

Audit Period: April 1, 2009 – March 31, 2011

Wisconsin Community Papers

101 S Main St,
Fond Du Lac, WI 54935
(800) 727-8745
(920) 922-0861 FAX

EMAIL: janelle@wisad.com
www.wisad.com

1. Publication Information

Average Net Circulation:	1,679,096 (Print Edition)	
Number of Editions:	87 (Eighty-Seven)	
Format / Average Page Count:	Broadsheet -	19
	Tabloid -	68
Circulation Cycle:	Weekly -	87
Circulation Day / Time:	Monday -	14
	Tuesday -	13
	Wednesday -	23
	Thursday -	1
	Friday -	6
	Saturday -	14
	Sunday -	16
Year Established:	1939	
Publication Type:	19	Community Newspapers
	67	Shoppers
	1	Total Market Coverage (TMC)
Content:	Advertising and editorial content varies by publication	
Circulation Paid/Unpaid:	99% Unpaid / 1% Paid / 0% Sponsored	
Primary Delivery Methods:	75% Home Delivery/ 18% Mail/ 7% Controlled Bulk	
Insert Zoning Available:	Yes - ZIP Code/County/Route/Zone (Varies by publication)	
CVC Member Number:	12-0000	
DMA/MSA:	Varies by publication throughout the state of Wisconsin and Michigan	
Audit Funded By:	Wisconsin Community Papers	

2. Rate Card and Mechanical Data

Association rate information is supplied upon request. Classified, display and insert advertising is offered through the Wisconsin Classified Ad Network (WCAN).

3. Contact Information

Executive Director:	Janelle Anderson	(800) 727-8745
President:	Mark Helmer	
Vice-President:	Ken Hodgden	
Secretary/Treasurer:	Ken Ubert	

4. Circulation Pricing

Wisconsin Community Papers 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: 12-0000		Wisconsin Community Papers Fond Du Lac, WI
Audit Period Summary		
Average Net Circulation	(5-H)	1,679,096
Average Gross Distribution	(5-F)	1,684,367
Average Net Press Run	(5-A)	1,703,112
Audit Period Detail		
A. Average Net Press Run		1,703,112
B. Office / File		18,745
C. Controlled Distribution		
1. Carrier Delivery		1,247,554
2. Controlled Bulk Delivery / Demand Distribution		101,484
3. Mail		307,045
4. Restock & Office Service		11,908
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		1,667,991
D. Paid Distribution		
1. Carrier Delivery		12,514
2. Single Copy		2,587
3. Mail		720
4. Restock & Office Service		555
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		16,376
E. Sponsored / Voluntary Paid Distribution		
1. Carrier 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		1,684,367
G. Unclaimed / Returns		(5,271)*
H. Average Net Circulation		1,679,096

5A. Audited Circulation By Publication - Print Edition

Organization	City	State	Circulation
North Country Sun	Ironwood	MI	16,045
The Action Shopper	Marquette	MI	Non-Participant
Appleton Fox Cities Bargain Bulletin	Appleton	WI	60,255
Appleton Post Crescent West	Appleton	WI	15,609
Evergreen Country Shopper	Ashland	WI	13,877
Beaver Dam - Monday Mini	Beaver Dam	WI	5,992
Beaver Dam - Tri County	Beaver Dam	WI	17,838
Monday Marketeer	Beaver Dam	WI	10,957
Shoppers View	Beaver Dam	WI	7,825
The Baldwin Shopper	Beldenville	WI	5,574

