

Circulation Audit Report

Audit Period: July 1, 2007 – December 31, 2007

Viva

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Toppenish, WA 98948
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1. Publication Information

Average Net Circulation: 13,113
Number of Editions: One
Format & Average Page Count: Tabloid / 20 Pages
Circulation Cycle: Weekly
Circulation Day / Time: Friday / by 12 PM
Ownership: Yakima Valley Newspapers, LLC
Year Established: 1984
Publication Type: Hispanic Publication
Content: 50% Advertising / 50% Editorial
Circulation Paid/Unpaid: 100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods: 1% Mail / 99% Controlled Bulk
Insert Zoning Available: Yes - Zip Code
CVC Member Number: 01-1985
Audit Funded By: Ethnic Print Media Group

2. Rate Card and Mechanical Data

Rate Card Date: May 8, 2008
Mechanical Data: Five (5) columns x 14.75-inch column depth
Full page: 10.25" wide X 14.75" depth.
Open Rate: Local \$11.00 per column inch
National \$11.00 per column inch
Insert Open Rate: \$55.00 - \$75.00 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: Fernando Aceves EMAIL: fernando@yvnewspapers.com
Circulation: Linda Layman EMAIL: linda@yvnewspapers.com

4. Circulation Pricing

Viva is a controlled circulation weekly without circulation pricing. Annual mail subscription rate: Contact Publisher



5. Audited Circulation, Distribution and Net Press Averages

Acct # 01-1985	Viva Toppenish, WA
A. Controlled Distribution	
1. Home Delivery	0
2. Controlled Bulk Delivery	14,477
3. Mail	10
4. Restock & Office Service Delivery	200
5. Other:	0
TOTAL AVERAGE CONTROLLED DISTRIBUTION	14,687
B. Paid Distribution	
1. Home Delivery	0
2. Single Copy	0
3. Mail	24
4. Restock & Office Service Delivery	0
5. Other:	0
TOTAL AVERAGE PAID DISTRIBUTION	24
C. Sponsored / Voluntary Paid Distribution	
TOTAL AVERAGE SPONSORED DISTRIBUTION	0
D. Average Gross Distribution	14,711
E. Unclaimed / Returns	(1,598)*
F. Average Net Circulation	13,113
G. Office / File	289
H. Average Net Press Run	15,000

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	-	-	13,216	13,007

8. Defined Market Area

Circulation areas include, but are not limited to the cities of Grandview, Granger, Moxee, Pasco, Prosser, Selah, Sunnyside, Toppenish, Union Gap, Wapato, Yakima and Zillah, in Benton, Franklin and Yakima counties, all in the state of Washington.

9. Distribution by Zip Code (09/28/2006 Edition)

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
98901	Yakima	Yakima	0	2,675	0	0	2,675
98902	Yakima	Yakima	0	700	0	0	700
98903	Union Gap	Yakima	0	300	0	0	300
98930	Grandview	Yakima	0	640	0	0	640
98932	Granger	Yakima	0	425	0	0	425
98936	Moxee	Yakima	0	100	0	0	100
98942	Selah	Yakima	0	250	0	0	250
98944	Sunnyside	Yakima	0	1,975	0	0	1,975
98948	Toppenish	Yakima	0	2,025	0	200	2,225
98951	Wapato	Yakima	0	850	0	0	850
98953	Zillah	Yakima	0	425	0	0	425
99301	Pasco	Franklin	0	3,775	0	0	3,775
99350	Prosser	Benton	0	350	0	0	350
Misc.	Assorted	Assorted	0	0	34	0	34
TOTAL			0	14,490	34	200	14,724

10. Distribution by County (09/28/2006 Edition)

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Benton	Prosser	0	350	0	0	350
Franklin	Pasco	0	3,775	0	0	3,775
Yakima	Grandview Granger Moxee Selah Sunnyside Toppenish Union Gap Wapato Yakima Zillah	0	10,365	0	200	10,565
Misc.	Assorted	0	0	34	0	34
TOTAL		0	14,490	34	200	14,724

11. Verification of Receivership & Readership

Home Delivery and Mail Distribution

- Viva did not report significant home delivery or mail distribution during the audit period. Mail distribution was verified through the review of USPS mail statements and additional publisher support documents.

