

Audit Period: January 1, 2017 – December 31, 2017

Shopper's Review

1200 12th Street
Highland, IL 62249
(618) 654-4459
(618) 654-9702 FAX

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

1. Audited Media Platforms

Print Publication:	Average Net Circulation:	15,420 (Print Edition)
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2. Publication Information

Number of Editions:	One
Format / Average Page Count:	Tabloid / 20 Pages
Circulation Cycle:	Weekly
Ownership:	Jeff Stratton
Year Established:	1984
Publication Type:	Shopper
	99% Controlled / 1% Paid / 0% Sponsor Paid
Content:	90% Advertising / 10% Editorial
Primary Delivery Methods:	96% Mail / 4% Controlled Bulk & Single Copy
Annual Mail Subscription Rate:	\$52.00
Cover Price:	\$0.25
Insert Zoning Available:	Yes - ZIP Code
CVC Member Number:	10-0085
DMA/MSA/CBSA:	St. Louis, MO / St. Louis, MO--IL / St. Louis, MO-IL
Audit Funded By:	Independent Free Papers of America Midwest Free Community Papers

3. Rate Card and Mechanical Data

Rate Card Effective Date:	January 1, 2017
Mechanical Data:	Five (5) columns X 16" column depth Full page: 9.875" wide X 16" depth.
Open Rate:	Local: \$731.25 Full Page - \$185.25 1/4 th Page National: \$731.25 Full Page - \$185.25 1/4 th Page
Insert Open Rate:	\$40.00 per thousand
Classified Rate:	\$4.00 for up to 20 words; \$0.10 each additional word
Deadline Day & Time:	Thursday by 5 PM

Additional rates may be available from the publisher.

4. Contact Information

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



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

CVC Account Number: 10-0085		Tuesday	Shopper's Review Highland, IL
Audit Period Summary			
Average Net Circulation	(5-H)		15,420
Average Gross Distribution	(5-F)		15,420
Average Net Press Run	(5-A)		15,585
Audit Period Detail			
A. Average Net Press Run			15,585
B. Office / File			165
C. Controlled Distribution			
1. Carrier Delivery			0
2. Bulk Delivery / Demand Distribution			400
3. Mail			14,846
4. Requestor Mail			0
5. Waiting Rooms			0
6. Hotels			0
7. Events, Fairs, Festivals and Trade Shows			0
8. Education			0
9. Restock & Office Service			50
Total Average Controlled Distribution			15,296
Controlled Returns			(0)
TOTAL AVERAGE CONTROLLED CIRCULATION			15,296
D. Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			120
3. Mail			4
4. Waiting Room			0
5. Hotels			0
6. Education			0
7. Restock & Office Service			0
Total Average Paid Distribution			124
Paid Returns			(0)
TOTAL AVERAGE PAID CIRCULATION			124
E. Sponsored / Voluntary Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			0
4. Waiting Rooms			0
5. Education			0
Total Average Sponsored Distribution			0
Sponsored Returns			(0)
TOTAL AVERAGE SPONSORED CIRCULATION			0
F. Average Gross Distribution			15,420
G. Total Unclaimed / Returns			(0)*
H. Average Net Circulation			15,420

Explanatory – Print

PARAGRAPH FIVE AUDIT PERIOD SUMMARY

AVERAGE NET CIRCULATION: Average net circulation based on quarterly averages for the audit period indicated. (Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G)). See audit period detail (H).

AVERAGE GROSS DISTRIBUTION: Average gross distribution based on quarterly averages for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C)). See audit period detail (F).

NET PRESS RUN: Average net press run based on quarterly averages during the audit period indicated. The net press run average does not include press waste, or start-up copies. See audit period detail (A).

AUDIT PERIOD DETAIL

A. 1. NET PRESS RUN: Average net press run based on quarterly averages 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 5G 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. REQUESTOR MAIL: Editions delivered on a requestor basis by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses, and/or post office boxes. Qualified requestor circulation and other mail permit qualifications are audited by the United States Postal Service and not determined by CVC.

5. CONTROLLED WAITING ROOMS: Editions delivered to the waiting areas of local business and office buildings, including, but not limited to salons, medical and professional offices.

6. CONTROLLED HOTELS: Editions distributed to area hotels and available to individual readers. Subject to paragraph 5G returns.

7. EVENTS, FAIRS, FESTIVALS and TRADE SHOWS: Editions distributed to attendees and members of conventions, local fairs, festivals, trade shows and available to individual readers. Subject to paragraph 5G returns.

