

**Audit Period: October 1, 2012 – March 31, 2014**

**Smart Shopper**

31 Thompson Road, Unit G  
Webster, MA 01570  
(508) 943-5300  
(508) 943-5320 FAX

EMAIL: cmackinney@smartshopperad.com  
www.smartshopperad.com

**1. Publication Information**

Average Net Circulation:	35,625 (Print Edition) <sup>**</sup> (See Paragraph 7 explanatory)
Number of Editions:	Three <sup>**</sup>
Format / Average Page Count:	Magazine / 28 Pages
Circulation Cycle:	2 Weekly, 1 Bi-Weekly <sup>***</sup>
Circulation Day / Time:	Wednesday / by 5 PM
Ownership:	Batrock, Inc
Year Established:	2006
Publication Type:	Shopper
Content:	98% Advertising / 2% Editorial
Circulation Paid/Unpaid:	100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods:	0% Carrier Delivery / 96% Mail / 4% Controlled Bulk
Insert Zoning Available:	Yes – ZIP Code / Route
CVC Member Number:	17-0912
DMA/MSA:	Boston, MA / Boston--Worcester--Lawrence, MA--NH--ME--CT
Audit Funded By:	Community Papers of New England Independent Free Papers of America

**2. Rate Card and Mechanical Data**

Rate Card Effective Date:	May 1, 2014
Mechanical Data:	Four (4) columns x 10-inch column depth Full page: 7.5" wide X 10" depth.
Open Rate:	Local: \$17.00 per column inch (all 3 editions) National: \$17.00 per column inch (all 3 editions)
Insert Open Rate:	\$55.00 per thousand
Classified Rate:	\$7.50 for up to 10 words

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

**3. Contact Information**

Publisher:	Carol Toomey	EMAIL: carol@actionunlimited.com
Advertising:	Steve Fleck	EMAIL: sfleck@smartshopperad.com
Circulation:	Cheri MacKinney	EMAIL: cmackinney@smartshopperad.com

**4. Circulation Pricing**

Smart 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: 17-0912		Smart Shopper- Consolidated Webster, MA
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>35,625</b>
Average Gross Distribution	(5-F)	35,625
Average Net Press Run	(5-A)	35,700
<b>Audit Period Detail</b>		
A. Average Net Press Run		35,700
B. Office / File		75
C. Controlled Distribution		
1. Carrier Delivery		0
2. Controlled Bulk Delivery / Demand Distribution		1,376
3. Mail		34,232
4. Restock & Office Service		17
5. Other:		0
<b>TOTAL AVERAGE CONTROLLED DISTRIBUTION</b>		<b>35,625</b>
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
<b>TOTAL AVERAGE PAID DISTRIBUTION</b>		<b>0</b>
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
<b>TOTAL AVERAGE SPONSORED DISTRIBUTION</b>		<b>0</b>
F. Average Gross Distribution		35,625
G. Unclaimed / Returns		(0)*
<b>H. Average Net Circulation</b>		<b>35,625</b>



www.cvcaudit.com

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

CVC Account Number: 17-0333 Wednesday		Smart Shopper - Auburn Webster, MA
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>7,707</b>
Average Gross Distribution	(5-F)	7,707
Average Net Press Run	(5-A)	7,732
<b>Audit Period Detail</b>		
A. Average Net Press Run		7,732
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		0
2. Controlled Bulk Delivery / Demand Distribution		115
3. Mail		7,592
4. Restock & Office Service		0
5. Other:		0
<b>TOTAL AVERAGE CONTROLLED DISTRIBUTION</b>		<b>7,707</b>
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
<b>TOTAL AVERAGE PAID DISTRIBUTION</b>		<b>0</b>
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
<b>TOTAL AVERAGE SPONSORED DISTRIBUTION</b>		<b>0</b>
F. Average Gross Distribution		7,707
G. Unclaimed / Returns		(0)*
<b>H. Average Net Circulation</b>		<b>7,707</b>



