

Reinstatement Audit Period: January 1, 2010 – September 30, 2010

Kearsarge Magazine

PO Box 1482

Grantham, NH 03753

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EMAIL: info@kearsargemagazine.com

www.kearsargemagazine.com

1. Publication Information

Average Net Circulation:	4,591 (Print Edition)
Number of Editions:	One
Format / Average Page Count:	Magazine / 72 Pages
Circulation Cycle:	Quarterly
Circulation Day / Time:	February 15/ May 15/ August 15/ November 15 / by 5 PM
Ownership:	Kearsarge Magazine LLC
Year Established:	2005
Publication Type:	City & Regional Magazine
Content:	50% Advertising / 50% Editorial
Circulation Paid/Unpaid:	33% Unpaid / 51% Paid / 16% Sponsored
Primary Delivery Methods:	0% Home Delivery/ 63% Mail/ 37% Controlled Bulk & Single Copy
Insert Zoning Available:	No
CVC Member Number:	01-2557
DMA/MSA:	Burlington, VT
Audit Funded By:	Publisher

2. Rate Card and Mechanical Data

Rate Card Effective Date:	July 1, 2009
Mechanical Data:	Three (3) columns x 10-inch column depth Full page: 7.125" wide X 10" depth.
Open Rate:	Local: \$1,050.00 Full Page - \$370.00 1/6th Page National: \$1,050.00 Full Page - \$370.00 1/6th Page
Insert Open Rate:	\$1,500.00
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:	Laura Jean Whitcomb	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 \$5.00.
Annual mail subscription rate: \$15.00

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)	4,591
Average Gross Distribution	(5-F)	4,591
Average Net Press Run	(5-A)	4,667
Audit Period Detail		
A. Average Net Press Run		4,667
B. Office / File		76
C. Controlled Distribution		
1. Home Delivery		0
2. Controlled Bulk Delivery / Demand Distribution		0
3. Mail		0
4. Restock & Office Service		0
5. Other: Sampled Mail – USPS		1,491
TOTAL AVERAGE CONTROLLED DISTRIBUTION		1,491
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		662
3. Mail		1,379
4. Restock & Office Service		317
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		2,358
E. Sponsored / Voluntary Paid Distribution		
1. Home Delivery		0
2. Single Copy		742
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE SPONSORED DISTRIBUTION		742
F. Average Gross Distribution		4,591
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		4,591

6A. Audited Average Website Reporting - www.kearsargemagazine.com

	Monthly Audit Period Average
Website Unique Visitors	1,912
Website Page Views	4,457

6B. Audited Online Edition Reporting

	Monthly 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: : 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.

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
01/01/10-12/31/10	CVC	3,945	4,972	4,853	-
01/01/09-12/30/09	-	No Reporting	No Reporting	No Reporting	No Reporting
01/01/08-12/30/08	CVC	6,667	6,095	6,975	No Reporting
04/01/07-12/31/07	CVC	-	5,475	4,954	4,908

9. Distribution by Zip Code (8/15/2010 Edition)

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
03101	Manchester	Hillsborough	0	0	18	0	18
03110	Bedford	Hillsborough	0	0	6	0	6
03216	Andover	Merrimack	0	3	36	0	39
03221	Bradford	Merrimack	0	10	36	0	46
03222	Bristol	Grafton	0	0	14	0	14
03229	Contoocook	Merrimack	0	0	9	0	9
03230	Danbury	Merrimack	0	0	8	0	8
03231	East Andover	Merrimack	0	10	8	0	18
03235	Franklin	Merrimack	0	28	6	0	34
03242	Henniker	Merrimack	0	0	6	0	6
03255	Newbury	Merrimack	0	86	56	0	142
03257	New London	Merrimack	0	375	199	0	574
03260	North Sutton	Merrimack	0	23	26	0	49
03268	Salisbury	Merrimack	0	0	5	0	5
03273	South Sutton	Merrimack	0	0	10	0	10
03276	Tilton	Belknap	0	20	0	0	20
03278	Warner	Merrimack	0	40	35	0	75
03284	Springfield	Sullivan	0	0	9	0	9
03287	Wilmot	Merrimack	0	0	24	0	24
03301	Concord	Merrimack	0	120	38	0	158
03303	Webster	Merrimack	0	0	8	0	8
03304	Bow	Merrimack	0	0	4	0	4
03431	Keene	Cheshire	0	0	3	0	3
03605	Lempster	Sullivan	0	10	0	0	10
03741	Canaan	Grafton	0	0	7	0	7
03743	Claremont	Sullivan	0	35	19	0	54
03748	Enfield	Grafton	0	0	7	0	7
03750	Etna	Grafton	0	0	354	0	354
03751	Georges Mills	Sullivan	0	0	6	0	6
03752	Goshen	Sullivan	0	10	7	0	17
03753	Grantham	Sullivan	0	30	36	200	266
03755	Hanover	Grafton	0	370	1,639	0	2,009
03766	Lebanon	Grafton	0	45	34	0	79
03768	Lyme	Grafton	0	0	29	0	29
03773	Newport	Sullivan	0	58	53	0	111
03782	Sunapee	Sullivan	0	10	64	0	74
03784	West Lebanon	Grafton	0	25	5	0	30
05001	White River Junction	Windsor, VT	0	0	15	0	15
CT	*	*	0	0	30	0	30
FL	*	*	0	0	20	0	20

