windsorpress.com
Circulation: David Wisniewski EMAIL: circulation@windsorpress.com

4. Circulation Pricing

East Penn Valley Merchandiser is a controlled circulation weekly without circulation pricing.
Annual mail subscription rate: \$60.00



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

CVC Account Number: 13-0029		East Penn Valley Merchandiser Hamburg, PA
Audit Period Summary		
Average Net Circulation	(5-H)	40,175
Average Gross Distribution	(5-F)	40,190
Average Net Press Run	(5-A)	40,485
Audit Period Detail		
A. Average Net Press Run		40,485
B. Office / File		295
C. Controlled Distribution		
1. Home Delivery		27,190
2. Controlled Bulk Delivery / Demand Distribution		2,813
3. Mail		10,006
4. Restock & Office Service		150
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		40,159
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		31
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		31
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		40,190
G. Unclaimed / Returns		(15)*
H. Average Net Circulation		40,175

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:
- 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.

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
01/01/09-12/31/09	CVC	40,068	-	-	-
01/01/08-12/31/08	CVC	40,147	40,210	40,256	40,163
01/01/07-12/31/07	CVC	37,362	40,200	40,223	40,215
01/01/06-12/31/06	CVC	36,690	36,685	36,737	36,809
01/01/05-12/31/05	CVC	36,456	36,555	36,719	36,717
01/01/04-12/31/04	CVC	36,044	36,195	36,351	36,373
01/01/03-12/31/03	CVC	35,846	35,902	36,071	36,106
01/01/02-12/31/02	CVC	36,053	36,127	36,125	35,826
07/01/01-12/31/01	CVC	-	-	36,033	36,091
01/01/98-12/31/00	CAC	-	-	-	-

9. Distribution by Zip Code (6/25/2008 Edition) Wednesday

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
18011	Alburtis	Lehigh	1,260	8	0	0	1,268
18031	Breinigsville	Lehigh	1,000	85	0	0	1,085
18049	Emmaus	Lehigh	3,428	80	1,860	0	5,368
18051	Fogelsville	Lehigh	175	88	0	0	263
18062	Macungie	Lehigh	1,525	100	6,388	0	8,013
18066	New Tripoli	Lehigh	1,385	140	0	0	1,525
18087	Trexlerstown	Lehigh	0	0	632	0	632
18106	Wescosville	Lehigh	411	150	2,155	0	2,716
19510	Blandon	Berks	365	0	0	0	365
19511	Bowers	Berks	145	0	0	0	145
19522	Fleetwood	Berks	7,328	220	0	0	7,548
19526	Hamburg	Berks	100	210	0	0	310
19529	Kempton	Berks	950	30	0	0	980
19530	Kutztown	Berks	3,930	650	0	0	4,580
19534	Lenhartsville	Berks	415	153	0	0	568
19536	Lyon Station	Berks	250	25	0	0	275
19539	Mertztown	Berks	1,230	330	0	0	1,560
19547	Oley	Berks	1,205	185	0	0	1,390
19560	Alsace Manor	Berks	170	0	0	0	170
19562	Topton	Berks	990	123	0	0	1,113
TOTAL			26,262	2,577	11,035	0	39,874

10. Distribution by County (6/25/2008 Edition) Wednesday



COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Berks	Alsace Manor Blandon Bowers Fleetwood Hamburg Kempton Kutztown Lenhartsville Lyon Station Mertztown Oley Topton	17,078	1,926	0	0	19,004

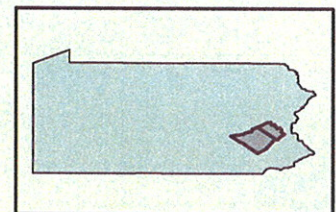




East Penn Valley Merchandiser
 Hamburg, Pennsylvania
 13-0029

Key to Features

-  County Boundary
-  Zip Code Boundary



East Penn Valley Merchandiser – Hamburg, PA – 13-0029 - Supplemental Readership Study

The Circulation Verification Council interviewed 444 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. *367 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: 1.75***

*Readership estimates compiled from 2009 CVC circulation & readership study data.

