

**Audit Period: January 1, 2007 – December 31, 2007**

**Shopper's Review**

1200 12th St (PO Box 96)  
Highland, IL 62249  
(618) 654-4459  
(618) 654-9702 FAX

EMAIL: shoppersreview@charter.net  
www.theshoppersreview.com

**1. Publication Information**

Average Net Circulation:	17,688 (Print Edition)
Number of Editions:	One
Format / Average Page Count:	Tabloid / 28 Pages
Circulation Cycle:	Weekly
Circulation Day / Time:	Tuesday / by 6 PM
Ownership:	Jeff Stratton
Year Established:	1984
Publication Type:	Shopper
Content:	100% Advertising / 0% Editorial
Circulation Paid/Unpaid:	100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods:	0% Home Delivery / 99% Mail / 01% Controlled Bulk
Insert Zoning Available:	Yes - Zip Code
CVC Member Number:	10-0085
DMA/MSA:	Saint Louis, MO / St. Louis, MO--IL
Audit Funded By:	Midwest Free Community Papers Independent Free Papers of America Community Papers of Indiana & Illinois

**2. Rate Card and Mechanical Data**

Rate Card Effective Date:	January 1, 2007
Mechanical Data:	Five (5) columns x 16-inch column depth Full page: 9.875" wide X 16" depth.
Open Rate:	Local: \$8.25 per column inch National: \$8.25 per column inch
Insert Open Rate:	\$40.00 per thousand
Classified Rate:	\$4.00 for up to 20 words
Volume, frequency, contract, color, and other rates may be available from the publisher.	

**3. Contact Information**

Publisher:	Jeff Stratton	EMAIL: shoppersreview@charter.net
Advertising:	Jeff Stratton	EMAIL: shoppersreview@charter.net
Circulation:	Jeff Stratton	EMAIL: shoppersreview@charter.net

**4. Circulation Pricing**

Shopper's Review is a controlled circulation weekly without circulation pricing. Annual mail subscription rate: \$52.00



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

CVC Account Number: 10-0085		Shopper's Review Highland, IL
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>17,688</b>
Average Gross Distribution	(5-F)	17,688
Average Net Press Run	(5-A)	18,058
<b>Audit Period Detail</b>		
A. Average Net Press Run		18,058
B. Office / File		370
C. Controlled Distribution		
1. Home Delivery		0
2. Controlled Bulk Delivery / Demand Distribution		93
3. Mail		17,437
4. Restock & Office Service		19
5. Other:		0
<b>TOTAL AVERAGE CONTROLLED DISTRIBUTION</b>		<b>17,549</b>
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		117
3. Mail		22
4. Restock & Office Service		0
5. Other:		0
<b>TOTAL AVERAGE PAID DISTRIBUTION</b>		<b>139</b>
E. Sponsored / Voluntary Paid Distribution		
1. Home 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		17,688
G. Unclaimed / Returns		(0)*
<b>H. Average Net Circulation</b>		<b>17,688</b>

**6A. Audited Average Website Reporting**

	Audit Period Average
Unique Visitors	Not Reported
Page Views	Not Reported
Hits	Not Reported

**6B. Audited Online Edition Reporting**

	Audit Period Average
Total Online Edition Circulation	Not Reported
Unique Online Edition Circulation	Not Reported

## 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.
- 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.

HITS: The successful transmission of a file contained within a web-page. A single web-page can consist of multiple files which are counted as a hit as the page is downloaded.

### PARAGRAPH SIX (B)

TOTAL ONLINE EDITION READERS: Registered and/or non-registered users who open and read one or more pages of the online edition during the edition cycle.

UNIQUE ONLINE EDITION READERS: Registered users who have supplied CVC verification information to validate the online edition reader is not a duplicated print edition reader.



**8. Average Print Circulation History**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/07-12/31/07	CVC	16,920	17,656	17,657	17,688
01/01/06-12/31/06	CVC	17,552	17,710	17,547	17,547
01/01/05-12/31/05	CVC	17,150	17,180	17,350	17,350
01/01/04-12/31/04	CVC	16,644	16,640	16,920	17,077
01/01/03-12/31/03	CVC	-	-	-	-
01/01/02-12/31/02	CVC	-	-	-	-
01/01/01-12/31/01	CVC	-	-	-	-
01/01/00-12/31/00	CVC	-	-	-	-
01/01/99-12/31/99	CVC	-	-	-	-
01/01/98-12/31/98	CVC	-	-	-	-
01/01/97-12/31/97	CVC	-	-	-	-

