

Audit Period: October 1, 2016 - September 30, 2018

The Monadnock Shopper News

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1. Audited Media Platforms

Print Publication:	Average Net Circulation:	42,296 (Print Edition)
Website:	Average Website Unique Users:	3,744



2. Publication Information

Number of Editions:	One
Format / Average Page Count:	Tabloid / 24 Pages
Circulation Cycle:	Weekly
Ownership:	Shakour Publishers, Inc.
Year Established:	1958
Publication Type:	Shopper
	100% Controlled / <1% Paid / 0% Sponsor Paid
Content:	65% Advertising / 35% Editorial
Primary Delivery Methods:	95% Mail / 5% Controlled Bulk
Annual Mail Subscription Rate:	\$30.00
Insert Zoning Available:	Yes - ZIP Code
CVC Member Number:	17-0022
DMA/MSA/CBSA:	Boston, MA / Boston--Worcester--Lawrence, MA--NH--ME--CT / Keene, NH
Audit Funded By:	Independent Free Papers of America

3. Rate Card and Mechanical Data

Rate Card Effective Date:	November 1, 2018
Mechanical Data:	Seven (7) columns X 16" column depth Full page: 10.25" wide X 16" depth.
Open Rate:	Local: \$19.98 per column inch National: \$19.98 per column inch
Insert Open Rate:	\$69.00 per thousand
Classified Rate:	\$13.50 for up to 15 words; \$0.25 each additional word
Deadline Day & Time:	Friday by 12 Noon

Additional rates may be available from the publisher.

4. Contact Information

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Production Manager:	Michael Guyette	EMAIL: mike@shoppernews.com



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

CVC Account Number: 17-0022	Wednesday	The Monadnock Shopper News Keene, NH
Audit Period Summary		
Average Net Circulation	(5-H)	42,296
Average Gross Distribution	(5-F)	42,505
Average Net Press Run	(5-A)	42,750
Audit Period Detail		
A. Average Net Press Run		42,750
B. Office / File		245
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		2,085
3. Mail		40,203
4. Requestor Mail		0
5. Waiting Rooms		0
6. Hotels		0
7. Events, Fairs, Festivals and Trade Shows		0
8. Education		0
9. Restock & Office Service		210
Total Average Controlled Distribution		42,498
Controlled Returns		(209)
TOTAL AVERAGE CONTROLLED CIRCULATION		42,289
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		7
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		7
Paid Returns		(0)
TOTAL AVERAGE PAID CIRCULATION		7
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Rooms		0
5. Education		0
Total Average Sponsored Distribution		0
Sponsored Returns		(0)
TOTAL AVERAGE SPONSORED CIRCULATION		0
F. Average Gross Distribution		42,505
G. Total Unclaimed / Returns		(209)*
H. Average Net Circulation		42,296

Explanatory – Print

PARAGRAPH FIVE AUDIT PERIOD SUMMARY

AVERAGE NET CIRCULATION: Average net circulation based on quarterly averages for the audit period indicated. (Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G)). See audit period detail (H).

AVERAGE GROSS DISTRIBUTION: Average gross distribution based on quarterly averages for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C)). See audit period detail (F).

NET PRESS RUN: Average net press run based on quarterly averages during the audit period indicated. The net press run average does not include press waste, or start-up copies. See audit period detail (A).

AUDIT PERIOD DETAIL

A. 1. NET PRESS RUN: Average net press run based on quarterly averages 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 5G 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. REQUESTOR MAIL: Editions delivered on a requestor basis by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses, and/or post office boxes. Qualified requestor circulation and other mail permit qualifications are audited by the United States Postal Service and not determined by CVC.

5. CONTROLLED WAITING ROOMS: Editions delivered to the waiting areas of local business and office buildings, including, but not limited to salons, medical and professional offices.

6. CONTROLLED HOTELS: Editions distributed to area hotels and available to individual readers. Subject to paragraph 5G returns.

7. EVENTS, FAIRS, FESTIVALS and TRADE SHOWS: Editions distributed to attendees and members of conventions, local fairs, festivals, trade shows and available to individual readers. Subject to paragraph 5G returns.

