

Audit Period: January 1, 2008 – December 31, 2009

Freeborn County Shopper

110 South Pearl Street (PO Box 1108)

Albert Lea, MN 56007

(507) 373-1310

(507) 373-4253 FAX

EMAIL: julia.thompson@freeborncountyshopper.com

www.freeborncountyshopper.com

1. Publication Information

Average Net Circulation:	17,147 (Print Edition)
Number of Editions:	One
Format / Average Page Count:	Tabloid / 20 Pages
Circulation Cycle:	Weekly
Circulation Day / Time:	Tuesday / by 7 PM
Ownership:	Southern Minnesota Shoppers
Year Established:	1974
Publication Type:	Shopper
Content:	100% Advertising / 0% Editorial
Circulation Paid/Unpaid:	100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods:	91% Home Delivery / 0% Mail / 9% Controlled Bulk
Insert Zoning Available:	Yes – ZIP Code / Route
CVC Member Number:	10-0100
DMA/MSA:	Rochester, MN
Audit Funded By:	Minnesota Free Paper Association Midwest Free Community Papers #1300

2. Rate Card and Mechanical Data

Rate Card Effective Date:	October 1, 2009
Mechanical Data:	Four (4) columns x 12.75-inch column depth Full page: 10.125" wide X 12.75" depth.
Open Rate:	Local: \$1,125 Full Page - \$42.00 1/32 nd page National: \$1,125 Full Page - \$42.00 1/32 nd page
Insert Open Rate:	\$52.00 - \$74.00 per thousand
Classified Rate:	\$13.50 for up to 15 words

Volume, frequency, contract, color, and other rates may be available from the publisher.

3. Contact Information

Publisher:	Julia Thompson	EMAIL: julia.thompson@freeborncountyshopper.com
Advertising:	Julia Thompson	EMAIL: julia.thompson@freeborncountyshopper.com
Circulation:	Amy Willett	EMAIL: circulation@freeborncountyshopper.com

4. Circulation Pricing

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



5. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 10-0100		Freeborn County Shopper Albert Lea, MN
Audit Period Summary		
Average Net Circulation	(5-H)	17,147
Average Gross Distribution	(5-F)	17,147
Average Net Press Run	(5-A)	17,235
Audit Period Detail		
A. Average Net Press Run		17,235
B. Office / File		88
C. Controlled Distribution		
1. Home Delivery		15,554
2. Controlled Bulk Delivery / Demand Distribution		1,270
3. Mail		0
4. Restock & Office Service		323
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		17,147
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		0
E. Sponsored / Voluntary Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE SPONSORED DISTRIBUTION		0
F. Average Gross Distribution		17,147
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		17,147

6A. Audited Average Website Reporting

	Audit Period Average
Website Unique Visitors	Not Reported
Website Page Views	Not Reported

6B. Audited Online Edition Reporting

	Audit Period Average
Unique Digital Edition Visitors	Not Applicable
Digital Edition Page Views	Not Applicable

7. Explanatory

PARAGRAPH FIVE

AUDIT PERIOD SUMMARY

AVERAGE NET CIRCULATION: See audit period detail (H).

AVERAGE GROSS DISTRIBUTION: See audit period detail (F).

NET PRESS RUN: See audit period detail (A).

AUDIT PERIOD DETAIL

- A. 1. NET PRESS RUN: Average net press run 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. HOME 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 5E returns.
3. MAIL: Editions delivered by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses.
4. 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 5E returns.
5. OTHER:
- D. PAID DISTRIBUTION: Editions distributed by the publisher through paid subscription or other monetary exchange with individual readers.
1. HOME DELIVERY: Editions distributed by private carrier to paid subscribers in single family residences, and/or multi-family residences, and/or businesses.
2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5E returns.
3. MAIL: Editions delivered by United States Postal Service mail to paid subscribers in single family residences, and/or multi-family residences, and/or businesses.
4. 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 5E returns.
5. OTHER:
- E. SPONSORED / VOLUNTARY PAID DISTRIBUTION: Editions distributed by the publisher that are sponsored by a third party monetary exchange.
1. HOME DELIVERY: Editions delivered by private carrier to sponsored subscribers in single family residences, and/or multi-family residences, and/or businesses.
2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers on a voluntary pay basis. Subject to paragraph 5E returns.
3. MAIL: Editions delivered by United States Postal Service mail to sponsored subscribers in single family residences, and/or multi-family residences, and/or businesses.
4. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of voluntary or sponsored newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5E returns.
- F. 1. AVERAGE GROSS DISTRIBUTION: Average gross distribution for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C)).
- G. 1. UNCLAIMED / RETURNS: Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle *(See paragraph 12 for CVC return/unclaimed confirmation.)
- H. 1. 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)).

