

**Circulation Audit Report**

**Audit Period: July 1, 2006 – December 31, 2006**

**Central Valley Shopper**

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**1. Publication Information**

Average Net Circulation: 9,532  
Number of Editions: One  
Format & Average Page Count: Tabloid / 8 Pages  
Circulation Cycle: Weekly  
Circulation Day / Time: Thursday / by 6 PM  
Ownership: Yakima Valley Newspapers, LLC  
Year Established: 1904  
Publication Type: Shopper  
Content: 100% Advertising / 0% Editorial  
Circulation Paid/Unpaid: 100% Unpaid / 0% Paid / 0% Sponsored  
Primary Delivery Methods: 100% Mail  
Insert Zoning Available: Yes - Zip Code  
CVC Member Number: 01-2304  
Audit Funded By: Publisher

**2. Rate Card and Mechanical Data**

Rate Card Date: January 1, 2007  
Mechanical Data: Five (5) columns x 16.5-inch column depth  
Full page: 10.25" wide X 16.5" depth.  
Open Rate: Local \$10.00 per column inch  
National \$10.00 per column inch  
Insert Open Rate: Contact Publisher  
Classified Rate: \$6.00 for up to 15 words, \$0.10 for each additional word  
Runs in combination with the Review Independent (CVC member #01-2303).

**3. Contact Information**

Publisher: Mike Lindsey EMAIL: [mike@yvnewspapers.com](mailto:mike@yvnewspapers.com)  
Advertising: Samuel Small EMAIL: [sam@yvnewspapers.com](mailto:sam@yvnewspapers.com)  
Circulation: Linda Layman EMAIL: [linda@yvnewspapers.com](mailto:linda@yvnewspapers.com)

**4. Circulation Pricing**

Central Valley Shopper is a controlled circulation weekly without circulation pricing. Annual mail subscription rate: Contact Publisher



## 5. Audited Circulation, Distribution and Net Press Averages

Acct # 01-2304	Central Valley Shopper Toppenish, WA
<b>A. Controlled Distribution</b>	
1. Home Delivery	0
2. Controlled Bulk Delivery	0
3. Mail	9,503
4. Restock & Office Service Delivery	29
5. Other:	0
<b>TOTAL AVERAGE CONTROLLED DISTRIBUTION</b>	<b>9,532</b>
<b>B. Paid Distribution</b>	
1. Home Delivery	0
2. Single Copy	0
3. Mail	0
4. Restock & Office Service Delivery	0
5. Other:	0
<b>TOTAL AVERAGE PAID DISTRIBUTION</b>	<b>0</b>
<b>C. Sponsored / Voluntary Paid Distribution</b>	
<b>TOTAL AVERAGE SPONSORED DISTRIBUTION</b>	<b>0</b>
<b>D. Average Gross Distribution</b>	<b>9,532</b>
<b>E. Unclaimed / Returns</b>	<b>(0)*</b>
<b>F. Average Net Circulation</b>	<b>9,532</b>
<b>G. Office / File</b>	<b>50</b>
<b>H. Average Net Press Run</b>	<b>9,582</b>

## 6. Explanatory

<b>A.</b>	<ul style="list-style-type: none"> <li>1. Editions delivered by private carrier to single family residences, and/or multi-family residences, and/or businesses.</li> <li>2. Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5E returns.</li> <li>3. Editions delivered by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses.</li> <li>4. Copies 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 5E returns.</li> </ul>
<b>B.</b>	<ul style="list-style-type: none"> <li>1. Editions delivered by private carrier to paid subscribers in single family residences, and/or multi-family residences, and/or businesses.</li> <li>2. Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5E returns.</li> <li>3. Editions delivered by United States Postal Service mail to paid subscribers in single family residences, and/or multi-family residences, and/or businesses.</li> <li>4. Copies 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 5E returns.</li> </ul>
<b>C.</b>	No Sponsored Distribution.
<b>D.</b>	1. Average gross distribution for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C).)
<b>E.</b>	1. Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle. *(See paragraph 12 for CVC return/unclaimed confirmation.)
<b>F.</b>	1. Average net circulation for the audit period indicated.
<b>G.</b>	1. Undistributed editions maintained by the publisher for office purposes.
<b>H.</b>	1. Average net press run during the audit period indicated.