www.cvcaudit.com



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

CVC Account Number: 17-0334 Wednesday		Smart Shopper - Sturbridge Webster, MA
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>5,337</b>
Average Gross Distribution	(5-F)	5,337
Average Net Press Run	(5-A)	5,362
<b>Audit Period Detail</b>		
A. Average Net Press Run		5,362
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		0
2. Controlled Bulk Delivery / Demand Distribution		517
3. Mail		4,810
4. Restock & Office Service		10
5. Other:		0
<b>TOTAL AVERAGE CONTROLLED DISTRIBUTION</b>		<b>5,337</b>
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
<b>TOTAL AVERAGE PAID DISTRIBUTION</b>		<b>0</b>
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
<b>TOTAL AVERAGE SPONSORED DISTRIBUTION</b>		<b>0</b>
F. Average Gross Distribution		5,337
G. Unclaimed / Returns		(0)*
<b>H. Average Net Circulation</b>		<b>5,337</b>



www.cvcaudit.com



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

CVC Account Number: 17-0307 Wednesday		Smart Shopper - Webster Webster, MA
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>22,581</b>
Average Gross Distribution	(5-F)	22,581
Average Net Press Run	(5-A)	22,606
<b>Audit Period Detail</b>		
A. Average Net Press Run		22,606
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		0
2. Controlled Bulk Delivery / Demand Distribution		744
3. Mail		21,830
4. Restock & Office Service		7
5. Other:		0
<b>TOTAL AVERAGE CONTROLLED DISTRIBUTION</b>		<b>22,581</b>
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
<b>TOTAL AVERAGE PAID DISTRIBUTION</b>		<b>0</b>
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
<b>TOTAL AVERAGE SPONSORED DISTRIBUTION</b>		<b>0</b>
F. Average Gross Distribution		22,581
G. Unclaimed / Returns		(0)*
<b>H. Average Net Circulation</b>		<b>22,581</b>

**6A. Audited Average Website Reporting - www.smartshopperad.com**

	Monthly Audit Period Average
Website Unique Visitors	1,116
Website Page Views	12,232
Average Time Spent on Website	Not Applicable

**6B. Audited Online Edition Reporting**

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





**8. Average Print Circulation History - Smart Shopper - (consolidated)**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/14-12/31/14	CVC	35,567	-	-	-
01/01/13-12/31/13	CVC	35,480	35,306	35,525	35,695
01/01/12-12/31/12	CVC	25,541	24,380	38,797	36,246
01/01/11-12/31/11	CVC	22,692	24,632	25,671	25,638
01/01/10-12/31/10	CVC	24,838	24,858	24,884	24,861
01/01/09-12/31/09	CVC	24,408	24,519	24,443	24,651
01/01/08-12/31/08	CVC	22,195	22,198	23,703	24,685
04/01/07-12/31/07	CVC	-	18,315	21,732	22,088

**8A. Average Print Circulation History - Smart Shopper - Auburn**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/14-12/31/14	CVC	7,708	-	-	-
01/01/13-12/31/13	CVC	7,663	7,657	7,689	7,694
10/01/12-12/31/12	CVC	-	-	-	7,854

**8B. Average Print Circulation History - Smart Shopper - Sturbridge**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/14-12/31/14	CVC	5,318	-	-	-
01/01/13-12/31/13	CVC	5,313	5,319	5,344	5,331
10/01/12-12/31/12	CVC	-	-	-	5,419

**8C. Average Print Circulation History - Smart Shopper - Webster**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/14-12/31/14	CVC	22,541	-	-	-
01/01/13-12/31/13	CVC	22,504	22,330	22,492	22,670
01/01/12-12/31/12	CVC	25,541	24,380	22,960	22,973
01/01/11-12/31/11	CVC	22,692	24,632	25,671	25,638
01/01/10-12/31/10	CVC	24,838	24,858	24,884	24,861
01/01/09-12/31/09	CVC	24,408	24,519	24,443	24,651
01/01/08-12/31/08	CVC	22,195	22,198	23,703	24,685
04/01/07-12/31/07	CVC	-	18,315	21,732	22,088