PARAGRAPH SIX (A)

UNIQUE VISITORS: A unique visitor 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 visitors. Please see CVC Rules & Regulations for further information.

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

PARAGRAPH SIX (B)

UNIQUE DIGITAL EDITION VISITORS: Unique visitors to a digital edition publication where the user registers or where the user is identified or marked by a cookie, IP address, or other ID, within a defined time period (i.e. day, week or month). A unique visitor counts once within the timescale. A visitor can make multiple visits. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.

DIGITAL EDITION PAGE VIEWS: Requests for files whose types are defined as pages; transmittals of full pages contained within the digital edition publication to the user's browser. Several page views are expected to be logged per Visit/Session.



8. Average Print Circulation History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/09-12/31/09	CVC	17,037	17,037	17,037	17,037
01/01/08-12/31/08	CVC	17,369	17,369	17,252	17,037
01/01/07-12/31/07	CVC	17,890	17,890	17,890	17,369
01/01/06-12/31/06	CVC	17,890	17,890	17,890	17,890
01/01/05-12/31/05	CVC	17,890	17,852	17,890	17,890
01/01/04-12/31/04	CVC	18,027	17,890	17,852	17,852
01/01/03-12/31/03	CVC	18,150	18,150	18,150	18,150
01/01/02-12/31/02	CVC	17,950	18,150	18,150	18,150

9. Distribution by Zip Code (6/30/2009 Edition) Tuesday

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
50450	Lake Mills	Winnebago, IA	870	36	0	0	906
50459	Northwood	Worth, IA	50	78	0	0	128
56007	Albert Lea	Freeborn	8,475	881	0	376	9,732
56007	Mancherter	Freeborn	30	0	0	0	30
56007	Oakland	Freeborn	125	0	0	0	125
56009	Alden	Freeborn	620	15	0	0	635
56020	Conger	Freeborn	69	0	0	0	69
56026	Ellendale	Steele	484	22	0	0	506
56029	Emmons	Freeborn	291	15	0	0	306
56032	Freeborn	Freeborn	128	0	0	0	128
56035	Geneva	Freeborn	188	31	0	0	219
56036	Glenville	Freeborn	747	25	0	0	772
56036	Myrtle	Freeborn	35	0	0	0	35
56042	Hartland	Freeborn	229	30	0	0	259
56043	Hayward	Freeborn	225	0	0	0	225
56045	Hollandale	Freeborn	317	0	0	0	317
56051	Kiester	Faribault	298	50	0	0	348
56072	New Richland	Waseca	485	52	0	0	537
56089	Twin Lakes	Freeborn	90	0	0	0	90
56097	Wells	Faribault	1,159	0	0	0	1,159
56097	Walters	Faribault	75	0	0	0	75
Misc.	Assorted	Assorted	230	0	0	0	230
TOTAL			15,220	1,235	0	376	16,831

10. Distribution by County (6/30/2009 Edition) Tuesday

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Faribault	Kiester Walters Wells	1,532	50	0	0	1,582



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10. Distribution by County (6/30/2009 Edition) Tuesday (continued)

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Freeborn	Alberta Lea	11,569	997	0	376	12,942
	Alden					
	Conger					
	Emmons					
	Freeborn					
	Geneva					
	Glenville					
	Hartland					
	Hayward					
	Hollandale					
	Manchester					
Myrtle						
Oakland						
Twin Lakes						
Steele	Ellendale	484	22	0	0	506
Waseca	New Richland	485	52	0	0	537
Winnebago, IA	Lake Mills	870	36	0	0	906
Worth, IA	Northwood	50	78	0	0	128
Misc.	Assorted	230	0	0	0	230
TOTAL		15,220	1,235	0	376	16,831

11. Verification of Receivership & Readership

Controlled Home Delivery and Mail Distribution

The Circulation Verification Council interviewed 349 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.

1. Freeborn County Shopper is distributed regularly in your area. Do you receive Freeborn County Shopper on a regular basis?
2. (If response to #1 was YES) Do you or someone in your household regularly read or look through Freeborn County Shopper?