8. CONTROLLED EDUCATION: Editions distributed to area schools or educational institutions and available to individual readers. Subject to paragraph 5G returns.

9. 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 5G returns.

CONTROLLED RETURNS: Edition distributed in the controlled distribution category, returned to the publisher unclaimed during the edition cycle *(See paragraph 11 for CVC return/unclaimed confirmation.) Publications with greater than 25% returnable source distribution must report returns or unclaimed copies to qualify for net circulation reporting.

D. PAID DISTRIBUTION: Editions distributed by the publisher through paid subscription or other monetary exchange with individual readers.

1. CARRIER DELIVERY: See C1 for explanation of carrier home delivery. See paragraph 12 for paid reporting analysis.

2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5G returns. See paragraph 12 for paid reporting analysis.

3. MAIL: See C3 for explanation of mail distribution. See paragraph 12 for paid reporting analysis.

4. PAID WAITING ROOMS: See C5 for explanation of waiting room distribution.

5. PAID HOTELS: See C6 for explanation of hotel distribution.

6. PAID EDUCATION: See C8 for explanation of educational copy distribution.

7. RESTOCK / OFFICE SERVICE: See C9 for explanation of restock and office distribution.

PAID RETURNS: See section C: controlled returns for explanation of returns reporting. *(See paragraph 11 for CVC return/unclaimed confirmation.)

E. SPONSORED / VOLUNTARY PAID DISTRIBUTION: Editions distributed by the publisher that are sponsored by a third party monetary exchange or voluntary reader payment system.

1. CARRIER DELIVERY: See C1 for explanation of carrier home delivery.

2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers on a sponsored or voluntary pay basis. Subject to paragraph 5G returns.

3. MAIL: See C3 for explanation of mail distribution.

4. SPONSORED WAITING ROOMS: See C5 for explanation of waiting room distribution.

5. SPONSORED EDUCATION: See C8 for explanation of educational copy distribution.

6. RESTOCK / OFFICE SERVICE: See C9 for explanation of restock and office distribution.

SPONSORED RETURNS: See section C: controlled returns for explanation of returns reporting *(See paragraph 11 for CVC return/unclaimed confirmation.)

F. AVERAGE GROSS DISTRIBUTION: Average gross distribution based on quarterly averages for the audit period indicated. Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C).

G. TOTAL UNCLAIMED / RETURNS: Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle. *(See paragraph 11 for CVC return/unclaimed confirmation.)

H. 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).

6A. Audited Average Website Reporting - www.shoppernews.com

	Monthly Audit Period Average
Website Unique Users	3,744
Website Page Views	9,234

Explanatory – Website

PARAGRAPH SIX (A)

UNIQUE USERS: A unique user 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 users. 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.

6B. Audited Online/Digital Edition Reporting - Not Reported

6C. Text Media - Not Reported

6D. Social Media - Not Reported

6E. Email Media - Not Reported

6F. Video & Podcast Media - Not Reported

7. Average Print Circulation History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/18-12/31/18	CVC	42,362	42,311	42,355	-
01/01/17-12/31/17	CVC	42,348	42,187	42,267	42,347
01/01/16-12/31/16	CVC	42,391	42,129	42,244	42,192
01/01/15-12/31/15	CVC	42,316	42,480	42,176	42,186
01/01/14-12/31/14	CVC	42,388	42,505	42,537	42,244
01/01/13-12/31/13	CVC	42,584	42,601	42,619	42,625
01/01/12-12/31/12	CVC	42,645	42,565	42,065	42,323
01/01/11-12/31/11	CVC	42,562	42,532	42,584	42,641
01/01/10-12/31/10	CVC	42,471	42,362	42,413	42,353
01/01/09-12/31/09	CVC	41,519	41,512	42,317	42,306
01/01/05-12/31/08	Prior CVC	-	-	-	-



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8. Distribution by Zip Code (6/27/2018 Edition) Wednesday

