

Audit Period: January 1, 2023 - December 31, 2024

**The Monadnock Shopper News**

445 West Street  
Keene, NH 03431  
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**1. Audited Media Platforms**

Print Publication:	Average Net Circulation:	41,797 (Print Edition)
Website:	Average Website Users:	1,399

**The Monadnock Shopper News – Total Gross Contacts**

CVC Estimated Edition Readership:	57,610
Total Digital Contacts:	1,399
Total Estimated Gross Contacts:	59,009*

\*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 / 22 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
Audit Funded By:	Association of Community Publishers



### 3. Rate Card and Mechanical Data

Rate Card Effective Date:	November 1, 2024
Mechanical Data - Print:	Seven (7) columns X 16" column depth Full page: 10.25" wide X 16" depth.
Print Open Rate:	Local: \$23.20 per column inch National: \$26.68 per column inch
Insert Open Rate:	\$89.00 per thousand
Classified Rate:	\$15.00 up to 25 words
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



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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
<b>Audit Period Summary</b>		
Average Net Circulation	(5-H)	41,797
Average Gross Distribution	(5-F)	41,840
Average Net Press Run	(5-A)	41,850
<b>Audit Period Detail</b>		
A. Average Net Press Run		41,850
B. Office / File		10
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		1,591
3. Mail		40,247
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		0
Total Average Controlled Distribution		41,838
Controlled Returns		(43)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>		<b>41,795</b>
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		2
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		2
Paid Returns		(0)
<b>TOTAL AVERAGE PAID CIRCULATION</b>		<b>2</b>
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Rooms		0
5. Education		0
6. Restock & Office Service		0
Total Average Sponsored Distribution		0
Sponsored Returns		(0)
<b>TOTAL AVERAGE SPONSORED CIRCULATION</b>		<b>0</b>
F. Average Gross Distribution		41,840
G. Total Unclaimed / Returns		(43)*
H. Average Net Circulation		41,797

## 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 10 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 11 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 11 for paid reporting analysis.

3. **MAIL:** See C3 for explanation of mail distribution. See paragraph 11 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 10 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 10 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 10 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).

**6. Average Print Circulation History**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/24-12/31/24	CVC	41,840	41,840	40,200	41,827
01/01/23-12/31/23	CVC	41,799	41,825	41,825	41,793
01/01/22-12/31/22	CVC	41,649	41,592	41,643	41,797
01/01/21-12/31/21	CVC	41,750	41,818	41,707	41,662
01/01/20-12/31/20	CVC	42,737	41,135	41,625	41,729
01/01/05-12/31/19	Prior CVC	-	-	-	-

**7. Distribution by Zip Code (6/26/2024 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
03047	Greenfield	Hillsborough	NH	0	25	0	0	25
03244	Hillsboro	Hillsborough	NH	0	400	0	0	400
03431	Keene	Cheshire	NH	0	135	10,213	0	10,348
03440	Antrim	Hillsborough	NH	0	50	0	0	50
03441	Ashuelot	Cheshire	NH	0	0	208	0	208
03443	Chesterfield	Cheshire	NH	0	0	357	0	357
03444	Dublin	Cheshire	NH	0	5	760	0	765
03445	Sullivan	Cheshire	NH	0	0	663	0	663
03446	East Swanzey	Cheshire	NH	0	0	2,697	0	2,697
03447	Fitzwilliam	Cheshire	NH	0	0	1,181	0	1,181
03448	Gilsum	Cheshire	NH	0	0	373	0	373
03449	Hancock	Hillsborough	NH	0	0	811	0	811
03450	Harrisville	Cheshire	NH	0	0	527	0	527
03451	Hinsdale	Cheshire	NH	0	0	1,896	0	1,896
03452	Jaffrey	Cheshire	NH	0	0	2,738	0	2,738
03455	Marlborough	Cheshire	NH	0	0	1,070	0	1,070
03456	Marlow	Cheshire	NH	0	0	641	0	641
03457	Munsonville	Cheshire	NH	0	0	135	0	135
03458	Peterborough	Hillsborough	NH	0	25	3,370	0	3,395
03461	Rindge	Cheshire	NH	0	0	2,456	0	2,456
03462	Spofford	Cheshire	NH	0	0	842	0	842
03464	Stoddard	Cheshire	NH	0	0	200	0	200
03465	Troy	Cheshire	NH	0	0	895	0	895
03466	West Chesterfield	Cheshire	NH	0	30	635	0	665
03467	Westmoreland	Cheshire	NH	0	105	751	0	856
03468	West Peterborough	Hillsborough	NH	0	0	110	0	110
03469	West Swanzey	Cheshire	NH	0	100	245	0	345
03470	Winchester	Cheshire	NH	0	0	2,275	0	2,275
03602	Alstead	Cheshire	NH	0	0	1,261	0	1,261
03603	Charlestown	Sullivan	NH	0	25	0	0	25
03604	Langdon	Cheshire	NH	0	0	15	0	15
03608	Walpole	Cheshire	NH	0	0	1,477	0	1,477
03609	North Walpole	Cheshire	NH	0	100	0	0	100
03743	Claremont	Sullivan	NH	0	300	0	0	300
VT	Assorted	Assorted	VT	0	303	0	0	303
<b>TOTAL</b>				<b>0</b>	<b>1,603</b>	<b>40,247</b>	<b>0</b>	<b>41,850</b>

