

Audit Period: October 1, 2007 – September 30, 2008

Kearsarge Magazine

PO Box 1482

Grantham, NH 03753

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www.kearsargemagazine.com

1. Publication Information

Average Net Circulation: 6,080 (Print Edition)
 Number of Editions: One
 Format / Average Page Count: Magazine / 96 Pages
 Circulation Cycle: Quarterly
 Circulation Day / Time: February 15, May 15, August 15, November 15
 Ownership: Kearsarge Magazine
 Year Established: 2005
 Publication Type: City & Regional Magazine
 Content: 50% Advertising / 50% Editorial
 Circulation Paid/Unpaid: 53% Unpaid / 47% Paid / 0% Sponsored
 Primary Delivery Methods: 0% Home Delivery / 54% Mail / 46% Controlled Bulk
 Insert Zoning Available: Contact Publisher
 CVC Member Number: 01-2557
 DMA/MSA: Burlington, VT
 Audit Funded By: Publisher

2. Rate Card and Mechanical Data

Rate Card Effective Date: August 1, 2008
 Mechanical Data: Three (3) columns x 10-inch column depth
 Full page: 7.125" wide X 10" depth.
 Open Rate: Color: \$1,050.00 Full Page - \$370.00 1/6th Page
 Black & White: \$920.00 Full Page - \$240.00 1/6th Page
 Insert Open Rate: \$1,500.00 per thousand
 Classified Rate: Contact Publisher
 Volume, frequency, contract, color, and other rates may be available from the publisher.

3. Contact Information

Publisher: Laura Jean Whitcomb EMAIL: info@kearsargemagazine.com
 Advertising: Diane Taylor EMAIL: info@kearsargemagazine.com
 Circulation: Laura Jean Whitcomb EMAIL: info@kearsargemagazine.com

4. Circulation Pricing

Kearsarge Magazine is a controlled and paid circulation quarterly with a cover price of \$4.00.
 Annual mail subscription rate: \$12.00

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

CVC Account Number: 01-2557		Kearsarge Magazine Grantham, NH
Audit Period Summary		
Average Net Circulation	(5-H)	6,080
Average Gross Distribution	(5-F)	6,188
Average Net Press Run	(5-A)	6,290
Audit Period Detail		
A. Average Net Press Run		6,290
B. Office / File		102
C. Controlled Distribution		
1. Home Delivery		0
2. Controlled Bulk Delivery / Demand Distribution		1,733
3. Mail		0
4. Restock & Office Service		148
5. Other: Sampled Mail - USPS		1,429
TOTAL AVERAGE CONTROLLED DISTRIBUTION		3,310
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		868
3. Mail		1,893
4. Restock & Office Service		117
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		2,878
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		6,188
G. Unclaimed / Returns		(108)*
H. Average Net Circulation		6,080

6A. Audited Average Website Reporting

	Audit Period Average
Unique Visitors	982
Page Views	2,107
Hits	14,420

6B. Audited Online Edition Reporting

	Audit Period Average
Total Online Edition Circulation	Not Applicable
Unique Online Edition Circulation	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: Editions delivered by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses, as part of a sampling program.
- 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.
- 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.

HITS: The successful transmission of a file contained within a web-page. A single web-page can consist of multiple files which are counted as a hit as the page is downloaded.

PARAGRAPH SIX (B)

TOTAL ONLINE EDITION READERS: Registered and/or non-registered users who open and read one or more pages of the online edition during the edition cycle.

UNIQUE ONLINE EDITION READERS: Registered users who have supplied CVC verification information to validate the online edition reader is not a duplicated print edition reader.



8. Average Print Circulation History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/08-12/31/08	CVC	6,667	6,095	6,975	-
04/01/07-12/31/07	CVC	-	5,475	4,954	4,908

9. Distribution by Zip Code (2/15/2008 Edition)

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
03101	Manchester	Hillsborough	0	500	12	0	512
03216	Andover	Merrimack	0	10	57	0	67
03221	Bradford	Merrimack	0	0	75	0	75
03229	Contoocook	Merrimack	0	900	15	0	915
03230	Danbury	Merrimack	0	0	10	0	10
03231	East Andover	Merrimack	0	0	10	0	10
03235	Franklin	Merrimack	0	0	12	0	12
03242	Henniker	Merrimack	0	15	30	0	45
03255	Newbury	Merrimack	0	0	53	0	53
03257	New London	Merrimack	0	240	263	0	503
03260	North Sutton	Merrimack	0	0	29	0	29
03273	South Sutton	Merrimack	0	0	12	0	12
03278	Warner	Merrimack	0	10	69	0	79
03284	Springfield	Sullivan	0	0	24	0	24
03287	Wilmot	Merrimack	0	0	37	0	37
03301	Concord	Merrimack	0	0	90	0	90
03302	Concord	Merrimack	0	0	22	0	22
03303	Penacook	Merrimack	0	0	15	0	15
03304	Bow	Merrimack	0	0	13	0	13
03743	Claremont	Sullivan	0	300	118	0	418
03748	Enfield	Grafton	0	0	10	0	10
03751	Georges Mills	Sullivan	0	0	16	0	16
03753	Grantham	Sullivan	0	0	101	283	384
03755	Hanover	Grafton	0	1,160	39	50	1,249
03766	Lebanon	Grafton	0	10	41	0	51
03773	Newport	Sullivan	0	0	92	0	92
03782	Sunapee	Sullivan	0	15	103	0	118
03784	West Lebanon	Grafton	0	0	34	0	34
03801	Portsmouth	Rockingham	0	0	13	0	13
05001	White River Junction	Windsor	0	0	26	0	26
Misc.	Assorted	Assorted	0	1,357	709	0	2,066
TOTAL			0	4,517	2,150	333	7,000