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
01360	Northfield	Franklin	MA	0	0	1,445	0	1,445
03431	Keene	Cheshire	NH	0	615	10,555	0	11,170
03441	Ashuelot	Cheshire	NH	0	0	200	0	200
03443	Chesterfield	Cheshire	NH	0	0	335	0	335
03444	Dublin	Cheshire	NH	0	10	765	0	775
03445	Sullivan	Cheshire	NH	0	0	304	0	304
03446	East Swanzey	Cheshire	NH	0	10	2,712	0	2,722
03447	Fitzwilliam	Cheshire	NH	0	0	1,210	0	1,210
03448	Gilsum	Cheshire	NH	0	0	373	0	373
03449	Hancock	Hillsborough	NH	0	0	840	0	840
03450	Harrisville	Cheshire	NH	0	0	527	0	527
03451	Hinsdale	Cheshire	NH	0	0	1,889	0	1,889
03452	Jaffrey	Cheshire	NH	0	5	2,693	0	2,698
03455	Marlborough	Cheshire	NH	0	25	1,094	0	1,119
03456	Marlow	Cheshire	NH	0	0	359	0	359
03457	Munsonville	Cheshire	NH	0	0	370	0	370
03458	Peterborough	Hillsborough	NH	0	40	3,370	0	3,410
03461	Rindge	Cheshire	NH	0	0	2,362	0	2,362
03462	Spofford	Cheshire	NH	0	5	842	0	847
03464	Stoddard	Cheshire	NH	0	0	456	0	456
03465	Troy	Cheshire	NH	0	0	945	0	945
03466	West Chesterfield	Cheshire	NH	0	110	625	0	735
03467	Westmoreland	Cheshire	NH	0	40	720	0	760
03468	West Peterborough	Hillsborough	NH	0	0	110	0	110
03469	West Swanzey	Cheshire	NH	0	100	320	0	420
03470	Winchester	Cheshire	NH	0	40	2,208	0	2,248
03602	Alstead	Cheshire	NH	0	0	1,210	0	1,210
03608	Walpole	Cheshire	NH	0	25	1,400	0	1,425
Misc.	Assorted	Assorted	-	0	1,020	0	0	1,020
TOTAL				0	2,045	40,239	0	42,284



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9. Distribution by County (6/27/2018 Edition) Wednesday

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Cheshire	Alstead Ashuelot Chesterfield Dublin East Swanzey Fitzwilliam Gilsum Harrisville Hinsdale Jaffrey Keene Marlborough Marlow Munsonville Rindge Spofford Stoddard Sullivan Troy Walpole West Chesterfield West Swanzey Westmoreland Winchester	NH	0	985	34,474	0	35,459
Franklin	Northfield	MA	0	0	1,445	0	1,445
Hillsborough	Hancock Peterborough West Peterborough	NH	0	40	4,320	0	4,360
Misc.	Assorted	-	0	1,020	0	0	1,020
TOTAL			0	2,045	40,239	0	42,284



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10. Verification of Distribution – Mail and Carrier Delivery Distribution

The Monadnock Shopper News reported an average mail distribution of 40,210 during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. The Monadnock Shopper News did not report carrier delivery distribution during the audit period. Carrier delivery is verified through the review of carrier statements and/or additional publisher support documents. The Circulation Verification Council performed a delivery & readership verification in the primary market areas indicated in paragraph nine. Delivery verification is performed using multi-source methodologies considered necessary under the circumstances of the audit. Delivery verification can include, but is not limited to, residential and cell phone interviews, online surveys, email surveys, USPS surveys, in-person interviews and/or social media surveys. Delivery verification source data can include, but is not limited to, residential phone listings, cell phone exchanges, delivery lists, opt-in email databases, online, and/or social media databases. The purpose of the verification is to substantiate receipt of the publication, and further identify individuals who read or look through the publication.

CVC review indicates that a sufficient number of individuals reported that they receive The Monadnock Shopper News on a regular basis to substantiate the publisher's distribution claims. CVC verification confirms that 432 of 441 individuals or 98.0% report they receive The Monadnock Shopper News on a regular basis.