12. Verification of Distribution

Controlled Bulk Distribution

The Circulation Verification Council interviewed and visited controlled bulk 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 over 90% of reported controlled bulk drop locations indicated they received the Viva on a regular basis.
- CVC interviews indicate that less than 30% of the Viva's controlled bulk 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. 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



www.cvcaudit.com

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



2006-2007 Ethnic Print Media Group Hispanic Readership Study

The Circulation Verification Council interviewed 257* 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 have read at least two of the last four issues of the publication, and gather readership study information useful for advertising purchase decisions. Market statistics estimates appearing in CVC reports are obtained from EASI Software 2006. 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 per publication 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 news stories. 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 newspaper 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) newspaper 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 (at the 95% confidence level).

- **Average readers per edition during the audit period: 2.825***

*102 survey respondents completed the surveys in Spanish.

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

YES	257	Survey Respondents
NO		Survey Terminated

2. Do you frequently purchase products or services from ads seen in Viva?

YES	162	63.0%
NO	95	37.0%

3. Which of the following categories best describes your age?

Reader Demographics	
01%	18 - 20
06%	21 - 24
25%	25 - 34
33%	35 - 44
24%	45 - 54
09%	55 - 64
03%	65 - 74
00%	75 years or older

4. Gender (Voice recognition – Gender Bias Rotation)

32%	Male Readers
68%	Female Readers

5. What category best describes your marital status?
- 19% Single (never married)
 - 68% Married
 - 13% Divorced/Widowed/Separated
6. How many children under the age of 18 live in your household?
- 08% None / Zero
 - 21% One
 - 31% Two
 - 25% Three
 - 13% Four
 - 02% Five or more
- 6A. (If YES to question six) How many in the following age ranges? (% of total respondents)
- 43% Under 5
 - 69% 5-12 years
 - 19% 13-18 years
7. On a typical shopping trip to the grocery store, approximately how much money do you usually spend?
- 06% Less than \$25.00
 - 29% \$26.00 - \$75.00
 - 34% \$76.00 - \$150.00
 - 20% \$151.00 - \$250.00
 - 11% \$251.00 +
8. Some stores use separate newspaper inserts to advertise specials and sales. How often do you read or look at these inserts if they were in Viva?
- 75% Always
 - 16% Sometimes
 - 09% Seldom
 - 01% Never
9. How often do you use coupons?
- 12% Regularly / Weekly
 - 18% About once a month
 - 24% Occasionally
 - 30% Rarely
 - 16% Never
- 9A. (If RARELY or NEVER to question nine) Which of the following, if any, best describes why you do not use coupons more often?
- 37% Don't get coupons at all, or not enough
 - 21% Don't get offers for brands or products I would use
 - 19% Don't get coupons in Spanish
 - 15% Have never used coupons
 - 05% Don't need coupons to get the best "deals"
 - 03% Other

10. Which of the following responses, if any, would most influence your decision to purchase a particular brand or product?

- 18% Store circulars / sale flyers
- 32% Newspaper Insert or advertisement
- 01% Sale signs in the store
- 04% Recommended by a friend or family member
- 08% Coupons
- 04% Store signs or displays in Spanish
- 10% Familiarity with a brand (it's a brand you're comfortable with)
- 14% TV Commercial
- 07% Product packaging in Spanish
- 02% Other advertisement

11. Do you currently have any of the following bank or investment accounts? (% Affirmative Response)

- 19% Savings
- 68% Checking
- 11% CDs
- 10% Mutual funds
- 21% Stocks/Bonds

12. Would any of the following responses influence your decision to change banks? (% of total respondents)

- 52% Bilingual Tellers/Staff
- 26% Free Checking
- 08% Better investment rates
- 14% Money Transfer – (i.e. Western Union) (international)

13. What is your most trusted media source for bank and investment services information?

- 76% Newspaper
- 11% TV
- 10% Radio
- 03% Online

14. Are you considering the purchase of a new vehicle in the next six months?

- 19% Yes
- 81% No

15. Which of the following, if any, is a critical factor in determining which car you purchase? (% of total respondents)

- 63% Price
- 75% Quality
- 56% Safety
- 59% Looks
- 28% Brand
- 09% Image

16. How important are gas / oil prices when choosing a car?

- 54% Very Important
- 32% Important
- 05% Somewhat Important
- 09% Not important at all

17. Would you consider a hybrid vehicle when you make your next vehicle purchase?

- 09% Yes
- 91% No




18. When you purchase a car is the purchase an individual decision, or a family decision?

- 31% Individual
- 69% Family



Viva - Toppenish, Washington
01-1985

Key to Features

-  State Boundary
-  County Boundary
-  Zip Code Boundary

