

Audit Period: October 1, 2009 – September 30, 2010

Free Community Papers Of New York

PO Box 11279,
Syracuse, NY 13218
(877) 275-2726
(315) 472-5919 FAX

EMAIL: ads@fcpsy.com
www.fcpsy.com

1. Publication Information

Average Net Circulation:	4,549,158 (Print Edition)
Number of Editions:	356
Format / Average Page Count:	Broadsheet – 14 Tabloid - 191 Magazine - 151
Circulation Cycle:	Weekly - 354 Monthly - 2
Circulation Day / Time:	Monday - 3 Tuesday - 6 Wednesday - 120 Thursday - 55 Friday - 25 Saturday - 106 Sunday - 41
Year Established:	1950
Publication Type:	48 Community Newspapers 307 Shoppers 1 Alternative Newsweekly
Content:	Advertising and editorial content varies by publication
Circulation Paid/Unpaid:	100% Unpaid / <0.1% Paid / 0% Sponsored
Primary Delivery Methods:	49% Home Delivery/ 46% Mail/ 5% Controlled Bulk
Insert Zoning Available:	Yes – Zip Code/ County/ Route/ Zone (Varies by publication)
CVC Member Number:	16-0000
DMA/MSA:	Varies by publication throughout the state of New York
Audit Funded By:	Community Papers Advertising Network

2. Rate Card and Mechanical Data

Association rate information is supplied upon request. Classified, display and insert advertising is offered through the Community Papers Advertising Network (CPAN).

3. Contact Information

Executive Director:	Dan Holmes (877) 275-2726 / dholmes@fcpsy.com / www.fcpsy.com
President:	Steve Harrison
Vice-President:	Randy Shepard / Tom Cuskey
Secretary/Treasurer:	Karen Sawicz

4. Circulation Pricing

Free Community Papers of New York member publications are controlled circulation weeklies without circulation pricing. Annual mail subscription rates vary by publication



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

CVC Account Number: 16-0000		Free Community Papers Of New York Syracuse, NY
Audit Period Summary		
Average Net Circulation	(5-H)	4,549,158
Average Gross Distribution	(5-F)	4,555,348
Average Net Press Run	(5-A)	4,640,910
Audit Period Detail		
A. Average Net Press Run		4,640,910
B. Office / File		85,562
C. Controlled Distribution		
1. Home Delivery		1,559,130
2. Controlled Bulk Delivery / Demand Distribution		189,984
3. Mail		2,102,527
4. Restock & Office Service		18,797
5. Other: Insert Package – Home Delivery		683,370
TOTAL AVERAGE CONTROLLED DISTRIBUTION		4,553,808
D. Paid Distribution		
1. Home Delivery		46
2. Single Copy		0
3. Mail		1,494
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		1,540
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		4,555,348
G. Unclaimed / Returns		(6,190)*
H. Average Net Circulation		4,549,158

5A. Audited Circulation By Publication - Print Edition

Organization	City	State	Circulation
Lake Country Pennysaver	Albion	NY	20,154
Gates-Chili Calendar	Avon	NY	23,411
Genesee Valley Penny Saver -Batavia	Avon	NY	16,870
Genesee Valley Penny Saver -Canandaigua	Avon	NY	18,900
Genesee Valley Penny Saver -Eastway	Avon	NY	16,947
Genesee Valley Penny Saver -Fairport	Avon	NY	18,582
Genesee Valley Penny Saver -Livingston	Avon	NY	14,056
Genesee Valley Penny Saver -Oatka	Avon	NY	13,982
Genesee Valley Penny Saver -Pittsford/E Rochester	Avon	NY	15,854
Genesee Valley Penny Saver -Rush/Henrietta	Avon	NY	17,326

5A. Audited Circulation By Publication - Print Edition (continued)