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

Organization	City	State	Circulation
The Ellsworth Shopper	Beldenville	WI	7,500
The Hastings Free Press	Beldenville	WI	13,845
The Hiawatha Valley Shopper	Beldenville	WI	8,921
The Hudson Free Press	Beldenville	WI	8,175
The Miss-Croix Shopper	Beldenville	WI	3,059
The River Falls Shopper	Beldenville	WI	6,182
Stateline News - Sunday	Beloit	WI	39,335
Stateline News - Wednesday	Beloit	WI	36,338
Sauk City Satellite Shopper	Black Earth	WI	15,987
Arrow Shopper	Black River Falls	WI	26,179
Black River Falls Shopper	Black River Falls	WI	18,173
Brillion Lake to Lake Shopper	Brillion	WI	10,582
Weekend Hi-Liter	Burlington	WI	17,288
Wisconsin Hi-Liter	Burlington	WI	34,141
Shopper's Guide	Clintonville	WI	12,345
Shopping Reminder	Columbus	WI	4,690
Walworth County Shopper Advertiser – Wed.	Delavan	WI	39,878
Walworth County Sunday	Delavan	WI	39,839
Action Advertiser	Fond Du Lac	WI	35,017
Action Sunday	Fond Du Lac	WI	45,175
Indianhead Advertiser	Frederic	WI	19,549
Tri-County North Advertiser	Frederic	WI	19,336
Tri-County South Advertiser	Frederic	WI	18,352
Wild Rivers North Advertiser	Frederic	WI	19,774
Wild Rivers South Advertiser	Frederic	WI	19,618
Germantown Express News	Germantown	WI	12,339
Hartford - Slinger Express News	Germantown	WI	12,792
Menomonee Falls Express News	Germantown	WI	13,870
Sussex Express News	Germantown	WI	4,864
West Bend - Jackson Express News	Germantown	WI	25,119
Sunday Booster	Hartford	WI	22,046
The Hartford Booster	Hartford	WI	19,865
West Bend Booster	Hartford	WI	28,474
Lake Country Living	Hartland	WI	Non-Participant
Janesville Messenger - Sunday	Janesville	WI	29,075
Janesville Messenger - Wednesday	Janesville	WI	27,221
Kewaunee County Star - News	Kewaunee	WI	10,671
Tempo	Kiel	WI	20,053
Tri-County Foxy Shopper East	La Crosse	WI	13,007
Tri-County Foxy Shopper South	La Crosse	WI	13,425
Tri-County Foxy Shopper West	La Crosse	WI	12,660
Lakeshore Chronicle - Sunday	Manitowoc	WI	30,417
Lakeshore Chronicle - Wednesday	Manitowoc	WI	30,421
Wood County's Buyers Guide	Marshfield	WI	37,406
Wisconsin Reminder	Mauston	WI	13,623
Foto News	Merrill	WI	16,281
Middleton West Side Shopper	Middleton	WI	12,786

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. CARRIER 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, 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:
- D. PAID DISTRIBUTION: Editions distributed by the publisher through paid subscription or other monetary exchange with individual readers.
1. CARRIER 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, 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:
- E. SPONSORED / VOLUNTARY PAID DISTRIBUTION: Editions distributed by the publisher that are sponsored by a third party monetary exchange.
1. CARRIER 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, and/or Post Office Boxes.
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.
5. OTHER:
- 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.

TIME SPENT: The average amount of time spent on a website during a single visit, expressed in HH:MM:SS

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
04/01/09-03/31/11	1,679,096	CVC	See individual publication data			
04/01/07-03/31/09	1,918,739	CVC	See individual publication data			
04/01/05-03/31/07	2,231,245	CVC	See individual publication data			
04/01/03-03/31/05	2,328,878	CVC	See individual publication data			
04/01/01-03/31/03	2,126,175	CVC	See individual publication data			
04/01/00-03/31/01	2,316,587	CVC	See individual publication data			
04/01/99-03/31/00	2,662,793	CVC	See individual publication data			

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 Carrier Delivery and Mail Distribution

Wisconsin Community Papers reported an average carrier delivery distribution of 1,260,068 during the audit period. Carrier Delivery was verified through the review of carrier statements and additional publisher support documents. Wisconsin Community Papers reported an average mail distribution of 307,765 during the audit period. Mail distribution was verified through the review of USPS mail statements and additional publisher support documents. The Circulation Verification Council interviewed Wisconsin Community Paper 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. Wisconsin Community Papers are distributed regularly in your area. Do you receive the (appropriate Wisconsin Community Papers 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 Wisconsin Community Papers publication)?

