

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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