**9. Distribution by Zip Code (6/26/2007 Edition)**

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
62001	Alhambra	Madison	0	5	702	0	707
62061	Marine	Madison	0	10	747	0	757
62074	New Douglas	Madison	0	0	456	0	456
62216	Aviston	Clinton	0	0	930	0	930
62230	Breese	Clinton	0	35	2,597	0	2,632
62245	Germantown	Clinton	0	0	747	0	747
62249	Highland	Madison	0	120	6,839	25	6,984
62273	Pierron	Bond	0	10	205	0	215
62275	Pocahontas	Bond	0	20	1,426	0	1,446
62281	Saint Jacob	Madison	0	0	888	0	888
62293	Trenton	Clinton	0	30	1,988	0	2,018
62294	Troy	Madison	0	105	0	0	105
<b>TOTAL</b>			<b>0</b>	<b>335</b>	<b>17,525</b>	<b>25</b>	<b>17,885</b>

**10. Distribution by County (6/26/2007 Edition)**

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Bond	Pierron Pocahontas	0	30	1,631	0	1,661
Clinton	Aviston Breese Germantown Trenton	0	65	6,262	0	6,327
Madison	Alhambra Highland Marine New Douglas Saint Jacob Troy	0	240	9,632	25	9,897
<b>TOTAL</b>		<b>0</b>	<b>335</b>	<b>17,525</b>	<b>25</b>	<b>17,885</b>



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**11. Verification of Receivership & Readership**

**Controlled Home Delivery and Mail Distribution**

The Circulation Verification Council interviewed 339 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. Shopper's Review is distributed regularly in your area. Do you receive Shopper's Review on a regular basis?
2. (If response to #1 was YES) Do you or someone in your household regularly read or look through Shopper's Review?

**CVC interviews indicate that 337 of 339 households or 99.4% indicated they receive Shopper's Review on a regular basis.**

**CVC interviews indicate that 298 of 337 or 88.4% indicate they regularly read or look through Shopper's Review.**

\*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**

**Shopper's Review did not report significant controlled bulk / demand distribution, or single copy distribution during the audit cycle. Twenty-two distribution locations received an average 210 copies per edition during the audit cycle.**

**13. Paid Reporting Analysis**

<b>HOME 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: \$52.00 / 1-year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	22
Over 75% of basic rate	0
Over 50% of basic rate	0
Under 50% of basic rate	0
<b>SINGLE COPY</b>	COVER PRICE: Contact Publisher
	AVERAGE WHOLESAL RATE: Contact Publisher
<b>OTHER:</b>	



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#### 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, 2009.**  
If this report is presented after March 31, 2009 please call the toll-free number listed below.

## Shopper's Review – Highland, IL – 10-0085 Supplemental Readership Study

The Circulation Verification Council interviewed 339 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. \*339 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: 1.85\***  
\*Readership estimates compiled from 2007 CVC circulation & readership study data.

1. **Shopper's Review is distributed regularly in your area. Does your household regularly receive Shopper's Review?**

YES	337	99.4%
NO	2	00.6%

2. **Do you or someone in your household regularly read or look through Shopper's Review?**

YES	298	88.4%
NO	39	11.6%

3. **Do you frequently purchase products or services from ads seen in Shopper's Review?**

YES	251	84.2%
NO	47	15.8%

4. **How long do you keep Shopper's Review before discarding it?**

62%	1-2 Days
05%	3-4 Days
02%	5-6 Days
31%	1 Week or More

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

Reader Demographics	Market Demographics
12%	23% Under \$25,000
38%	30% \$25,001 - \$49,999
24%	20% \$50,000 - \$74,999
15%	13% \$75,000 - \$99,999
09%	09% \$100,000 - \$149,999
02%	05% Over \$150,000



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

Reader Demographics	Market Statistics	
04%	16%	Some High School or Less
35%	42%	Graduated High School
32%	24%	Some College
24%	13%	Graduated College
05%	04%	Completed Post Graduate