Organization	City	State	Circulation
Genesee Valley Penny Saver -Tri-County Advertiser	Avon	NY	19,116
The Drummer Pennysaver	Batavia	NY	19,806
Steuben Courier-Advocate	Bath	NY	10,782
Moneysaver Shopping Guide	Bolivar	NY	5,314
Moneysaver Shopping News	Bolivar	NY	8,161
The Bronx Penny Pincher	Bronx	NY	78,300
Metro Community News - Alden Metro Source	Buffalo	NY	5,281
Metro Community News - Amherst/Getzville Metro Source	Buffalo	NY	16,249
Metro Community News - Amherst/Tonawanda Metro Source	Buffalo	NY	14,436
Metro Community News - Clarence Metro Source	Buffalo	NY	7,936
Metro Community News - Depew Metro Source	Buffalo	NY	7,631
Metro Community News - Eggertsville/Snyder Metro Source	Buffalo	NY	11,907
Metro Community News - Grand Island Metro Source	Buffalo	NY	5,742
Metro Community News - Kenmore/Tonawanda Metro Source	Buffalo	NY	13,542
Metro Community News - Lancaster Source	Buffalo	NY	13,068
Metro Community News - Lewiston/Youngstown Metro Retailer	Buffalo	NY	7,302
Metro Community News - Lockport Metro Retailer	Buffalo	NY	31,747
Metro Community News - Niagara Falls City Metro Retailer	Buffalo	NY	10,412
Metro Community News - Niagara Falls/Wheatfield Metro Retailer	Buffalo	NY	11,551
Metro Community News - North Buffalo Metro Source	Buffalo	NY	14,935
Metro Community News - North Cheektowaga Metro Source	Buffalo	NY	19,021
Metro Community News - North Tonawanda Metro Source	Buffalo	NY	16,988
Metro Community News - South Buffalo Metro Source	Buffalo	NY	16,447
Metro Community News - South Cheektowaga Metro Source	Buffalo	NY	16,506
Metro Community News - Tonawanda Metro Source	Buffalo	NY	10,442
Metro Community News - Williamsville Metro Source	Buffalo	NY	10,778
Metro Group - Arcade PennySaver	Buffalo	NY	12,642
Metro Group - Blasdell / Lackawanna PennySaver	Buffalo	NY	12,758
Metro Group - Cuba / Franklinville PennySaver	Buffalo	NY	8,059
Metro Group - Gowanda PennySaver-News	Buffalo	NY	10,850
Metro Group - Hamburg PennySaver	Buffalo	NY	24,742
Metro Group - Springville PennySaver	Buffalo	NY	9,768
Community Shopping Guide - Canandaigua/Victor	Canandaigua	NY	8,791
Time Saver - Palmyra	Canandaigua	NY	12,492
Market Place Publications - Weekly	Carle Place	NY	Non-Participant
Market Place Publications -Garden City - Monthly	Carle Place	NY	Non-Participant
Hi Neighbor Pennysaver	Cazenovia	NY	Non-Participant
Marketplace Today	Chester	NY	Non-Participant
Capital Region Weekly Newspaper Group	Clifton Park	NY	193,250
The Merchandiser	Clifton Springs	NY	8,631
My Shopper -Mohawk Valley	Cobleskill	NY	11,737
My Shopper -Schoharie Edition	Cobleskill	NY	15,503
Dansville Wayland Pennysaver	Dansville	NY	Non-Participant
County Shopper - Catskill Park	Delhi	NY	5,035
County Shopper - Delaware	Delhi	NY	16,858
The Shopping Bag Advertiser	East Rochester	NY	205,402
Denton Publications - Adirondack Journal	Elizabethtown	NY	11,498



5A. Audited Circulation By Publication - Print Edition (continued)