CVC interviews indicate that 335 of 349 households or 96.0% indicated they receive Freeborn County Shopper on a regular basis.

CVC interviews indicate that 257 of 335 or 76.7% indicate they regularly read or look through Freeborn County 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%.



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12. Verification of Distribution

Controlled Bulk / Demand Distribution

The Circulation Verification Council interviewed and/or visited controlled bulk/demand distribution locations chosen randomly from the publication's delivery list. 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.

CVC interviews indicate that 100% of reported controlled bulk drop locations indicated they received Freeborn County Shopper on a regular basis.

CVC interviews indicate that less than 15% of Freeborn County Shopper's controlled bulk distributed editions are returned to the publisher unclaimed after the edition cycle.

13. Paid Reporting Analysis

HOME DELIVERY	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
Over 75% of basic rate	0
Over 50% of basic rate	0
Under 50% of basic rate	0
MAIL	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
Over 75% of basic rate	0
Over 50% of basic rate	0
Under 50% of basic rate	0
SINGLE COPY	COVER PRICE: N/A
	AVERAGE WHOLESALE RATE: N/A
OTHER:	

14. Council Audit Statement

Circulation Verification Council (CVC) reviewed the printing, distribution, circulation, 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 Requirements. In our opinion, this report fairly and accurately represents the publication's printing, distribution, and circulation for the period indicated.



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The current status of this report expires December 31, 2011.
If this report is presented after December 31, 2011 please call the toll-free number listed below.

Freeborn County Shopper - Albert Lea, MN - 10-0100 - Supplemental Readership Study

The Circulation Verification Council interviewed 349 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. 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 a general warm-up call explanation 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 at the 95% confidence level. *257 Survey respondents were interviewed during the verification of home delivery and mail distribution. 0 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: 1.825***
*Readership estimates compiled from 2009 CVC circulation & readership study data.

1. Freeborn County Shopper is distributed regularly in your area. Does your household regularly receive Freeborn County Shopper?

YES	335	96.0%
NO	14	04.0%

2. Do you or someone in your household regularly read or look through Freeborn County Shopper?

YES	257	76.7%
NO	78	23.3%

3. Do you frequently purchase products or services from ads seen in Freeborn County Shopper?

YES	216	84.0%
NO	41	16.0%

4. How long do you keep Freeborn County Shopper before discarding it?

58%	1-2 Days
14%	3-4 Days
08%	5-6 Days
20%	1 Week or More

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

Reader Demographics	Market Demographics	
01%	04%	18 - 20
02%	06%	21 - 24
14%	13%	25 - 34
20%	17%	35 - 44
24%	19%	45 - 54
17%	16%	55 - 64
12%	11%	65 - 74
10%	15%	75 years or older