**9A. Distribution by Zip Code (6/26/2013 Edition) Smart Shopper - Auburn - Wednesday**

ZIP CODE	CITY / AREA	COUNTY	CARRIER DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
01501	Auburn	Worcester	0	140	7,568	10	7,718
TOTAL			0	140	7,568	10	7,718

**9B. Distribution by Zip Code (6/26/2013 Edition) Smart Shopper - Sturbridge - Wednesday**

ZIP CODE	CITY / AREA	COUNTY	CARRIER DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
01518	Fiskdale	Worcester	0	100	1,550	4	1,654
01566	Sturbridge	Worcester	0	440	3,269	6	3,715
TOTAL			0	540	4,819	10	5,369



www.cvcaudit.com



**9C. Distribution by Zip Code (6/26/2013 Edition) Smart Shopper - Webster - Wednesday**

ZIP CODE	CITY / AREA	COUNTY	CARRIER DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
01507	Charlton	Worcester	0	50	4,733	0	4,783
01508	Charlton City	Worcester	0	0	455	0	455
01509	Charlton Depot	Worcester	0	0	27	0	27
01537	North Oxford	Worcester	0	10	341	2	353
01540	Oxford	Worcester	0	50	4,100	9	4,159
01570	Webster	Worcester	0	100	7,716	15	7,831
01571	Dudley	Worcester	0	50	4,150	9	4,209
06239	Killingly	Windham	0	100	0	0	100
06241	Killingly	Windham	0	200	0	0	200
Misc.	Assorted	Assorted	0	355	0	0	355
<b>TOTAL</b>			<b>0</b>	<b>915</b>	<b>21,522</b>	<b>35</b>	<b>22,472</b>

**10A. Distribution by County (6/26/2013 Edition) Smart Shopper - Auburn - Wednesday**

COUNTY	CITY / AREA	CARRIER DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Worcester	Auburn	0	140	7,568	10	7,718
<b>TOTAL</b>		<b>0</b>	<b>140</b>	<b>7,568</b>	<b>10</b>	<b>7,718</b>

**10B. Distribution by County (6/26/2013 Edition) Smart Shopper - Sturbridge - Wednesday**

COUNTY	CITY / AREA	CARRIER DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Worcester	Fiskdale Sturbridge	0	540	4,819	10	5,369
<b>TOTAL</b>		<b>0</b>	<b>540</b>	<b>4,819</b>	<b>10</b>	<b>5,369</b>

**10C. Distribution by County (6/26/2013 Edition) Smart Shopper - Webster - Wednesday**

COUNTY	CITY / AREA	CARRIER DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Windham, CT	Killingly	0	300	0	0	300
Worcester, MA	Charlton Charlton City Charlton Depot Dudley North Oxford Oxford Webster	0	260	21,522	35	21,817
Misc.	Assorted	0	355	0	0	355
<b>TOTAL</b>		<b>0</b>	<b>915</b>	<b>21,522</b>	<b>35</b>	<b>22,472</b>



[www.cvcaudit.com](http://www.cvcaudit.com)



**11. Verification of Receivership & Readership**

**Controlled Carrier Delivery and Mail Distribution**

Smart Shopper reported an average mail distribution of 34,232 during the audit period. Mail distribution was verified through the review of USPS mail statements and additional publisher support documents. Smart Shopper did not report carrier delivery distribution during the audit period. Carrier delivery is verified through the review of carrier statements and additional publisher support documents. The Circulation Verification Council interviewed 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. Smart Shopper is distributed regularly in your area. Do you receive Smart Shopper on a regular basis?
2. (If response to #1 was YES) Do you or someone in your household regularly read or look through Smart Shopper?