Organization	City	State	Circulation
Denton Publications - News Enterprise	Elizabethtown	NY	4,856
Denton Publications - North Countryman	Elizabethtown	NY	12,076
Denton Publications - The Burgh	Elizabethtown	NY	16,185
Denton Publications - Times Of Ti	Elizabethtown	NY	9,274
Denton Publications - Valley News	Elizabethtown	NY	14,536
Fredonia Pennysaver	Fredonia	NY	18,623
Silver Creek Pennysaver	Fredonia	NY	5,679
PrimeTime Xpress	Garden City	NY	115,455
Manchester Newspapers -North Country Free Press	Granville	NY	22,109
Manchester Newspapers -Weekender	Granville	NY	5,725
Hornell-Canisteo Penn-e-Saver	Hornell	NY	Non-Participant
Horseheads Shopper	Horseheads	NY	Non-Participant
Ithaca Pennysaver	Interlaken	NY	Non-Participant
Tri-Village Pennysaver	Interlaken	NY	Non-Participant
Le Roy Pennysaver & News	Le Roy	NY	7,680
Catskill Shopper -Eastern Sullivan Co.	Liberty	NY	20,473
Catskill Shopper -Ulster Co.	Liberty	NY	7,065
Catskill Shopper -Western Sullivan Co.	Liberty	NY	13,471
Hometown Shopper	Melville	NY	1,022,816
This Week / This Week Pennysaver	Melville	NY	845,222
AD Group - Lyons Shopping Guide	Newark	NY	6,099
AD Group - Newark Pennysaver	Newark	NY	7,022
AD Group - Sodus Pennysaver	Newark	NY	8,023
Norwich Pennysaver	Norwich	NY	17,332
Sidney Pennysaver	Norwich	NY	10,446
County Pennysaver	Norwood	NY	Non-Participant
Oneida-Madison Pennysaver	Oneida	NY	22,280
RW Publications -Akron/Corfu PennySaver	Orchard Park	NY	8,273
RW Publications -Attica PennySaver	Orchard Park	NY	7,067
RW Publications -East Aurora/Elma PennySaver	Orchard Park	NY	16,142
RW Publications -Orchard Park PennySaver	Orchard Park	NY	12,276
RW Publications -West Seneca PennySaver	Orchard Park	NY	20,031
The Queens Pennysaver	Ozone Park	NY	7,475
The Pennysaver Group	Pelham	NY	276,116
Chronicle Ad-Viser	Penn Yan	NY	12,654
Perry Shopper	Perry	NY	Non-Participant
North Country This Week	Potsdam	NY	10,284
The Wayuga Shopper	Red Creek	NY	21,300
Oneonta-Cooperstown Pennysaver	Richfield Springs	NY	10,902
Turnpike Pennysaver	Richfield Springs	NY	7,076
Mountain Pennysaver	Saugerties	NY	Non-Participant
Saugerties Pennysaver	Saugerties	NY	Non-Participant
Hamlin Clarkson Herald	Spencerport	NY	5,899
Westside News -Suburban News North	Spencerport	NY	7,073
Westside News -Suburban News South	Spencerport	NY	11,877
Westside News -Suburban News West	Spencerport	NY	8,797
Scotsman Pennysaver - Auburn	Syracuse	NY	17,910

5A. Audited Circulation By Publication - Print Edition (continued)