8. CONTROLLED EDUCATION: Editions distributed to area schools or educational institutions and available to individual readers. Subject to paragraph 5G returns.

9. 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 5G returns.

CONTROLLED RETURNS: Edition distributed in the controlled distribution category, returned to the publisher unclaimed during the edition cycle *(See paragraph 11 for CVC return/unclaimed confirmation.) Publications with greater than 25% returnable source distribution must report returns or unclaimed copies to qualify for net circulation reporting.

D. PAID DISTRIBUTION: Editions distributed by the publisher through paid subscription or other monetary exchange with individual readers.

1. CARRIER DELIVERY: See C1 for explanation of carrier home delivery. See paragraph 12 for paid reporting analysis.

2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5G returns. See paragraph 12 for paid reporting analysis.

3. MAIL: See C3 for explanation of mail distribution. See paragraph 12 for paid reporting analysis.

4. PAID WAITING ROOMS: See C5 for explanation of waiting room distribution.

5. PAID HOTELS: See C6 for explanation of hotel distribution.

6. PAID EDUCATION: See C8 for explanation of educational copy distribution.

7. RESTOCK / OFFICE SERVICE: See C9 for explanation of restock and office distribution.

PAID RETURNS: See section C: controlled returns for explanation of returns reporting. *(See paragraph 11 for CVC return/unclaimed confirmation.)

E. SPONSORED / VOLUNTARY PAID DISTRIBUTION: Editions distributed by the publisher that are sponsored by a third party monetary exchange or voluntary reader payment system.

1. CARRIER DELIVERY: See C1 for explanation of carrier home delivery.

2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers on a sponsored or voluntary pay basis. Subject to paragraph 5G returns.

3. MAIL: See C3 for explanation of mail distribution.

4. SPONSORED WAITING ROOMS: See C5 for explanation of waiting room distribution.

5. SPONSORED EDUCATION: See C8 for explanation of educational copy distribution.

6. RESTOCK / OFFICE SERVICE: See C9 for explanation of restock and office distribution.

SPONSORED RETURNS: See section C: controlled returns for explanation of returns reporting *(See paragraph 11 for CVC return/unclaimed confirmation.)

F. AVERAGE GROSS DISTRIBUTION: Average gross distribution based on quarterly averages for the audit period indicated. Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C).

G. TOTAL UNCLAIMED / RETURNS: Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle. *(See paragraph 11 for CVC return/unclaimed confirmation.)

H. 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).



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

	Monthly Audit Period Average
Website Unique Users	Not Reported
Website Sessions	5,210

Explanatory – Website

PARAGRAPH SIX (A)

UNIQUE USERS: A unique user 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 users. Please see CVC Rules & Regulations for further information.

SESSIONS: The total number of sessions, expressed as a monthly average, to a publication’s website regardless of unique status, as expressed above.

6B. Audited Online/Digital Edition Reporting - Not Reported

6C. Text Media - Not Reported

6D. Social Media - Not Reported

6E. Email Media - Not Reported

6F. Video & Podcast Media - Not Reported

7. Average Print Circulation History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/17-12/31/17	CVC	15,420	15,420	15,420	15,420
01/01/16-12/31/16	CVC	16,694	16,694	16,694	18,595
01/01/15-12/31/15	CVC	18,600	18,600	18,600	18,775
01/01/14-12/31/14	CVC	18,592	18,594	18,591	18,600
01/01/13-12/31/13	CVC	18,586	18,586	18,586	18,586
01/01/12-12/31/12	CVC	18,516	18,516	18,516	18,516
01/01/11-12/31/11	CVC	18,362	18,363	18,363	18,535
01/01/10-12/31/10	CVC	17,915	17,914	17,922	17,921
01/01/09-12/31/09	CVC	18,250	18,250	18,296	18,350
01/01/08-12/31/08	CVC	17,688	17,640	17,690	17,660
01/01/97-12/31/07	Prior CVC	-	-	-	-

8. Distribution by Zip Code (6/27/2017 Edition) Tuesday

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
62001	Alhambra	Madison	IL	0	0	724	0	724
62061	Marine	Madison	IL	0	0	744	0	744
62074	New Douglas	Madison	IL	0	0	425	0	425
62216	Aviston	Clinton	IL	0	0	1,047	0	1,047
62249	Highland	Madison	IL	0	0	7,189	0	7,189
62273	Pierron	Bond	IL	0	0	199	0	199
62275	Pocahontas	Bond	IL	0	0	1,423	0	1,423
62281	Saint Jacob	Madison	IL	0	0	1,063	0	1,063
62293	Trenton	Clinton	IL	0	0	2,032	0	2,032
62294	Troy	Madison	IL	0	50	0	0	50
TOTAL				0	50	14,846	0	14,896