**CVC interviews indicate that 392 of 396 households or 99.0% indicated they receive Smart Shopper on a regular basis.**

**CVC interviews indicate that 309 of 392 or 78.8% indicate they regularly read or look through Smart 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%.

**12. Verification of Distribution**

**Controlled Bulk / Demand Distribution**

**Smart Shopper did not report significant controlled bulk / demand distribution, or single copy distribution during the audit cycle. Distribution locations received an average 1,376 copies per edition during the audit cycle.**

**13. Paid Reporting Analysis**

<b>CARRIER DELIVERY</b>	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
<b>MAIL</b>	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
<b>SINGLE COPY</b>	COVER PRICE: N/A
	AVERAGE WHOLESAL RATE: N/A
<b>OTHER:</b>	

#### 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.



[www.cvcaudit.com](http://www.cvcaudit.com)

**The current status of this report expires December 31, 2015.**

If this report is presented after December 31, 2015 please call the toll-free number listed below.

## Smart Shopper - Webster, MA - 17-0912 - Supplemental Readership Study

The Circulation Verification Council interviewed Smart Shopper 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. \*309 Survey respondents were interviewed during the verification of carrier delivery and mail distribution. 0 Survey respondents reported reading a minimum of two of the last four issues through controlled bulk, or pass along distribution.

- Average readers per edition during the audit period: 1.80\***

\*Readership estimates compiled from 2014 CVC circulation & readership study data.

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

YES	392	99.0%
NO	4	01.0%

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

YES	309	78.8%
NO	83	21.2%

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

YES	245	79.3%
NO	64	20.7%

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

41%	1-2 Days
38%	3-4 Days
03%	5-6 Days
18%	1 Week or More

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

Reader Demographics	Market Demographics
01%	05% 18 - 20
03%	06% 21 - 24
13%	14% 25 - 34
23%	17% 35 - 44
25%	22% 45 - 54
21%	18% 55 - 64
12%	10% 65 - 74
02%	09% 75 years or older



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

Reader Demographics	Market Demographics	
08%	17%	Under \$25,000
23%	20%	\$25,001 - \$49,999
25%	17%	\$50,000 - \$74,999
19%	16%	\$75,000 - \$99,999
19%	19%	\$100,000 - \$149,999
06%	12%	Over \$150,000

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

Reader Demographics	Market Demographics	
03%	10%	Some High School or Less
30%	32%	Graduated High School
33%	31%	Some College
23%	18%	Graduated College
11%	10%	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	
22%	Used Automobile	
14%	Antiques / Auctions	
39%	Furniture / Home Furnishings	
16%	Major Home Appliance	
20%	Home Computers / Tablets / Laptops	
31%	Home Improvements / Supplies	
30%	Television / Electronics	
17%	Carpet / Flooring	
63%	Automobile Accessories (tires, brakes & service)	
35%	Lawn & Garden	
27%	Florist / Gift Shops	
30%	Home Heating / Air Conditioning (service, new equipment)	
63%	Vacations / Travel	
06%	Real Estate	
68%	Men's Apparel	
75%	Women's Apparel	
48%	Children's Apparel	
02%	Boats / Personal Watercraft	
14%	Art & Crafts Supplies	
16%	Childcare	
28%	Education / Classes	
05%	Attorney	
29%	Veterinarian	
11%	Chiropractor	
18%	Financial Planner (Retirement, Investing)	
57%	Tax Advisor / Services	
29%	Health Club / Exercise Class	
38%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)	
12%	Weight Loss	
31%	Lawn Care Service (Maintenance & Landscaping)	
32%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)	
73%	Pharmacist / Prescription Service	
31%	Cellular Phone New/Update Service	
84%	Dining & Entertainment	
20%	Jewelry	
08%	Wedding Supplies	
27%	Athletic & Sports Equipment	