

Audit Period: January 1, 2010 – December 31, 2010

Johnson City News & Neighbor

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Johnson City, TN 37604 (37602)
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www.newsandneighboronline.com

1. Publication Information

Average Net Circulation:	30,650 (Print Edition)
Number of Editions:	One
Format / Average Page Count:	Broadsheet / 14 Pages
Circulation Cycle:	Weekly
Circulation Day / Time:	Saturday / by 12 PM
Ownership:	The Shopping News LLC
Year Established:	1997
Publication Type:	Community Newspaper
Content:	60% Advertising / 40% Editorial
Circulation Paid/Unpaid:	97% Unpaid / 3% Paid / 0% Sponsored
Primary Delivery Methods:	99% Home Delivery / <1% Mail / 1% Controlled Bulk
Insert Zoning Available:	Yes - Route / ZIP Code
CVC Member Number:	20-0204
DMA/MSA:	Tri-Cities TN-VA / Johnson City--Kingsport--Bristol, TN--VA MS
Audit Funded By:	Southeastern Advertising Publishers Association

2. Rate Card and Mechanical Data

Rate Card Effective Date:	August 1, 2010
Mechanical Data:	Six (6) columns x 21.25-inch column depth Full page: 10.825" wide X 21.25" depth.
Open Rate:	Local: \$15.75 per column inch National: \$18.55 per column inch
Insert Open Rate:	\$35.00 per thousand
Classified Rate:	\$10.00 for up to 20 words
Volume, frequency, contract, color, and other rates may be available from the publisher.	

3. Contact Information

Publisher:	Bill Derby	EMAIL: neighborpublisher@charter.net
Advertising:	Bill Derby	EMAIL: neighborpublisher@charter.net
Circulation:	Roy Jenkins	EMAIL: circulationmanager@charter.net

4. Circulation Pricing

Johnson City News & Neighbor is a controlled circulation weekly without circulation pricing.
Annual mail subscription rate: \$24.95 / Home Delivery \$20.00



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

CVC Account Number: 20-0204		Johnson City News & Neighbor Johnson City, TN
Audit Period Summary		
Average Net Circulation	(5-H)	30,650
Average Gross Distribution	(5-F)	30,650
Average Net Press Run	(5-A)	30,700
Audit Period Detail		
A. Average Net Press Run		30,700
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		29,393
2. Controlled Bulk Delivery / Demand Distribution		363
3. Mail		0
4. Restock & Office Service		25
5. Other: Sampled Home Delivery		16
TOTAL AVERAGE CONTROLLED DISTRIBUTION		29,797
D. Paid Distribution		
1. Home Delivery		835
2. Single Copy		0
3. Mail		18
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		853
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		30,650
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		30,650

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

	Monthly Audit Period Average
Website Unique Visitors	1,509
Website Page Views	5,610

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 Post Office Boxes.
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 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.
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
01/01/10-12/31/10	CVC	30,650	30,650	30,650	30,650
01/01/09-12/31/09	CVC	30,950	30,696	30,650	30,650
01/01/08-12/31/08	CVC	30,941	30,942	30,945	30,950
01/01/07-12/31/07	CVC	30,496	30,740	30,932	30,944
01/01/06-12/31/06	CVC	30,525	30,533	30,525	30,556
01/01/05-12/31/05	CVC	30,525	30,525	30,522	30,525
01/01/04-12/31/04	CVC	30,450	30,450	30,496	30,550
01/01/03-12/31/03	CVC	30,450	30,450	30,496	30,550
10/01/02-12/31/02	CVC	-	-	-	30,450

9. Distribution by Zip Code (12/25/2010 Edition) Saturday

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
37601	Johnson City	Washington	8,449	25	0	75	8,549
37604	Johnson City	Washington	12,102	29	4	0	12,135
37615	Gray	Washington	5,988	30	4	0	6,022
37659	Jonesborough	Washington	2,550	40	3	0	2,593
37681	Limestone	Washington	0	0	5	0	5
37682	Milligan	Carter	0	50	2	0	52
37686	Piney Flats	Sullivan	1,298	46	0	0	1,344
TOTAL			30,387	220	18	75	30,700

10. Distribution by County (12/25/2010 Edition) Saturday

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Carter	Milligan	0	50	2	0	52
Sullivan	Piney Flats	1,298	46	0	0	1,344
Washington	Gray Johnson City Jonesborough Limestone	29,089	124	16	75	29,304
TOTAL		30,387	220	18	75	30,700

11. Verification of Receivership & Readership

Controlled Home Delivery and Mail Distribution

The Circulation Verification Council interviewed 449 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. Johnson City News & Neighbor is distributed regularly in your area. Do you receive Johnson City News & Neighbor on a regular basis?
2. (If response to #1 was YES) Do you or someone in your household regularly read or look through Johnson City News & Neighbor?