9. Distribution by Zip Code (8/15/2010 Edition) continued

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
MA	*	*	0	0	137	0	137
ME	*	*	0	0	7	0	7
NH	*	*	0	150	77	0	227
NJ	*	*	0	0	7	0	7
NY	*	*	0	0	15	0	15
PA	*	*	0	0	10	0	10
RI	*	*	0	0	4	0	4
VT	*	*	0	0	93	0	93
Misc.	Assorted	Assorted	0	0	63	0	63
TOTAL			0	1,458	3,302	200	4,960

10. Distribution by County (8/15/2010 Edition)

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Belknap	Tilton	0	20	0	0	20
Cheshire	Keene	0	0	3	0	3
Grafton	Bristol Canaan Enfield Etna Hanover Lebanon Lyme West Lebanon	0	440	2,089	0	2,529
Hillsborough	Bedford Manchester	0	0	24	0	24
Merrimack	Andover Bow Bradford Concord Contoocook Danbury East Andover Franklin Henniker New London Newbury North Sutton Salisbury South Sutton Warner Webster Wilmot	0	695	514	0	1,209
Sullivan	Claremont Georges Mills Goshen Grantham Lempster Newport Springfield Sunapee	0	153	194	200	547
Windsor, VT	White River Junction	0	0	15	0	15
CT	*	0	0	30	0	30
FL	*	0	0	20	0	20



10. Distribution by County (8/15/2010 Edition) continued

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
MA	*	0	0	137	0	137
ME	*	0	0	7	0	7
NH	*	0	150	77	0	227
NJ	*	0	0	7	0	7
NY	*	0	0	15	0	15
PA	*	0	0	10	0	10
RI	*	0	0	4	0	4
VT	*	0	0	93	0	93
Misc.	Assorted	0	0	63	0	63
TOTAL		0	1,458	3,302	200	4,960

11. Verification of Receivership & Readership

Paid Home Delivery and 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 143 of 143 households or 100% indicated they subscribe to and receive Kearsarge Magazine.

CVC interviews indicate that 138 of 143 or 96.5% 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

Paid Single Copy Distribution

The Circulation Verification Council interviewed and/or visited single copy sales 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 single copy sales locations indicated they received Kearsarge Magazine on a regular basis.

CVC interviews indicate that less than 15% of Kearsarge Magazine's single copy distributed editions are returned to the publisher unclaimed after the edition cycle.



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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: \$15.00 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	1,379
Over 75% of basic rate	0
Over 50% of basic rate	0
Under 50% of basic rate	0
SINGLE COPY	COVER PRICE: \$5.00
	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, 2011.
If this report is presented after December 31, 2011 please call the toll-free number listed below.



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

The Circulation Verification Council interviewed 204 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, or 2.5% of net circulation 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. *138 Survey respondents were interviewed during the verification of home delivery and mail distribution. 66 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: 3.525***
*Readership estimates compiled from 2010 CVC circulation & readership study data.

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

YES 204 Survey Respondents

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

YES 162 79.4%
NO 42 20.6%

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

31% Two weeks or less
03% Three weeks
32% One month
34% More than one month

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

Reader Demographics	Market Demographics
00%	06% 18 - 20
02%	08% 21 - 24
11%	14% 25 - 34
21%	19% 35 - 44
26%	21% 45 - 54
25%	14% 55 - 64
13%	08% 65 - 74
02%	10% 75 years or older

5. Reader Gender? (Voice recognition – Gender Bias Rotation)

36% Male Readers
64% Female Readers

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

Reader Demographics	Market Demographics	
04%	19%	Under \$25,000
11%	25%	\$25,001 - \$49,999
11%	21%	\$50,000 - \$74,999
28%	15%	\$75,000 - \$99,999
27%	13%	\$100,000 - \$149,999
19%	07%	Over \$150,000