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9. Distribution by County (6/27/2017 Edition) Tuesday

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Bond	Pierron Pocahontas	IL	0	0	1,622	0	1,622
Clinton	Aviston Trenton	IL	0	0	3,079	0	3,079
Madison	Alhambra Highland Marine New Douglas Saint Jacob Troy	IL	0	50	10,145	0	10,195
TOTAL			0	50	14,846	0	14,896

10. Verification of Distribution – Mail and Carrier Delivery Distribution

Shopper's Review reported an average mail distribution of 14,850 during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. Shopper's Review did not report carrier delivery distribution during the audit period. Carrier delivery is verified through the review of carrier statements and/or additional publisher support documents. The Circulation Verification Council performed a delivery & readership verification in the primary market areas indicated in paragraph nine. Delivery verification is performed using multi-source methodologies considered necessary under the circumstances of the audit. Delivery verification can include, but is not limited to, residential and cell phone interviews, online surveys, email surveys, USPS surveys, in-person interviews and/or social media surveys. Delivery verification source data can include, but is not limited to, residential phone listings, cell phone exchanges, delivery lists, opt-in email databases, online, and/or social media databases. The purpose of the verification is to substantiate receipt of the publication, and further identify individuals who read or look through the publication.

CVC review indicates that a sufficient number of individuals reported that they receive Shopper's Review on a regular basis to substantiate the publisher's distribution claims. CVC verification confirms that 311 of 316 individuals or 98.4% report they receive Shopper's Review on a regular basis.

CVC verification confirms that 258 of 311 or 83.0% report 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 +/-4%.

11. Verification of Distribution

Controlled Bulk / Demand Distribution / Single Copy

Shopper's Review did not report significant controlled bulk / demand distribution, or single copy distribution during the audit cycle. Distribution locations received an average 520 copies per edition during the audit cycle.



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12. Paid Reporting Analysis

CARRIER DELIVERY	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
MAIL	Basic Rates: \$52.00 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	4
Over 75% of basic rate	0
Over 50% of basic rate	0
Over 25% of basic rate	0
1%-24% of basic rate	0
Less than 1% of basic rate*	0
SPONSORED	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
SINGLE COPY	COVER PRICE: \$0.25
	AVERAGE WHOLESALE RATE: \$0.15

13. Council Audit Statement

Circulation Verification Council (CVC) reviewed the printing, distribution, circulation, technology, 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 Regulations. In our opinion, this report fairly and accurately represents the publication's printing, distribution, circulation, and technology reporting, if applicable, for the period indicated. The publication has sworn that the information presented for this audit reporting is accurate and supplied CVC with general business records substantiating the information under audit review. This report is released subject to the provisions of the CVC Rules & Regulations which are hereby incorporated by reference. CVC Rules & Regulations may be amended from time to time without notice at the sole discretion of CVC. In no event shall CVC be liable for indirect, incidental, consequential, special, or punitive damages, or damages for lost profits, lost income, or lost savings arising by negligence, intended conduct, breach of contract, or otherwise. CVC reports and data are released for the sole use of advertising purchase evaluations and any use for valuations or determination of value is strictly prohibited. CVC reports may not be used for USPS requestor or other permit qualifications. This report is subject to copyright laws and may only be reproduced by the publisher.



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The current status of this report expires December 31, 2019.
If this report is presented after December 31, 2019 please call the toll-free number listed below.

