

Circulation Audit Report

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

Review Independent

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1. Publication Information

Average Net Circulation: 2,486
Number of Editions: One
Format & Average Page Count: Tabloid / 24 Pages
Circulation Cycle: Weekly
Circulation Day / Time: Wednesday / By 2 PM
Ownership: Yakima Valley Newspapers, LLC
Year Established: 1904
Publication Type: Community Newspaper
Content: 65% Advertising / 35% Editorial
Circulation Paid/Unpaid: 13% Unpaid / 87% Paid / 0% Sponsored
Primary Delivery Methods: 50% Mail / 50% Single Copy & Controlled Bulk
Insert Zoning Available: Yes - Zone
CVC Member Number: 01-2303
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: \$55.00 - \$85.00 per thousand
Classified Rate: \$6.00 for up to 15 words, \$0.10 for each additional word
Volume, contract, color, and other rates available from publisher.

3. Contact Information

Publisher: Mike Lindsey EMAIL: mike@yvnewspapers.com
Advertising: Samuel Small EMAIL: sam@yvnewspapers.com
Circulation: Linda Layman EMAIL: office@yvnewspapers.com

4. Circulation Pricing

Review Independent is a paid circulation weekly with a cover price of \$0.50 cents. Annual mail subscription rate: \$24.00



5. Audited Circulation, Distribution and Net Press Averages

Acct # 01-2303	Review Independent Toppenish, WA
A. Controlled Distribution	
1. Home Delivery	0
2. Controlled Bulk Delivery	180
3. Mail	30
4. Restock & Office Service Delivery	184
5. Other:	0
TOTAL AVERAGE CONTROLLED DISTRIBUTION	394
B. Paid Distribution	
1. Home Delivery	0
2. Single Copy	1,053
3. Mail	1,439
4. Restock & Office Service Delivery	50
5. Other:	0
TOTAL AVERAGE PAID DISTRIBUTION	2,542
C. Sponsored / Voluntary Paid Distribution	
TOTAL AVERAGE SPONSORED DISTRIBUTION	0
D. Average Gross Distribution	2,936
E. Unclaimed / Returns	(450)*
F. Average Net Circulation	2,486
G. Office / File	254
H. Average Net Press Run	3,190

6. Explanatory

A.	<ol style="list-style-type: none"> 1. Editions delivered by private carrier to single family residences, and/or multi-family residences, and/or businesses. 2. Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5E returns. 3. Editions delivered by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses. 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.
B.	<ol style="list-style-type: none"> 1. Editions delivered by private carrier to paid subscribers in single family residences, and/or multi-family residences, and/or businesses. 2. Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5E returns. 3. Editions delivered by United States Postal Service mail to paid subscribers in single family residences, and/or multi-family residences, and/or businesses. 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.
C.	No Sponsored Distribution.
D.	1. Average gross distribution for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C).)
E.	1. Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle. *(See paragraph 12 for CVC return/unclaimed confirmation.)
F.	1. Average net circulation for the audit period indicated.
G.	1. Undistributed editions maintained by the publisher for office purposes.
H.	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	-	-	2,534	2,417

8. Defined Market Area

Circulation areas include, but are not limited to the cities of Buena, Grandview, Granger, Harrah, Sunnyside, Toppenish, Wapato, White Swan, Yakima 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 / SC	MAIL	OFFICE / RESTOCK	TOTAL
98901	Yakima	Yakima	0	0	20	0	20
98902	Yakima	Yakima	0	0	26	0	26
98903	Yakima	Yakima	0	0	23	0	23
98908	Yakima	Yakima	0	0	34	0	34
98921	Buena	Yakima	0	0	8	0	8
98930	Grandview	Yakima	0	0	10	0	10
98932	Granger	Yakima	0	0	48	0	48
98933	Harrah	Yakima	0	0	17	0	17
98944	Sunnyside	Yakima	0	0	13	0	13
98948	Toppenish	Yakima	0	627	436	190	1,253
98951	Wapato	Yakima	0	306	195	528	1,029
98952	White Swan	Yakima	0	0	15	0	15
98953	Zillah	Yakima	0	180	298	448	926
Misc.	Assorted	Assorted	0	0	194	30	224
TOTAL			0	1,113	1,337	1,196	3,646

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

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK / SC	MAIL	OFFICE / RESTOCK	TOTAL
Yakima	Buena Grandview Granger Harrah Sunnyside Toppenish Wapato White Swan Yakima Zillah	0	1,113	1,143	1,166	3,422
Misc.	Assorted	0	0	194	30	224
TOTAL		0	1,113	1,337	1,196	3,646

11. Verification of Receivership & Readership

Paid Home Delivery and Mail Distribution

The Circulation Verification Council interviewed 133 subscribers in the primary market areas indicated in paragraph nine. The purpose was to identify the number of subscribers from the publisher's subscription list who indicate they paid for and 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 cycle 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. Review Independent is distributed weekly in your area. Do you subscribe to the Review Independent?
2. (If response to #1 was YES) Do you or someone in your household regularly read or look through the Review Independent?
 - CVC interviews indicate that 133** of 133 households or 100% indicated they subscribe to and receive the Review Independent on a regular basis.
 - CVC interviews indicate that 129 of 133 or 97.0% indicate they regularly read or look through the Review Independent.