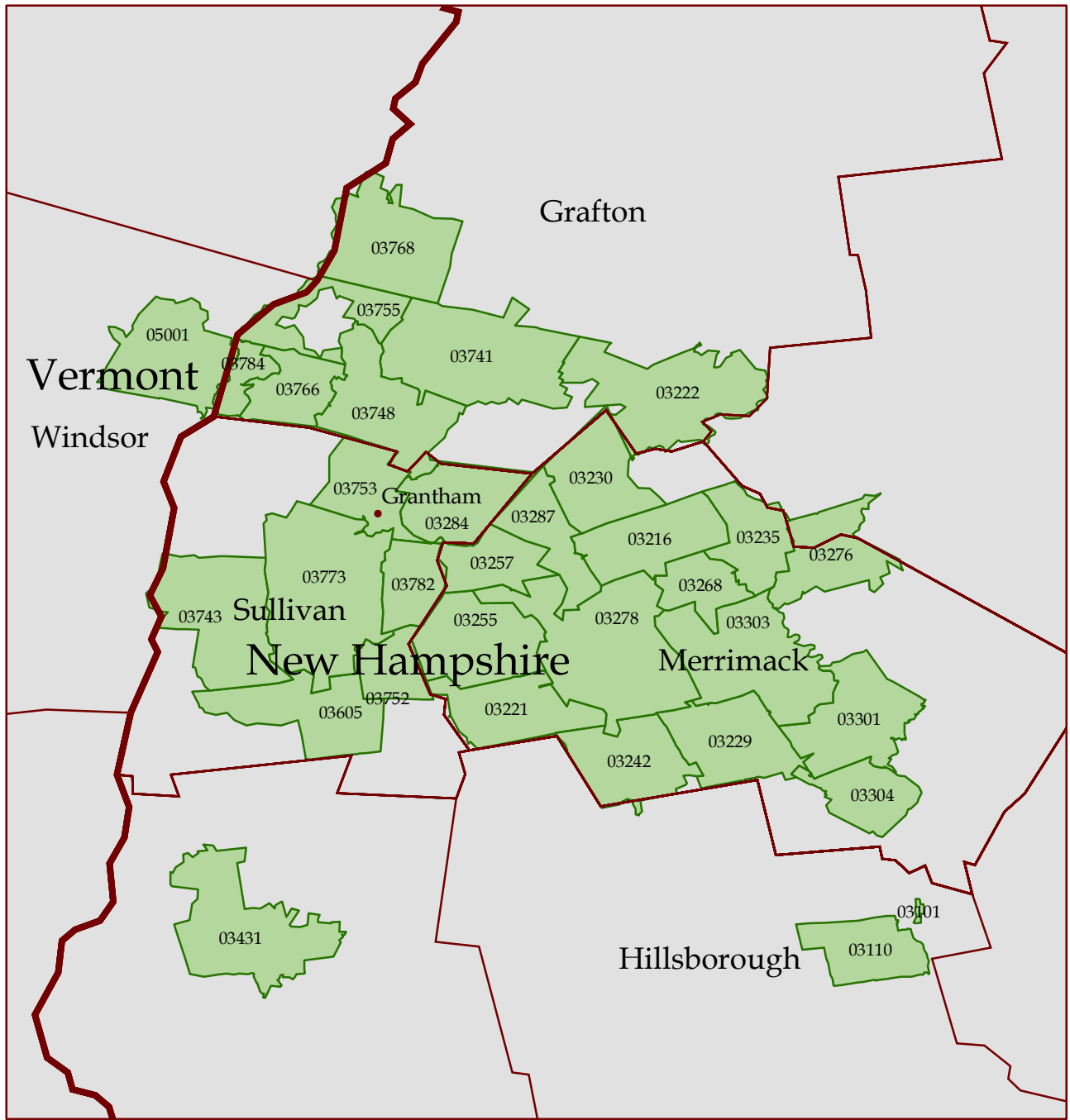
7. What is the highest level of education you have obtained?

Reader Demographics	Market Demographics	
00%	11%	Some High School or Less
15%	28%	Graduated High School
21%	27%	Some College
43%	21%	Graduated College
21%	13%	Completed Post Graduate

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




(% = Positive respondents)

12%	New Automobile
13%	Used Automobile
24%	Antiques / Auctions
48%	Furniture / Home Furnishings
19%	Major Home Appliance
12%	Home Computers
41%	Home Improvements / Supplies
39%	Television / Electronics
15%	Carpet / Flooring
68%	Automobile Accessories (tires, brakes & service)
71%	Lawn & Garden
29%	Florist / Gift Shops
36%	Home Heating / Air Conditioning (service, new equipment)
62%	Vacations / Travel
05%	Real Estate
76%	Men's Apparel
91%	Women's Apparel
45%	Children's Apparel
01%	Boats / Personal Watercraft
19%	Art & Crafts Supplies
20%	Childcare
44%	Education / Classes
10%	Attorney
25%	Veterinarian
19%	Chiropractor
19%	Financial Planner (Retirement, Investing)
72%	Tax Advisor / Services
30%	Health Club / Exercise Class
35%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
05%	Weight Loss
46%	Lawn Care Service (Maintenance & Landscaping)
49%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
75%	Pharmacist / Prescription Service
25%	Cellular Phone New/Update Service
84%	Dining & Entertainment
23%	Jewelry
09%	Wedding Supplies
44%	Athletic & Sports Equipment



Kearsarge Magazine
 Grantham, New Hampshire
 01-2557

Key to Features

-  State Boundary
-  County Boundary
-  Zip Code Boundary