## 7. Average Circulation History

PERIOD	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/06-12/31/06	CVC	-	-	9,010	9,991

## 8. Defined Market Area

Circulation areas include, but are not limited to the cities of Brownstown, Buena, Granger, Harrah, Toppenish, Wapato, White Swan and Zillah, in Yakima County, all in the state of Washington.

## 9. Distribution by Zip Code (06/30/2006 Edition)

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
98920	Brownstown	Yakima	0	0	150	0	150
98921	Buena	Yakima	0	0	383	0	383
98932	Granger	Yakima	0	0	1,526	0	1,526
98933	Harrah	Yakima	0	0	585	0	585
98948	Toppenish	Yakima	0	0	1,173	78	1,251
98951	Wapato	Yakima	0	0	2,476	0	2,476
98952	White Swan	Yakima	0	0	735	0	735
98953	Zillah	Yakima	0	0	1,994	0	1,994
<b>TOTAL</b>			<b>0</b>	<b>0</b>	<b>9,022</b>	<b>78</b>	<b>9,100</b>

## 10. Distribution by County (06/30/2006 Edition)

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Yakima	Brownstown Buena Granger Harrah Toppenish Wapato White Swan Zillah	0	0	9,022	78	9,100
<b>TOTAL</b>		<b>0</b>	<b>0</b>	<b>9,022</b>	<b>78</b>	<b>9,100</b>

## 11. Verification of Receivership & Readership

### Controlled Home Delivery and Mail Distribution

The Circulation Verification Council interviewed 513 residents in the primary market areas indicated in paragraph nine. The purpose was to identify the number of residents who indicate they receive the publication on a regular basis, and further identify the number of residents who read or look through the publication. The interviews took place throughout the audit period between the hours of 5:30 PM-8:30 PM and 10:00 AM-2:00 PM. All respondents identified themselves as 18 or older. The following questions were asked:

1. Central Valley Shopper is distributed Weekly in your area. Do you receive the Central Valley Shopper on a regular basis?
2. (If response to #1 was YES) Do you or someone in your household regularly read or look through the Central Valley Shopper?
  - CVC interviews indicate that 502 of 513 households or 97.9% indicated they receive the Central Valley Shopper on a regular basis.
  - CVC interviews indicate that 259 of 502 or 51.6% indicate they regularly read or look through the Central Valley Shopper.

\*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 +/-2.5%.

## 12. Verification of Distribution

### Controlled Bulk Distribution

- Central Valley Shopper did not report significant controlled bulk/single copy distribution during the audit cycle.

## 13. Council Audit Statement

We have reviewed the printing, distribution, circulation, and general ledger records of this publication for the purpose of compiling this information. Our review was completed using Council auditing procedures and surveys considered necessary under the circumstances of the audit. In our opinion, this report fairly and accurately represents the publication's printing, distribution and/or circulation for the period (s) indicated.

Circulation Verification Council

February 9, 2007



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**The current status of this report expires March 31, 2008.**



## Central Valley Shopper – Toppenish, WA – 01-2304 Supplemental Readership Study

The Circulation Verification Council interviewed 513 residents in the primary market areas indicated in publication's CVC audit report. The purpose was to identify the number of residents who indicate they receive the publication on a regular basis, identify the number of residents who read or look through the publication, and gather readership study information useful for advertising purchase decisions. Market statistics estimates appearing in CVC reports are obtained from EASI Software 2007. The population studied consisted of adults age 18 and over, living in households within the survey area. Within this area, each household and each adult within the household had a known (or "non-zero") probability of being selected for the sample. Interviews were conducted solely with pre-designated respondents and no substitutions were permitted. The verification and readership study took place throughout the audit cycle between the hours of 5:30 PM and 8:30 PM and 10:00 AM and 2:00 PM. Initial interview attempts were spread evenly across all survey days (i.e., Tuesday through Saturday). A minimum of 250 completed interviews is required with no more than one interview per household. Interview Procedures: To ensure the highest degree of comparability and to facilitate the auditing process, a standard, consistent, specified list of interview questions was asked. Interviews were conducted by CVC with supervision, interview training, and monitoring capabilities. Interviews were conducted over a minimum period of four weeks to minimize the impact of weather and/or special events. Every effort was made to ensure that interviews were assigned randomly by day and that an approximately equal number of interviews were completed on each interviewing day. Where appropriate, data was balanced and/or weighted by ZIP code using up-to-date known demographics: gender, age, number of adults in household and ethnicity in those cases where one minority comprised no less than ten percent of the total population. Non-responses to any single question were eliminated from the survey. In all cases, at least six attempts were made to contact all pre-designated respondents. The telephone rang a minimum of six times each time a number was dialed before the attempt was classified as a "no answer." Each number was dialed at different times and, as necessary, on different days. Every effort was made to surmount language, cultural, behavioral and other barriers to a successful interview; and to the extent feasible, callbacks were scheduled on a random basis. At least one callback attempt per respondent was made on a weekend. During the interview process, no questions were asked prior to the publication readership question, with the exception of a qualifying question designed to determine the ZIP code of recipient residence; and general warm-up questions designed to put the respondent at ease. Warm-up questions did not include any reference to the publication itself or the nature of the study. This study followed recommended guidelines developed in part from the Advertising Research Foundation (ARF) readership guidelines. Survey totals may not equal 100% due to rounding. The Circulation Verification Council estimates that all the information in this survey has a maximum error margin of +/-2.5 (95% confidence level).