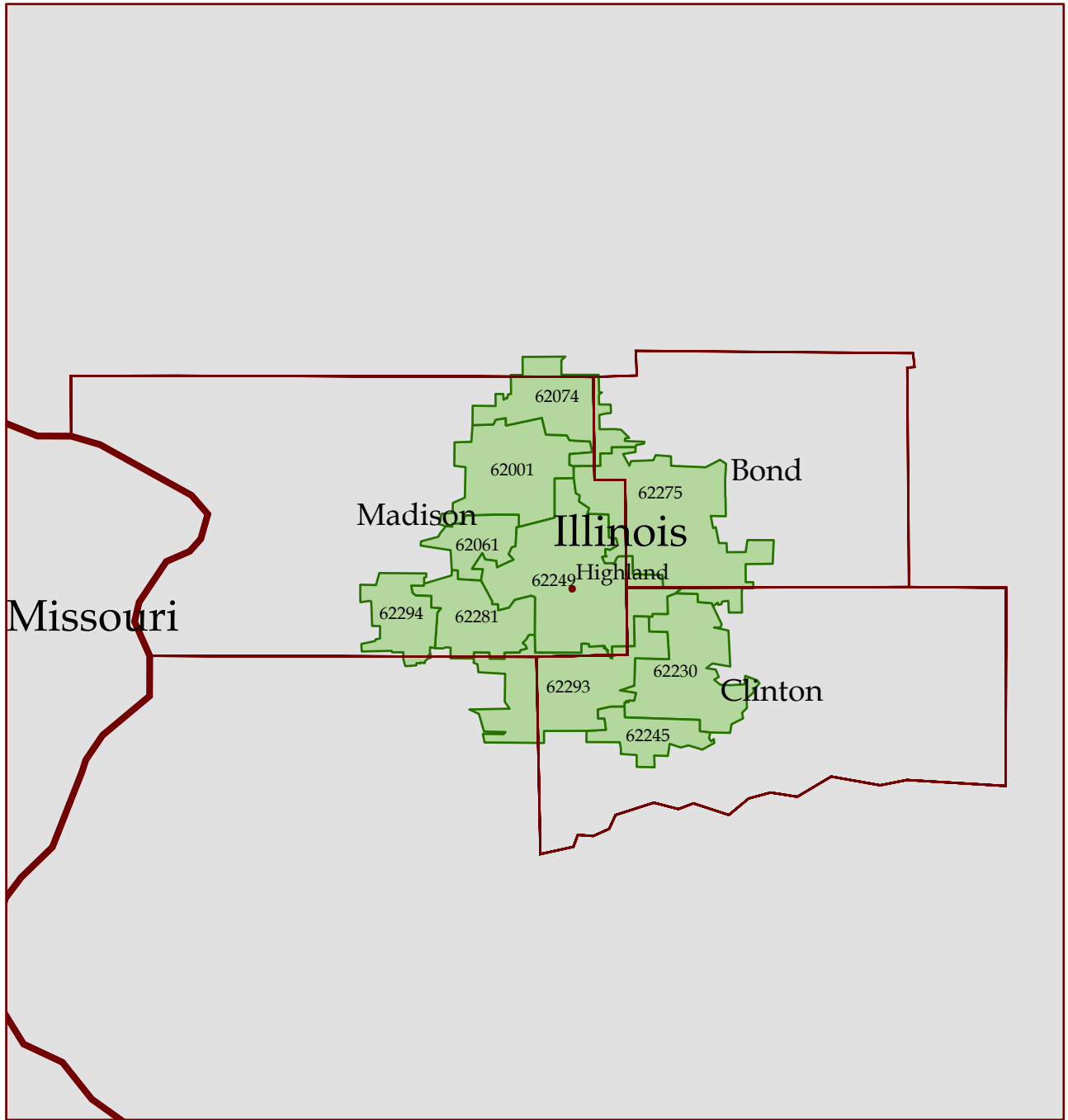
**7. Please select the category that best describes your age.**

Reader Demographics	Market Demographics	
01%	04%	18 - 20
04%	06%	21 - 24
19%	17%	25 - 34
27%	23%	35 - 44
20%	19%	45 - 54
16%	12%	55 - 64
08%	09%	65 - 74
05%	10%	75 years or older

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




(% = Positive respondents)

- 15% New Automobile
- 18% Used Automobile
- 27% Antiques / Auctions
- 41% Furniture / Home Furnishings
- 28% Major Home Appliance
- 15% Home Computers
- 43% Home Improvements / Supplies
- 26% Television / Electronics
- 15% Carpet / Flooring
- 63% Automobile Accessories (tires, brakes & service)
- 55% Lawn & Garden
- 29% Florist / Gift Shops
- 46% Home Heating / Air Conditioning (service, new equipment)
- 58% Vacations / Travel
- 06% Real Estate
- 66% Men's Apparel
- 84% Women's Apparel
- 49% Children's Apparel
- 04% Boats / Personal Watercraft
- 32% Art & Crafts Supplies
- 20% Childcare
- 23% Education / Classes
- 06% Attorney
- 26% Veterinarian
- 15% Chiropractor
- 16% Financial Planner (Retirement, Investing)
- 55% Tax Advisor / Services
- 23% Health Club / Exercise Class
- 30% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
- 05% Weight Loss
- 29% Lawn Care Service (Maintenance & Landscaping)
- 62% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
- 58% Pharmacist / Prescription Service
- 23% Cellular Phone New/Update Service
- 75% Dining & Entertainment
- 15% Jewelry
- 10% Wedding Supplies
- 33% Athletic & Sports Equipment



## Shopper's Review Highland, Illinois 10-0085

### Key to Features

-  State Boundary
-  County Boundary
-  Zip Code Boundary

