

Circulation Audit Report

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

Yakima Valley Business Journal

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Toppenish, WA 98948
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www.yvnewspapers.com

1. Publication Information

Average Net Circulation: 7,304
Number of Editions: One
Format & Average Page Count: Tabloid / 24 Pages
Circulation Cycle: Monthly
Circulation Day / Time: First Wednesday of the Month / by 4 PM
Ownership: Yakima Valley Newspapers, LLC
Year Established: 1990
Publication Type: Business Publication
Content: 45% Advertising / 55% Editorial
Circulation Paid/Unpaid: 99% Unpaid / 1% Paid / 0% Sponsored
Primary Delivery Methods: 1% Home Delivery / 95% Mail / 4% Controlled Bulk
Insert Zoning Available: No
CVC Member Number: 01-2302
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 \$895.00 Full Page - \$160.00 1/8th page
National \$895.00 Full Page - \$160.00 1/8th page
Insert Open Rate: \$55.00 - \$85.00 per thousand
Classified Rate: \$10.00 for up to 20 words
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

Yakima Valley Business Journal is a controlled circulation monthly without circulation pricing. Annual mail subscription rate: \$24.00



5. Audited Circulation, Distribution and Net Press Averages

Acct # 01-2302	Yakima Valley Business Journal Toppenish, WA
A. Controlled Distribution	
1. Home Delivery	0
2. Controlled Bulk Delivery	176
3. Mail	6,914
4. Restock & Office Service Delivery	171
5. Other:	0
TOTAL AVERAGE CONTROLLED DISTRIBUTION	7,261
B. Paid Distribution	
1. Home Delivery	43
2. Single Copy	0
3. Mail	0
4. Restock & Office Service Delivery	0
5. Other:	0
TOTAL AVERAGE PAID DISTRIBUTION	43
C. Sponsored / Voluntary Paid Distribution	
TOTAL AVERAGE SPONSORED DISTRIBUTION	0
D. Average Gross Distribution	7,304
E. Unclaimed / Returns	(0)*
F. Average Net Circulation	7,304
G. Office / File	129
H. Average Net Press Run	7,433

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	-	-	7,417	7,189

8. Defined Market Area

Circulation areas include, but are not limited to the cities of Buena, Grandview, Granger, Harrah, Moxee City, Naches, Prosser, Selah, Sunnyside, Toppenish, Wapato, White Swan, Yakima and Zillah, in Benton and Yakima counties, 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
98901	Yakima	Yakima	0	200	1,008	0	1,208
98902	Yakima	Yakima	0	0	1,784	0	1,784
98903	Yakima	Yakima	0	0	582	0	582
98907	Yakima	Yakima	0	0	249	0	249
98908	Yakima	Yakima	0	0	863	0	863
98909	Yakima	Yakima	0	0	168	0	168
98921	Buena	Yakima	0	0	13	0	13
98930	Grandview	Yakima	0	0	254	0	254
98932	Granger	Yakima	0	0	61	0	61
98933	Harrah	Yakima	0	0	34	0	34
98936	Moxee City	Yakima	0	0	90	0	90
98937	Naches	Yakima	0	0	21	0	21
98942	Selah	Yakima	0	0	353	0	353
98944	Sunnyside	Yakima	0	0	585	0	585
98948	Toppenish	Yakima	0	0	264	200	464
98951	Wapato	Yakima	0	0	196	0	196
98952	White Swan	Yakima	0	0	27	0	27
98953	Zillah	Yakima	0	0	125	0	125
99350	Prosser	Benton	0	0	193	0	193
Misc.	Assorted	Assorted	0	0	86	0	86
TOTAL			0	200	6,956	200	7,356

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

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Benton	Prosser	0	0	193	0	193
Yakima	Buena Grandview Granger Harrah Moxee City Naches Selah Sunnyside Toppenish Wapato White Swan Yakima Zillah	0	200	6,677	200	7,077
Misc.	Assorted	0	0	86	0	86
TOTAL		0	200	6,956	200	7,356

11. Verification of Receivership & Readership

Controlled Mail Distribution

The Circulation Verification Council interviewed 277 individuals in the primary market areas indicated in paragraph nine. The purpose was to identify the number of individuals 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. Yakima Valley Business Journal is distributed monthly in your area. Do you receive the Yakima Valley Business Journal on a regular basis?
2. (If response to #1 was YES) Do you or someone in your household regularly read or look through the Yakima Valley Business Journal?
 - CVC interviews indicate that 277 of 277 households or 100% indicated they receive the Yakima Valley Business Journal on a regular basis.
 - CVC interviews indicate that 253 of 277 or 91.3% indicate they regularly read or look through the Yakima Valley Business Journal.

*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

- Yakima Valley Business Journal did not report significant controlled bulk/single copy distribution during the audit cycle. Approximately 9 distribution locations received an average of 176 copies per edition 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 12, 2007



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



Yakima Valley Business Journal – Toppenish, WA – 01-2302 Supplemental Readership Study

The Circulation Verification Council interviewed 257 individuals in the primary market areas indicated in publication's CVC audit report. The purpose was to identify the number of individuals who indicate they receive the publication on a regular basis, identify the number of individuals 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: 4.05***
*Readership estimates compiled from 2006 CVC circulation & readership study data.

1. The Yakima Valley Business Journal is distributed every week in your area. Does your household regularly receive Yakima Valley Business Journal?

YES	277	100%
NO	0	0%

2. Do you or someone in your household regularly read or look through Yakima Valley Business Journal?

YES	253	91.3%
NO	24	08.7%

3. Do you frequently purchase products or services from ads seen in the Yakima Valley Business Journal?

YES	194	76.7%
NO	59	23.3%

4. How long do you keep the Yakima Valley Business Journal before discarding it?

45%	Two weeks or less
04%	Three weeks
38%	One month
13%	More than one month



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

Reader Demographics	Market Demographics
05%	36% Under \$25,000
19%	32% \$25,001 - \$49,999
29%	14% \$50,000 - \$74,999
21%	08% \$75,000 - \$99,999
16%	06% \$100,000 - \$149,999
10%	04% Over \$150,000

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

Reader Demographics	Market Statistics
07%	21% Some High School or Less
27%	32% Graduated High School
38%	27% Some College
20%	14% Graduated College
08%	06% Completed Post Graduate

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

Reader Demographics	Market Demographics
01%	05% 18 - 20
02%	08% 21 - 24
09%	17% 25 - 34
28%	22% 35 - 44
40%	20% 45 - 54
18%	11% 55 - 64
03%	08% 65 - 74
00%	09% 75 years or older

8. Do you make purchasing decisions for your company?

89% YES
11% NO




9. Which of the following office/business purchases are you planning during the next twelve months? (272 respondents)

- OFFICE / BUSINESS PURCHASES**
- 35% Copier / Fax / Printer
 - 97% Copier / Fax / Printer Supplies
 - 05% New Commercial Office (Purchase)
 - 18% New Commercial Office (Lease)
 - 81% Computers
 - 70% Computer / Software Support
 - 58% Office Furniture
 - 21% Temporary Employment Services
 - 10% Employment Recruiters
 - 55% Accountants
 - 30% Financial Planners
 - 57% Cellular Phones / Pagers
 - 29% Commercial Loans



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Key to Features

-  State Boundary
-  County Boundary
-  Zip Code Boundary