Organization	City	State	Circulation
Scotsman Pennysaver - Baldwinsville	Syracuse	NY	14,000
Scotsman Pennysaver - Camillus Solvay	Syracuse	NY	20,329
Scotsman Pennysaver - Cortland Sunday	Syracuse	NY	8,436
Scotsman Pennysaver - East Syracuse Minoa	Syracuse	NY	9,977
Scotsman Pennysaver - Fayetteville Manlius JD	Syracuse	NY	17,653
Scotsman Pennysaver - Geneva	Syracuse	NY	9,609
Scotsman Pennysaver - Liverpool	Syracuse	NY	21,285
Scotsman Pennysaver - Moravia	Syracuse	NY	10,118
Scotsman Pennysaver - NE Syracuse Edition	Syracuse	NY	18,040
Scotsman Pennysaver - North Area	Syracuse	NY	9,099
Scotsman Pennysaver - North Syracuse Mattydale	Syracuse	NY	22,978
Scotsman Pennysaver - Pennywise	Syracuse	NY	9,238
Scotsman Pennysaver - Seneca Falls	Syracuse	NY	11,525
Scotsman Pennysaver - Skaneateles	Syracuse	NY	6,870
Scotsman Pennysaver - SW Syracuse Edition	Syracuse	NY	15,479
Scotsman Pennysaver - Town & Country	Syracuse	NY	15,320
Syracuse New Times	Syracuse	NY	33,045
The Patriot Advertiser (formerly Scotsman Pennysaver - Fulton)	Syracuse	NY	11,149
Mid-York Weekly	Utica	NY	8,933
Rome Pennysaver	Utica	NY	7,695
Utica Pennysaver	Utica	NY	21,832
Your Valley (formerly Herkimer Pennysaver)	Utica	NY	11,887
Warsaw Penny Saver	Warsaw	NY	8,983
Jefferson - Lewis Pennysaver	Watertown	NY	19,283
Hi Lites	Watkins Glen	NY	8,950
Seneca County Area Shopper	Watkins Glen	NY	8,360
Allegany County Pennysaver	Wellsville	NY	Non-Participant
Yorktown Pennysaver-Zone 1-Yorktown Somers	Yorktown Heights	NY	25,822
Yorktown Pennysaver-Zone 2D- Mahopac	Yorktown Heights	NY	10,513
Yorktown Pennysaver-Zone 2E- Carmel	Yorktown Heights	NY	14,134
Yorktown Pennysaver-Zone 2F- Brewster-New Fairfield	Yorktown Heights	NY	17,727
Yorktown Pennysaver-Zone 2G- Mt. Kisco-Katonah	Yorktown Heights	NY	26,370
Yorktown Pennysaver-Zone 3C - Croton-Ossining	Yorktown Heights	NY	24,309
Yorktown Pennysaver-Zone 3D -Pleasantville	Yorktown Heights	NY	17,262
Yorktown Pennysaver-Zone 3E -Tarrytown	Yorktown Heights	NY	18,134
Yorktown Pennysaver-Zone 3F -N. White	Yorktown Heights	NY	15,612
Yorktown Pennysaver-Zone 4A -Putnam Valley	Yorktown Heights	NY	5,142
Yorktown Pennysaver-Zone 4B -Peekskill	Yorktown Heights	NY	25,265
Yorktown Pennysaver-Zone 5 -Ridgefield	Yorktown Heights	NY	15,266
Yorktown Pennysaver-Zone 6A -Fishkill	Yorktown Heights	NY	19,232
Yorktown Pennysaver-Zone 6B -Hopewell	Yorktown Heights	NY	14,649
Yorktown Pennysaver-Zone 6C -Wappingers	Yorktown Heights	NY	15,836
Yorktown Pennysaver-Zone 6D -Pawling	Yorktown Heights	NY	15,156
Yorktown Pennysaver-Zone 7A -Hyde Park	Yorktown Heights	NY	11,681
Yorktown Pennysaver-Zone 7B -Rhinebeck	Yorktown Heights	NY	15,417
Yorktown Pennysaver-Zone 8A -Poughkeepsie	Yorktown Heights	NY	19,101
Yorktown Pennysaver-Zone 8B -Town of Poughkeepsie	Yorktown Heights	NY	26,075

5A. Audited Circulation By Publication - Print Edition (continued)

Organization	City	State	Circulation
Tri State Pennysaver	Bennington	VT	15,285
TOTAL			4,549,158

6A. Audited Average Website Reporting (www.fcpny.com)

	Audit Period Average
Unique Visitors	See individual publication data
Page Views	See individual publication data

6A. Audited Average Website Reporting (www.fcpny.com)

	Audit Period Average
Unique Visitors	See individual publication data
Page Views	See individual publication data

6B. Audited Online Edition Reporting

	Audit Period Average
Total Online Edition Circulation	See individual publication data
Unique Online Edition Circulation	See individual publication data



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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 private carrier to single family residences, and/or multi-family residences, and/or businesses, as part of an insert package into a daily publication.
- 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	CIRCULATION	AUDIT SOURCE	Q1	Q2	Q3	Q4
10/01/09-09/30/10	4,549,158	CVC	See individual publication data			
10/01/08-09/30/09	5,743,857	CVC	See individual publication data			
10/01/07-09/30/08	6,148,682	CVC	See individual publication data			
10/01/06-09/30/07	6,637,230	CVC	See individual publication data			
10/01/05-09/30/06	7,192,325	CVC	See individual publication data			
10/01/04-09/30/05	7,163,900	CVC	See individual publication data			
10/01/03-09/30/04	6,768,150	CVC	See individual publication data			
10/01/02-09/30/03	6,332,274	CVC	See individual publication data			
10/01/01-09/30/02	6,145,012	CVC	See individual publication data			
10/01/00-09/30/01		CAC				
10/01/99-09/30/00		CAC				
10/01/98-09/30/99		CAC/VAC				

9. Distribution by Zip Code – (See Printed or CD insert)

10. Distribution by County – (See Printed or CD insert)



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11. Verification of Receivership & Readership

Controlled Home Delivery and Mail Distribution

The Circulation Verification Council interviewed 24,706 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. The (appropriate FCPNY publication) is distributed regularly in your area. Do you receive the (appropriate FCPNY publication) on a regular basis?
2. (If response to #1 was YES) Do you or someone in your household regularly read or look through the (appropriate FCPNY publication)?