CVC interviews indicate that 437 of 449 households or 97.3% indicated they receive Johnson City News & Neighbor on a regular basis.

CVC interviews indicate that 374 of 437 or 85.6% indicate they regularly read or look through Johnson City News & Neighbor.

*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

Johnson City News & Neighbor did not report significant controlled bulk / demand distribution, or single copy distribution during the audit cycle. Twenty-Two distribution locations received an average 363 copies per edition during the audit cycle.

13. Paid Reporting Analysis

HOME DELIVERY	Basic Rates: \$20.00 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	835
Over 75% of basic rate	0
Over 50% of basic rate	0
Under 50% of basic rate	0
MAIL	Basic Rates: \$24.95 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	18
Over 75% of basic rate	0
Over 50% of basic rate	0
Under 50% of basic rate	0
SINGLE COPY	COVER PRICE: \$0.50
	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.



www.cvcaudit.com

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.



Johnson City News & Neighbor - Johnson City, TN - 20-0204 - Supplemental Readership Study

The Circulation Verification Council interviewed 449 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. *374 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: 1.90***
 *Readership estimates compiled from 2010 CVC circulation & readership study data.

1. Johnson City News & Neighbor is distributed regularly in your area. Does your household regularly receive Johnson City News & Neighbor?

YES	437	97.3%
NO	12	02.7%

2. Do you or someone in your household regularly read or look through Johnson City News & Neighbor?

YES	374	85.6%
NO	63	14.4%

3. Do you frequently purchase products or services from ads seen in Johnson City News & Neighbor?

YES	306	81.8%
NO	68	18.2%

4. How long do you keep Johnson City News & Neighbor before discarding it?

55%	1-2 Days
19%	3-4 Days
04%	5-6 Days
22%	1 Week or More

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

Reader Demographics	Market Demographics
01%	06% 18 - 20
05%	09% 21 - 24
21%	17% 25 - 34
24%	17% 35 - 44
22%	19% 45 - 54
19%	15% 55 - 64
07%	08% 65 - 74
02%	08% 75 years or older



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

Reader Demographics	Market Demographics	
15%	30%	Under \$25,000
30%	30%	\$25,001 - \$49,999
21%	18%	\$50,000 - \$74,999
17%	11%	\$75,000 - \$99,999
12%	08%	\$100,000 - \$149,999
05%	04%	Over \$150,000

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

Reader Demographics	Market Demographics	
06%	19%	Some High School or Less
36%	29%	Graduated High School
31%	27%	Some College
22%	16%	Graduated College
05%	09%	Completed Post Graduate

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

- 10% New Automobile
- 14% Used Automobile
- 21% Antiques / Auctions
- 35% Furniture / Home Furnishings
- 15% Major Home Appliance
- 08% Home Computers
- 36% Home Improvements / Supplies
- 44% Television / Electronics
- 13% Carpet / Flooring
- 51% Automobile Accessories (tires, brakes & service)
- 59% Lawn & Garden
- 24% Florist / Gift Shops
- 29% Home Heating / Air Conditioning (service, new equipment)
- 51% Vacations / Travel
- 04% Real Estate
- 77% Men's Apparel
- 84% Women's Apparel
- 45% Children's Apparel
- 01% Boats / Personal Watercraft
- 19% Art & Crafts Supplies
- 22% Childcare
- 30% Education / Classes
- 11% Attorney
- 26% Veterinarian
- 15% Chiropractor
- 24% Financial Planner (Retirement, Investing)
- 66% Tax Advisor / Services
- 23% Health Club / Exercise Class
- 39% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
- 04% Weight Loss
- 41% Lawn Care Service (Maintenance & Landscaping)
- 49% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
- 89% Pharmacist / Prescription Service
- 21% Cellular Phone New/Update Service
- 82% Dining & Entertainment
- 20% Jewelry
- 08% Wedding Supplies
- 36% Athletic & Sports Equipment




(% = Positive respondents)



Johnson City News & Neighbor
 Johnson City, Tennessee

20-0204

Key to Features

-  State Boundary
-  County Boundary
-  ZIP Code Boundary