8. Distribution by County (6/26/2024 Edition) Wednesday

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Cheshire	Alstead	NH	0	475	34,511	0	34,986
	Ashuelot						
	Chesterfield						
	Dublin						
	East Swanzey						
	Fitzwilliam						
	Gilsum						
	Harrisville						
	Hinsdale						
	Jaffrey						
	Keene						
	Langdon						
	Marlborough						
	Marlow						
	Munsonville						
	North Walpole						
	Rindge						
	Spofford						
	Stoddard						
	Sullivan						
Troy							
Walpole							
West Chesterfield							
West Swanzey							
Westmoreland							
Winchester							
Franklin	Northfield	MA	0	0	1,445	0	1,445
Hillsborough	Antrim	NH	0	500	4,291	0	4,791
	Greenfield						
	Hancock						
	Hillsboro						
	Peterborough						
West Peterborough							
Sullivan	Charlestown Claremont	NH	0	325	0	0	325
Misc.	Assorted	-	0	303	0	0	303
TOTAL			0	1,603	40,247	0	41,850

9. Verification of Distribution – Mail and Carrier Delivery Distribution

The Monadnock Shopper News reported an average mail distribution of 40,249 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.

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 98.1% report they receive The Monadnock Shopper News on a regular basis.

CVC verification confirms that 343 of 414 or 82.9% 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%.

**10. 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 is performed using multi-source methodologies considered necessary under the circumstances of the audit. Delivery verification can include, but is not limited to, on-site verification, business phone verification, online, email, and/or social media contact.  
CVC verification substantiates The Monadnock Shopper News’s claim of 43 returnable source distributed editions returned to the publisher unclaimed after the edition cycle.

**11. Paid Reporting Analysis**

<b>CARRIER DELIVERY</b>	Basic Rates: N/A
	<b>AVERAGE NUMBER OF SUBSCRIPTIONS</b>
Full Basic Rate	0
<b>MAIL</b>	Basic Rates: \$75.00 / 1-Year
	<b>AVERAGE NUMBER OF SUBSCRIPTIONS</b>
Full Basic Rate	2
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
<b>SPONSORED</b>	Basic Rates: N/A
	<b>AVERAGE NUMBER OF SUBSCRIPTIONS</b>
Full Basic Rate	0
<b>SINGLE COPY</b>	COVER PRICE: N/A
	AVERAGE WHOLESALE RATE: N/A

**12A. Audited Average Website Reporting - www.shoppernews.com**

	Monthly Audit Period Average
Website Total Users	1,399
Website Sessions	1,906
Website Views	5,780
Views Per Session	3.03

**Explanatory – Website**

**PARAGRAPH TWELVE (A)**

**TOTAL 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.

**SESSIONS:** The total number of sessions, expressed as a monthly average, to a publication’s website regardless of unique status, as expressed above.

**VIEWS:** The transmittal of a full page contained within the website to the user’s browser.

**PAGES PER SESSION:** The average number of page views per session, expressed as a monthly average.



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### 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 December 31, 2026.

If this report is presented after December 31, 2026 please call the toll-free number listed below.