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

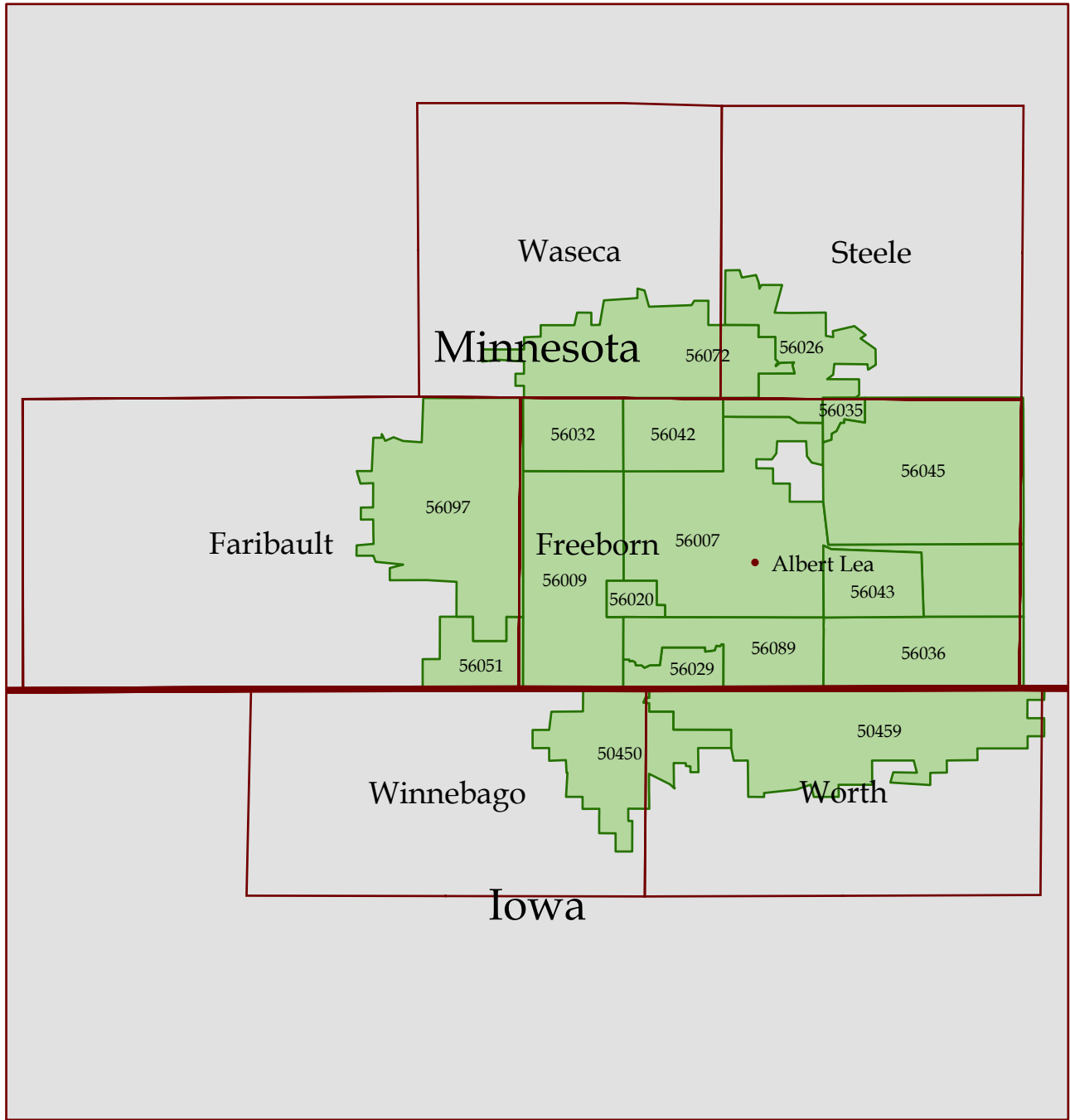
Reader Demographics	Market Demographics	
19%	25%	Under \$25,000
38%	31%	\$25,001 - \$49,999
25%	22%	\$50,000 - \$74,999
12%	13%	\$75,000 - \$99,999
05%	08%	\$100,000 - \$149,999
01%	02%	Over \$150,000

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

Reader Demographics	Market Demographics	
02%	16%	Some High School or Less
42%	37%	Graduated High School
32%	33%	Some College
21%	11%	Graduated College
03%	04%	Completed Post Graduate




8. Which of the following products or services do you plan to purchase during the next twelve months?

	(% = Positive respondents)
15%	New Automobile
12%	Used Automobile
24%	Antiques / Auctions
38%	Furniture / Home Furnishings
19%	Major Home Appliance
14%	Home Computers
39%	Home Improvements / Supplies
37%	Television / Electronics
17%	Carpet / Flooring
64%	Automobile Accessories (tires, brakes & service)
70%	Lawn & Garden
29%	Florist / Gift Shops
41%	Home Heating / Air Conditioning (service, new equipment)
58%	Vacations / Travel
04%	Real Estate
75%	Men's Apparel
86%	Women's Apparel
41%	Children's Apparel
02%	Boats / Personal Watercraft
22%	Art & Crafts Supplies
17%	Childcare
30%	Education / Classes
11%	Attorney
27%	Veterinarian
15%	Chiropractor
23%	Financial Planner (Retirement, Investing)
54%	Tax Advisor / Services
19%	Health Club / Exercise Class
31%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
05%	Weight Loss
32%	Lawn Care Service (Maintenance & Landscaping)
57%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
76%	Pharmacist / Prescription Service
21%	Cellular Phone New/Update Service
82%	Dining & Entertainment
15%	Jewelry
08%	Wedding Supplies
36%	Athletic & Sports Equipment



The Freeborn County Shopper
 Albert Lea, Minnesota
 10-0100

Key to Features

-  State Boundary
-  County Boundary
-  Zip Code Boundary

