

Audit Period: October 1, 2018 – September 30, 2020

The Monadnock Shopper News

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1. Audited Media Platforms

Print Publication:	Average Net Circulation:	42,286 (Print Edition)
Website:	Average Website Unique Users:	2,039

The Monadnock Shopper News – Total Gross Contacts

CVC Estimated Edition Readership:	58,886
Total Digital Contacts:	2,039
Total Estimated Gross Contacts:	60,925*

*Total gross contacts include CVC estimated edition readership, website unique users, social media followers, and opened e-newsletter contacts. Total gross contact estimates can include significant audience duplication. There was no attempt made to eliminate any duplication that may exist.

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:	96% Mail / 4% Controlled Bulk
Annual Mail Subscription Rate:	\$75.00
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
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