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

The Circulation Verification Council surveyed Shopper's Review readers in the primary market areas indicated in publication's CVC audit report. The purpose was to identify the number of individuals who indicate they have read at least two of the last four issues of the publication, and gather study information solely for advertising purchase evaluations. Market statistics estimates appearing in CVC reports, when available, are obtained from EASI Software. CVC study sources can include, but are not limited to, residential and cell phone surveys, online surveys, email surveys, and/or social media surveys. Study source data can include, but are not limited to, residential phone listings, cell phone exchanges, publisher delivery lists, opt-in email, online and/or social media databases. Residential and cell phone survey populations consist of adults age 18 and over, living in households within the survey area. Within this area, each individual had a known (or "non-zero") probability of being selected for the random sample. Surveys were conducted solely with pre-designated respondents and no substitutions were permitted. Initial survey attempts were spread evenly across all survey days (i.e., Tuesday through Saturday). A minimum of 250 completed surveys, or 2.5% of net circulation for publications under 10,000 circulation is required with no more than one survey per household. Survey Procedures: To ensure the highest degree of comparability and to facilitate the survey process, a standard, consistent, specified list of questions was asked. Surveys were conducted over a minimum period of two weeks to minimize the impact of weather and/or special circumstances. Every effort was made to ensure that surveys were assigned randomly by day and that an approximately equal number of surveys were completed on each survey 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 four attempts were made to contact all pre-designated respondents. Every effort was made to surmount language, cultural, behavioral and other barriers to a successful survey; and to the extent feasible, contact attempts were scheduled on a random basis. During the survey process, no questions were asked prior to the readership question, with the exception of a qualifying question designed to determine the ZIP code of the individual; and a general warm-up call explanation designed to put the respondent at ease. Warm-up questions did not include any reference to a publication itself or the nature of the study information. The study followed recommended guidelines developed in part from established media usage and evaluation 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 +/-4% at the 95% confidence level. 258 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 single copy, controlled bulk, or pass along distribution. 19 Survey respondents responded to a geo-coded outbound email verification. This publication did not participate in the CVC online research program.

- **Average estimated readers per edition during the audit period: 1.7**

*Readership estimates compiled from 2017 CVC circulation & readership study data.

1. Shopper's Review is distributed regularly in your area. Do you regularly read or look through Shopper's Review?

YES	277	Survey Respondents
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2. Do you frequently purchase products or services from ads seen in Shopper's Review?

YES	226	81.6%
NO	51	18.4%

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

45%	1-2 Days
41%	3-4 Days
01%	5-6 Days
13%	1 Week or More

4. Reader Gender (Voice recognition - Gender Bias Rotation)

Reader Demographics	Market Demographics	
43%	49%	Male Readers
57%	51%	Female Readers



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5. What range best describes your age.

Reader Demographics	Market Demographics
00%	05% 18 - 20
01%	06% 21 - 24
09%	16% 25 - 34
19%	16% 35 - 44
26%	22% 45 - 54
24%	17% 55 - 64
13%	10% 65 - 74
07%	06% 75 - 84
01%	02% 85 years or older

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

Reader Demographics	Market Demographics
00%	06% under \$15,000
01%	07% \$15,000 - \$24,999
05%	08% \$25,000 - \$34,999
14%	11% \$35,000 - \$49,999
23%	19% \$50,000 - \$74,999
23%	17% \$75,000 - \$99,999
14%	13% \$100,000 - \$124,999
11%	08% \$125,000 - \$149,999
05%	07% \$150,000 - \$199,999
04%	04% over \$200,000

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

Reader Demographics	Market Demographics
00%	06% Some High School or Less
38%	32% Graduated High School
31%	37% Some College
24%	16% Graduated College
05%	07% Completed Master Degree
02%	01% Completed Professional Degree
00%	01% Completed Doctorate Degree



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

- (% = Positive respondents)
- 14% New Automobile, Truck or SUV
 - 22% Used Automobile, Truck or SUV
 - 15% Antiques / Auctions
 - 48% Furniture / Home Furnishings
 - 21% Major Home Appliance
 - 17% Computers, Tablets or Laptops
 - 35% Home Improvements or Home Improvement Supplies
 - 31% Television or Electronics
 - 15% Carpet or Flooring
 - 48% Automobile Accessories (tires, brakes or service)
 - 35% Lawn & Garden Supplies
 - 20% Florist / Gift Shops
 - 18% Home Heating & Air Conditioning (service, new equipment)
 - 55% Vacations / Travel
 - 08% Real Estate (Sell or purchase)
 - 63% Men's Apparel
 - 71% Women's Apparel
 - 40% Children's Apparel
 - 01% Boats or Personal Watercraft
 - 23% Art & Crafts Supplies
 - 13% Childcare
 - 15% Education or Classes
 - 06% Attorney
 - 24% Veterinarian
 - 13% Chiropractor
 - 25% Financial Planner (Retirement, Investing)
 - 52% Tax Advisor / Tax Services
 - 29% Health Club / Exercise Class
 - 34% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
 - 08% Weight Loss
 - 23% Lawn Care Service (Maintenance & Landscaping)
 - 36% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
 - 61% Pharmacist / Prescription Service
 - 24% Cell Phone or Smart Phone (New Service or Update Service)
 - 81% Dining & Entertainment
 - 18% Jewelry
 - 06% Wedding Supplies
 - 30% Athletic & Sports Equipment
 - 07% Motorcycles / ATV's
 - 66% Medical Services / Physicians
 - 27% Pet Supplies



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