10. Distribution by County (2/15/2008 Edition)

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Grafton	Enfield Hanover Lebanon West Lebanon	0	1,170	124	50	1,344
Hillsborough	Manchester	0	500	12	0	512
Merrimack	Andover Bow Bradford Concord Contoocook Danbury East Andover Franklin Henniker New London Newbury North Sutton Penacook South Sutton Warner Wilmot	0	1,175	812	0	1,987
Rockingham	Portsmouth	0	0	13	0	13
Sullivan	Claremont Georges Mills Grantham Newport Springfield Sunapee	0	315	454	283	1,052
Windsor	White River Junction	0	0	26	0	26
Misc.	Assorted	0	1,357	709	0	2,066
TOTAL		0	4,517	2,150	333	7,000

11. Verification of Receivership & Readership

Home Delivery and/or Mail Distribution

The Circulation Verification Council interviewed 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.

1. Kearsarge Magazine is distributed regularly in your area. Do you subscribe to Kearsarge Magazine?
2. (If response to #1 was YES) Do you or someone in your household regularly read or look through Kearsarge Magazine?

CVC interviews indicate that 124 of 124 households or 100% indicated they subscribe to and receive Kearsarge Magazine.

CVC interviews indicate that 120 of 124 or 96.8% indicate they regularly read or look through Kearsarge Magazine.

*Households with confirmed 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 / Demand Distribution / Single Copy

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 Kearsarge Magazine on a regular basis.

CVC interviews indicate that less than 5% of Kearsarge Magazine'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: \$12.00 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	1,893
Over 75% of basic rate	0
Over 50% of basic rate	0
Under 50% of basic rate	0
SINGLE COPY	COVER PRICE: \$4.00
	AVERAGE WHOLESALE RATE: \$2.00
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, 2009.

If this report is presented after December 31, 2009 please call the toll-free number listed below.

Kearsarge Magazine – Grantham, NH – 01-2557 - Supplemental Readership Study

The Circulation Verification Council interviewed 302 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. 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. *124 Survey respondents were interviewed during the verification of home delivery and mail distribution. 178 Survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, sample or pass along distribution.

- **Average readers per edition during the audit period: 3.50***
*Readership estimates compiled from 2008 CVC circulation & readership study data.

1. Kearsarge Magazine is distributed regularly in your area. Do you regularly read or look through Kearsarge Magazine?

YES	302	Survey Respondents
NO		Survey Terminated

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

YES	238	78.8%
NO	64	21.2%

3. How long do you keep Kearsarge Magazine before discarding it?

33%	Two weeks or less
02%	Three weeks
36%	One month
29%	More than one month

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

Reader Demographics	Market Demographics
00%	07% 18 - 20
02%	09% 21 - 24
09%	14% 25 - 34
22%	18% 35 - 44
30%	20% 45 - 54
26%	14% 55 - 64
10%	08% 65 - 74
01%	09% 75 years or older

5. Do you have a paid daily newspaper delivered to your home five, or more days a week?

32%	YES
68%	NO



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

Reader Demographics	Market Demographics	
05%	19%	Under \$25,000
08%	24%	\$25,001 - \$49,999
13%	21%	\$50,000 - \$74,999
28%	15%	\$75,000 - \$99,999
25%	13%	\$100,000 –\$149,999
21%	08%	Over \$150,000

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

Reader Demographics	Market Demographics	
01%	10%	Some High School or Less
14%	34%	Graduated High School
18%	23%	Some College
47%	23%	Graduated College
20%	11%	Completed Post Graduate

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




(% = Positive respondents)

- 14% New Automobile
- 10% Used Automobile
- 28% Antiques / Auctions
- 56% Furniture / Home Furnishings
- 23% Major Home Appliance
- 19% Home Computers
- 54% Home Improvements / Supplies
- 28% Television / Electronics
- 13% Carpet / Flooring
- 64% Automobile Accessories (tires, brakes & service)
- 59% Lawn & Garden
- 30% Florist / Gift Shops
- 45% Home Heating / Air Conditioning (service, new equipment)
- 51% Vacations / Travel
- 04% Real Estate
- 80% Men's Apparel
- 89% Women's Apparel
- 51% Children's Apparel
- 02% Boats / Personal Watercraft
- 29% Art & Crafts Supplies
- 21% Childcare
- 50% Education / Classes
- 13% Attorney
- 21% Veterinarian
- 22% Chiropractor
- 17% Financial Planner (Retirement, Investing)
- 63% Tax Advisor / Services
- 28% Health Club / Exercise Class
- 32% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
- 09% Weight Loss
- 51% Lawn Care Service (Maintenance & Landscaping)
- 64% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
- 65% Pharmacist / Prescription Service
- 26% Cellular Phone New/Update Service
- 77% Dining & Entertainment
- 21% Jewelry
- 13% Wedding Supplies
- 45% Athletic & Sports Equipment



Kearsarge Magazine
 Grantham, New Hampshire
 01-2557

Key to Features

-  State Boundary
-  County Boundary
-  Zip Code Boundary