CVC interviews indicate that 24,000 of 24,713 households or 97.1% indicated they receive the (appropriate FCPNY publication) on a regular basis.

CVC interviews indicate that 18,566 of 24,000 or 77.4% indicate they regularly read or look through the (appropriate FCPNY publication).

*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

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 99% of reported controlled bulk drop locations indicated they received the (appropriate FCPNY publication) on a regular basis.

CVC interviews indicate that less than 4% of the (appropriate FCPNY publication)'s controlled bulk distributed editions are returned to the publisher unclaimed after the edition cycle.

13. Paid Reporting Analysis

HOME DELIVERY	Basic Rates: Varies by publication
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	46
Over 75% of basic rate	0
Over 50% of basic rate	0
Under 50% of basic rate	0
MAIL	Basic Rates: Varies by publication
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	1,494
Over 75% of basic rate	0
Over 50% of basic rate	0
Under 50% of basic rate	0
SINGLE COPY	COVER PRICE: Varies by publication
	AVERAGE WHOLESALE RATE: Varies by publication
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 March 31, 2012.

If this report is presented after March 31, 2012 please call the toll-free number listed below.

Free Community Papers Of New York - Syracuse, NY - 16-0000 - Supplemental Readership Study

The Circulation Verification Council interviewed 25,651 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. *24,713, Survey respondents were interviewed during the verification of home delivery and mail distribution. 938 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: 1.828**
*Readership estimates compiled from 2010 CVC circulation & readership study data.

1. The (appropriate FCPNY publication) is distributed regularly in your area. Do you regularly read or look through the (appropriate FCPNY publication)?

YES	25,651	Survey Respondents
NO		Survey Terminated

2. Do you frequently purchase products or services from ads seen in the (appropriate FCPNY publication)?

YES	15,832	81.2%
NO	3,672	18.8%

3. How long do you keep the (appropriate FCPNY publication) before discarding it?

59%	1-2 Days
04%	3-4 Days
20%	5-6 Days
17%	1 Week or More

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

Reader Demographics	
01%	18 - 20
05%	21 - 24
16%	25 - 34
23%	35 - 44
24%	45 - 54
19%	55 - 64
10%	65 - 74
02%	75 years or older

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

Reader

Demographics

- 13% Under \$25,000
- 31% \$25,001 - \$49,999
- 24% \$50,000 - \$74,999
- 17% \$75,000 - \$99,999
- 12% \$100,000 - \$149,999
- 03% Over \$150,000

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

Reader

Demographics

- 05% Some High School or Less
- 36% Graduated High School
- 31% Some College
- 21% Graduated College
- 07% Completed Post Graduate

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

- 10% New Automobile
- 13% Used Automobile
- 17% Antiques / Auctions
- 39% Furniture / Home Furnishings
- 15% Major Home Appliance
- 10% Home Computers
- 34% Home Improvements / Supplies
- 42% Television / Electronics
- 15% Carpet / Flooring
- 60% Automobile Accessories (tires, brakes & service)
- 46% Lawn & Garden
- 33% Florist / Gift Shops
- 34% Home Heating / Air Conditioning (service, new equipment)
- 55% Vacations / Travel
- 05% Real Estate
- 78% Men's Apparel
- 87% Women's Apparel
- 43% Children's Apparel
- 01% Boats / Personal Watercraft
- 22% Art & Crafts Supplies
- 21% Childcare
- 32% Education / Classes
- 10% Attorney
- 29% Pediatrician
- 24% Veterinarian
- 15% Chiropractor
- 24% Financial Planner (Retirement, Investing)
- 64% Tax Advisor / Services
- 25% Health Club / Exercise Class
- 35% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
- 05% Weight Loss
- 31% Lawn Care Service (Maintenance & Landscaping)
- 49% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
- 80% Pharmacist / Prescription Service
- 23% Cellular Phone New/Update Service
- 83% Dining & Entertainment
- 20% Jewelry
- 09% Wedding Supplies
- 36% Athletic & Sports Equipment

(% = Positive respondents)