

8. Distribution by County (6/24/2020 Edition) Wednesday

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Cheshire	Alstead	NH	0	175	34,772	0	34,947
	Ashuelot						
	Chesterfield						
	Dublin						
	East Swanzey						
	Fitzwilliam						
	Gilsum						
	Harrisville						
	Hinsdale						
	Jaffrey						
	Keene						
	Langdon						
	Marlborough						
	Marlow						
	Munsonville						
	Rindge						
	Spofford						
	Stoddard						
	Sullivan						
	Troy						
Walpole							
West Chesterfield							
West Swanzey							
Westmoreland							
Winchester							
Franklin	Northfield	MA	0	0	1,445	0	1,445
Hillsborough	Hancock	NH	0	13	4,341	0	4,354
	Peterborough						
	West Peterborough						
Misc.	Assorted	-	0	625	0	0	625
TOTAL			0	813	40,558	0	41,371

9. Verification of Distribution – Mail and Carrier Delivery Distribution

The Monadnock Shopper News reported an average mail distribution of 40,491 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.

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 403 of 408 individuals or 98.8% report they receive The Monadnock Shopper News on a regular basis.

CVC verification confirms that 331 of 403 or 82.1% 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%.