- **Average readers per edition during the audit period: 1.425\***

\*Readership estimates compiled from 2006 CVC circulation & readership study data.

1. The Central Valley Shopper is distributed every week in your area. Does your household regularly receive Central Valley Shopper?

YES	502	97.9%
NO	11	02.1%

2. Do you or someone in your household regularly read or look through Central Valley Shopper?

YES	259	51.6%
NO	243	48.4%

3. Do you frequently purchase products or services from ads seen in the Central Valley Shopper?

YES	143	55.2%
NO	116	44.8%

4. How long do you keep the Central Valley Shopper before discarding it?

71%	1-2 Days
16%	3-4 Days
04%	5-6 Days
09%	1 Week or More

**Central Valley Shopper – Toppenish, WA – 01-2304  
(continued)**

**5. What category best describes your combined annual household income for last year?**

Reader Demographics	Market Demographics
31%	43% Under \$25,000
44%	32% \$25,001 - \$49,999
19%	11% \$50,000 - \$74,999
05%	06% \$75,000 - \$99,999
01%	04% \$100,000 - \$149,999
00%	03% Over \$150,000

**6. What is the highest level of education you have obtained?**

Reader Demographics	Market Statistics
06%	31% Some High School or Less
46%	33% Graduated High School
29%	22% Some College
18%	10% Graduated College
01%	03% Completed Post Graduate

**7. Please select the category that best describes your age.**

Reader Demographics	Market Demographics
00%	06% 18 - 20
04%	09% 21 - 24
16%	18% 25 - 34
28%	22% 35 - 44
27%	19% 45 - 54
16%	10% 55 - 64
07%	08% 65 - 74
02%	08% 75 years or older



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8. Which of the following products or services do you plan to purchase during the next twelve months? (% = Positive respondents)

- 09% New Automobile
- 17% Used Automobile
- 22% Antiques / Auctions
- 39% Furniture / Home Furnishings
- 21% Major Home Appliance
- 08% Home Computers
- 32% Home Improvements / Supplies
- 26% Television / Electronics
- 11% Carpet / Flooring
- 39% Automobile Accessories (tires, brakes & service)
- 55% Lawn & Garden
- 21% Florist / Gift Shops
- 28% Home Heating / Air Conditioning (service, new equipment)
- 37% Vacations / Travel
- 06% Real Estate
- 66% Men's Apparel
- 89% Women's Apparel
- 50% Children's Apparel
- 02% Boats / Personal Watercraft
- 22% Art & Crafts Supplies
- 19% Childcare
- 26% Education / Classes
- 04% Attorney
- 20% Veterinarian
- 10% Chiropractor
- 08% Financial Planner (Retirement, Investing)
- 24% Tax Advisor / Services
- 09% Health Club / Exercise Class
- 19% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
- 03% Weight Loss
- 21% Lawn Care Service (Maintenance & Landscaping)
- 52% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
- 29% Pharmacist / Prescription Service
- 20% Cellular Phone New/Update Service
- 67% Dining & Entertainment
- 18% Jewelry
- 13% Wedding Supplies
- 21% Athletic & Sports Equipment






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## Central Valley Shopper - Toppenish, Washington 01-2304

### Key to Features

-  State Boundary
-  County Boundary
-  Zip Code Boundary