1. East Penn Valley Merchandiser is distributed regularly in your area. Does your household regularly receive East Penn Valley Merchandiser?

YES	439	98.9%
NO	5	01.1%
2. Do you or someone in your household regularly read or look through East Penn Valley Merchandiser?

YES	367	83.6%
NO	72	16.4%
3. Do you frequently purchase products or services from ads seen in East Penn Valley Merchandiser?

YES	318	86.6%
NO	49	13.4%
4. How often do you read the classified advertisements in East Penn Valley Merchandiser?

31%	Always
34%	Often
25%	Seldom
10%	Never
5. How often do you shop using coupons?

15%	Always
29%	Often
35%	Seldom
21%	Never
6. Do you have a paid daily newspaper delivered to your home five, or more days a week?

31%	YES
69%	NO



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

Reader Demographics	Market Demographics
06%	14% Under \$25,000
24%	23% \$25,001 - \$49,999
26%	21% \$50,000 - \$74,999
22%	17% \$75,000 - \$99,999
16%	17% \$100,000 - \$149,999
06%	08% Over \$150,000

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

Reader Demographics	Market Demographics
01%	05% 18 - 20
06%	08% 21 - 24
16%	14% 25 - 34
25%	20% 35 - 44
26%	21% 45 - 54
17%	15% 55 - 64
09%	09% 65 - 74
01%	08% 75 years or older

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

- 10% New Automobile
- 13% Used Automobile
- 20% Antiques / Auctions
- 40% Furniture / Home Furnishings
- 21% Major Home Appliance
- 15% Home Computers
- 37% Home Improvements / Supplies
- 32% Television / Electronics
- 15% Carpet / Flooring
- 58% Automobile Accessories (tires, brakes & service)
- 75% Lawn & Garden
- 29% Florist / Gift Shops
- 35% Home Heating / Air Conditioning (service, new equipment)
- 60% Vacations / Travel
- 05% Real Estate
- 78% Men's Apparel
- 85% Women's Apparel
- 53% Children's Apparel
- 02% Boats / Personal Watercraft
- 20% Art & Crafts Supplies
- 30% Childcare
- 38% Education / Classes
- 10% Attorney
- 23% Veterinarian
- 18% Chiropractor
- 19% Financial Planner (Retirement, Investing)
- 54% Tax Advisor / Services
- 21% Health Club / Exercise Class
- 40% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
- 06% Weight Loss
- 27% Lawn Care Service (Maintenance & Landscaping)
- 51% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
- 68% Pharmacist / Prescription Service
- 21% Cellular Phone New/Update Service
- 77% Dining & Entertainment
- 15% Jewelry
- 12% Wedding Supplies
- 49% Athletic & Sports Equipment

(% = Positive respondents)



10. Distribution by County (6/25/2008 Edition) Wednesday CONTINUED

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Lehigh	Alburtis Breinigsville Emmaus Fogelsville Macungie New Tripoli Trexlerstown Wescosville	9,184	651	11,035	0	20,870
TOTAL		26,262	2,577	11,035	0	39,874

11. Verification of Receivership & Readership**Controlled Home Delivery and Mail Distribution**

The Circulation Verification Council interviewed 444 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. East Penn Valley Merchandiser is distributed regularly in your area. Do you receive East Penn Valley Merchandiser on a regular basis?

2. (If response to #1 was YES) Do you or someone in your household regularly read or look through East Penn Valley Merchandiser?

CVC interviews indicate that 439 of 444 households or 98.9% indicated they receive East Penn Valley Merchandiser on a regular basis.

CVC interviews indicate that 367 of 439 or 83.6% indicate they regularly read or look through East Penn Valley Merchandiser.

*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 East Penn Valley Merchandiser on a regular basis.

CVC interviews indicate that less than 2% of East Penn Valley Merchandiser's controlled bulk distributed editions are returned to the publisher unclaimed after the edition cycle.



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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: \$60.00 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	31
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, 2011.

If this report is presented after March 31, 2011 please call the toll-free number listed below.