CVC interviews indicate that 20,082 of 20,576 households or 97.6% indicated they receive the (appropriate Wisconsin Community Papers publication) on a regular basis.

CVC interviews indicate that 16,006 of 20,082 or 79.7% indicate they regularly read or look through the (appropriate Wisconsin Community Papers 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 Wisconsin Community Papers publication) on a regular basis.

CVC interviews indicate that less than 7% of the (appropriate Wisconsin Community Papers publication)'s controlled bulk distributed editions are returned to the publisher unclaimed after the edition cycle.



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13. Paid Reporting Analysis

CARRIER DELIVERY	Basic Rates: Varies by publication
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	12,514
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	720
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, 2013.
If this report is presented after March 31, 2013 please call the toll-free number listed below.

Wisconsin Community Papers - Fond Du Lac, WI - 12-0000 - Supplemental Readership Study

The Circulation Verification Council interviewed Wisconsin Community Papers 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. *20,576 Survey respondents were interviewed during the verification of carrier delivery and mail distribution. 993 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: 1.733**
*Readership estimates compiled from 2011 CVC circulation & readership study data.

1. The Wisconsin Community Papers is distributed regularly in your area. Do you regularly read or look through the Wisconsin Community Papers?

YES	21,569	Survey Respondents
NO		Survey Terminated

2. Do you frequently purchase products or services from ads seen in the Wisconsin Community Papers?

YES	16,953	76.1%
NO	6,773	23.9%

3. How long do you keep the Wisconsin Community Papers before discarding it?

60%	1-2 Days
05%	3-4 Days
21%	5-6 Days
15%	1 Week or More

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

Reader Demographics	Market Demographics
01%	06% 18 - 20
04%	08% 21 - 24
16%	17% 25 - 34
23%	19% 35 - 44
25%	20% 45 - 54
19%	14% 55 - 64
09%	10% 65 - 74
03%	06% 75 years or older



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

Reader Demographics	Market Demographics	
11%	19%	Under \$25,000
31%	26%	\$25,001 - \$49,999
26%	21%	\$50,000 - \$74,999
18%	16%	\$75,000 - \$99,999
11%	13%	\$100,000 - \$149,999
03%	05%	Over \$150,000

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

Reader Demographics	Market Demographics	
04%	13%	Some High School or Less
37%	33%	Graduated High School
33%	30%	Some College
22%	17%	Graduated College
04%	08%	Completed Post Graduate

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

	(% = Positive respondents)
12%	New Automobile
14%	Used Automobile
20%	Antiques / Auctions
41%	Furniture / Home Furnishings
17%	Major Home Appliance
12%	Home Computers
39%	Home Improvements / Supplies
37%	Television / Electronics
15%	Carpet / Flooring
60%	Automobile Accessories (tires, brakes & service)
60%	Lawn & Garden
30%	Florist / Gift Shops
34%	Home Heating / Air Conditioning (service, new equipment)
56%	Vacations / Travel
05%	Real Estate
75%	Men's Apparel
86%	Women's Apparel
48%	Children's Apparel
01%	Boats / Personal Watercraft
21%	Art & Crafts Supplies
20%	Childcare
30%	Education / Classes
10%	Attorney
23%	Veterinarian
14%	Chiropractor
22%	Financial Planner (Retirement, Investing)
61%	Tax Advisor / Services
24%	Health Club / Exercise Class
37%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
06%	Weight Loss
34%	Lawn Care Service (Maintenance & Landscaping)
46%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
68%	Pharmacist / Prescription Service
23%	Cellular Phone New/Update Service
78%	Dining & Entertainment
19%	Jewelry
10%	Wedding Supplies
37%	Athletic & Sports Equipment