

**Audit Period: October 1, 2015 – September 30, 2016**

**The Monadnock Shopper News**

445 West Street  
Keene, NH 03431  
(603) 352-5250  
(603) 357-9351 FAX

EMAIL: linda@shoppernews.com  
www.shoppernews.com

**1. Audited Media Platforms**

Print Publication:	Average Net Circulation:	42,238 (Print Edition)
Website:	Average Website Unique Users:	1,339

**2. Publication Information**

Number of Editions:	One
Format / Average Page Count:	Tabloid / 28 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:	Free Community Papers of New England Independent Free Papers of America

**3. Rate Card and Mechanical Data**

Rate Card Effective Date:	November 1, 2015
Mechanical Data:	Seven (7) columns x 16-inch column depth Full page: 10.25" wide X 16" depth.
Open Rate:	Local: \$19.07 per column inch National: \$19.07 per column inch
Insert Open Rate:	\$69.00 per thousand
Classified Rate:	\$12.75 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**

Publisher:	Mitchell G. Shakour	EMAIL: mitchell@shoppernews.com
Advertising:	Mitchell G. Shakour	EMAIL: ads@shoppernews.com
Circulation:	Linda Joyce	EMAIL: linda@shoppernews.com
Editor:	Michelle Green	EMAIL: michelle@shoppernews.com
Production Manager:	Michael Guyette	EMAIL: michael@shoppernews.com