CVC verification confirms that 349 of 432 or 80.8% report they regularly read or look through The Monadnock Shopper 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 +/-4%.

11. Verification of Distribution – Controlled Bulk / Demand Distribution / Single Copy

The Circulation Verification Council performed delivery verification in the primary market areas indicated in paragraph nine. Delivery verification can include, but is not limited to, on-site verification, business and cell phone verification, online, email, and/or social media contact. Delivery verification source data can include, but is not limited to, business and cell phone listings, delivery lists, opt-in email, online, and/or social media databases. Circulation Verification Council performed the delivery verification from locations chosen randomly from the publication's delivery list(s). The purpose was to verify whether the distribution and return quantities reported by the publisher are reasonable and accurate.

CVC verification substantiates The Monadnock Shopper News's claim of 209 returnable source distributed editions returned to the publisher unclaimed after the edition cycle.



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12. Paid Reporting Analysis

CARRIER DELIVERY	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
MAIL	Basic Rates: \$30.00 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	7
Over 75% of basic rate	0
Over 50% of basic rate	0
Over 25% of basic rate	0
1%-24% of basic rate	0
Less than 1% of basic rate*	0
SPONSORED	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
SINGLE COPY	COVER PRICE: N/A
	AVERAGE WHOLESALE RATE: N/A

Optional Publisher Reporting - Special Section / Special Edition Reporting

SPECIAL SECTION TITLE	DEADLINE	EDITION MONTH
Health & Fitness	Contact Publisher	January
Pet Pages	Contact Publisher	January
Established Section	January 30	February 6
Bridal	Contact Publisher	February
Summer Camps	Contact Publisher	March
Early Spring Home Improvement	March 13	March 20
Pet Pages	Contact Publisher	April
American Home Week / Home Show	April 10	April 17
Summer Camps	Contact Publisher	April
Mother's Day	Contact Publisher	May
Summer Camps	Contact Publisher	May
Summer Home & Garden (Memorial Day)	May 16	May 23
Welcome Summer (extra press overrun) / Summer Camps	May 29	June 5
Father's Day	Contact Publisher	June
Best of Monadnock Readers' Choice Awards	June 13	June 20
Midsummer Fun (extra press overrun)	June 26	July 3
Pet Pages	Contact Publisher	July
Summer Home Improvement	July 24	July 31
Enrollment	Contact Publisher	July / August
Enrollment / Back-to-School	Contact Publisher	August
Bridal	Contact Publisher	September
Home & Energy	September 18	September 25
Monadnock Autumn / Pet Pages (extra press overrun)	September 26	October 3
Holiday Traditions	November 6	November 13
Plaid Friday	Contact Publisher	November
Holiday Gift Guide I	November 20	November 27
Holiday Gift Guide II	December 4	December 11
Holiday Greeting Issue (church cover)	Contact Publisher	December

13. Council Audit Statement

Circulation Verification Council (CVC) reviewed the printing, distribution, circulation, technology, 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 Regulations. In our opinion, this report fairly and accurately represents the publication's printing, distribution, circulation, and technology reporting, if applicable, for the period indicated. The publication has sworn that the information presented for this audit reporting is accurate and supplied CVC with general business records substantiating the information under audit review. This report is released subject to the provisions of the CVC Rules & Regulations which are hereby incorporated by reference. CVC Rules & Regulations may be amended from time to time without notice at the sole discretion of CVC. In no event shall CVC be liable for indirect, incidental, consequential, special, or punitive damages, or damages for lost profits, lost income, or lost savings arising by negligence, intended conduct, breach of contract, or otherwise. CVC reports and data are released for the sole use of advertising purchase evaluations and any use for valuations or determination of value is strictly prohibited. CVC reports may not be used for USPS requestor or other permit qualifications. This report is subject to copyright laws and may only be reproduced by the publisher.



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The current status of this report expires September 30, 2020.




If this report is presented after September 30, 2020 please call the toll-free number listed below.



The Monadnock Shopper News Keene, New Hampshire

17-0022

Key to Features

-  State Boundary
-  County Boundary
-  ZIP Code Boundary