*Households with confirmed stop delivery requests were excluded from the survey.

**Two (2) subscribers reporting stopped delivery were eliminated 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

Paid Single Copy Distribution

The Circulation Verification Council interviewed and visited single copy sales locations chosen randomly from the publication route lists. The purpose was to identify the number of locations who indicate they receive the publication on a regular basis, and further verify the number of publications distributed at the beginning of the edition cycle, and the number of editions left unclaimed by readers at the end of the edition cycle. The interviews took place throughout the audit cycle between the hours of 9:00 AM and 5:00 PM.

- CVC interviews indicate that 100% of reported single copy sales locations indicated they received the Review Independent on a regular basis.
- CVC interviews indicate that less than 40% of the Review Independent's single copy distributed editions are returned to the publisher unclaimed after the edition cycle.

The Circulation Verification Council estimates that all the information in this text box has a minimum accuracy level of +/-2.5%.

13. Paid Reporting Analysis

HOME DELIVERY	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
Over 75%	0
Over 50%	0
Under 50%	0
MAIL	Basic Rates: \$24.00 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	1,439
Over 75%	0
Over 50%	0
Under 50%	0
SINGLE COPY	COVER PRICE: \$0.50
	AVERAGE WHOLESALE RATE: \$0.35

14. 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 12, 2007



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



**Review Independent – Toppenish, WA – 01-2303
Supplemental Readership Study**

The Circulation Verification Council interviewed 254 readers 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).

*129 Survey respondents were interviewed during the verification of home delivery and mail distribution. 125 Survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution.

- **Average readers per edition during the audit period: 1.975***
*Readership estimates compiled from 2006 CVC circulation & readership study data.

1. The Review Independent is distributed every week in your area. Do you regularly read or look through Review Independent?

YES 254 Survey Respondents
NO Survey Terminated

2. Do you frequently purchase products or services from ads seen in the Review Independent?

YES 177 69.7%
NO 77 30.3%

3. How long do you keep the Review Independent before discarding it?

49% 1-2 Days
02% 3-4 Days
10% 5-6 Days
39% 1 Week or More

**Review Independent – Toppenish, WA – 01-2303
(continued)**

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

Reader Demographics	Market Demographics
19%	38% Under \$25,000
40%	31% \$25,001 - \$49,999
19%	14% \$50,000 - \$74,999
12%	08% \$75,000 - \$99,999
07%	05% \$100,000 - \$149,999
03%	04% Over \$150,000

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

Reader Demographics	Market Statistics
11%	24% Some High School or Less
44%	32% Graduated High School
29%	25% Some College
14%	14% Graduated College
02%	05% Completed Post Graduate

6. Please select the category that best describes your age.

Reader Demographics	Market Demographics
00%	06% 18 - 20
01%	08% 21 - 24
04%	17% 25 - 34
12%	22% 35 - 44
25%	19% 45 - 54
27%	11% 55 - 64
24%	08% 65 - 74
07%	09% 75 years or older



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

- 08% New Automobile**
- 13% Used Automobile**
- 14% Antiques / Auctions**
- 43% Furniture / Home Furnishings**
- 20% Major Home Appliance**
- 08% Home Computers**
- 29% Home Improvements / Supplies**
- 19% Television / Electronics**
- 15% Carpet / Flooring**
- 30% Automobile Accessories (tires, brakes & service)**
- 47% Lawn & Garden**
- 18% Florist / Gift Shops**
- 31% Home Heating / Air Conditioning (service, new equipment)**
- 39% Vacations / Travel**
- 05% Real Estate**
- 66% Men's Apparel**
- 89% Women's Apparel**
- 31% Children's Apparel**
- 01% Boats / Personal Watercraft**
- 34% Art & Crafts Supplies**
- 13% Childcare**
- 21% Education / Classes**
- 04% Attorney**
- 26% Veterinarian**
- 20% Chiropractor**
- 11% Financial Planner (Retirement, Investing)**
- 38% Tax Advisor / Services**
- 15% Health Club / Exercise Class**
- 16% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)**
- 02% Weight Loss**
- 28% Lawn Care Service (Maintenance & Landscaping)**
- 34% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)**
- 39% Pharmacist / Prescription Service**
- 17% Cellular Phone New/Update Service**
- 54% Dining & Entertainment**
- 13% Jewelry**
- 09% Wedding Supplies**
- 16% Athletic & Sports Equipment**



Review Independent - Toppenish, Washington
01-2303

Key to Features

-  State Boundary
-  County Boundary
-  Zip Code Boundary

