

Audit Period: July 1, 2018 – June 30, 2020

Community Shoppers Guide

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Otsego, MI 49078
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EMAIL: shoppersguide@sbcglobal.net
www.communityshoppersguide.net

1. Audited Media Platforms

Print Publication:	Average Net Circulation:	13,027 (Print Edition)
Digital Edition:	Average Monthly Unique Users:	235 (Digital Edition)
Website:	Average Website Unique Users:	401
Social Media:	Average Facebook Likes:	793
E-Newsletters:	Average E-Newsletter Subscribers:	25
	Average Open Rate:	42.6%

Community Shoppers Guide – Total Gross Contacts

CVC Estimated Edition Readership:	22,399
Total Digital Contacts:	1,440
Total Estimated Gross Contacts:	23,839*

*Total gross contacts include CVC estimated edition readership, website unique users, social media followers, and opened e-newsletter contacts. Total gross contact estimates can include significant audience duplication. There was no attempt made to eliminate any duplication that may exist.

2. Publication Information

Number of Editions:	One
Format / Average Page Count:	Tabloid / 16 Pages
Circulation Cycle:	Weekly
Ownership:	Community Shoppers Guide / Marty Bennett
Year Established:	1945
Publication Type:	Shopper
	100% Controlled / 0% Paid / 0% Sponsor Paid
Content:	100% Advertising / 0% Editorial
Primary Delivery Methods:	80% Carrier Delivery / 1% Mail
	18% Controlled Bulk & Single Copy / 1% Waiting Room
Insert Zoning Available:	Yes - Route
CVC Member Number:	19-0053
DMA/MSA/CBSA:	Grand Rapids, MI / Grand Rapids--Muskegon--Holland, MI / Allegan, MI
Audit Funded By:	Community Papers of Michigan Independent Free Papers of America



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3. Rate Card and Mechanical Data

Rate Card Effective Date:	January 1, 2020
Mechanical Data:	Four (4) columns X 16" column depth Full page: 10.37" wide X 16" depth.
Open Rate:	Local: \$14.75 per column inch National: \$14.75 per column inch
Insert Open Rate:	\$45.00 per thousand
Classified Rate:	\$12.00 for up to 15 words
Deadline Day & Time:	Wednesday by 5 PM

Additional rates may be available from the publisher.

4. Contact Information

Publisher:	Marty Bennett	EMAIL: shoppersguide@sbcglobal.net
Advertising:	Marty Bennett	EMAIL: shoppersguide@sbcglobal.net
Circulation:	Marty Bennett	EMAIL: shoppersguide@sbcglobal.net



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

CVC Account Number: 19-0053	Saturday	Community Shoppers Guide Otsego, MI
Audit Period Summary		
Average Net Circulation	(5-H)	13,027
Average Gross Distribution	(5-F)	13,322
Average Net Press Run	(5-A)	13,437
Audit Period Detail		
A. Average Net Press Run		13,437
B. Office / File		115
C. Controlled Distribution		
1. Carrier Delivery		10,710
2. Bulk Delivery / Demand Distribution		2,257
3. Mail		35
4. Requestor Mail		0
5. Waiting Rooms		157
6. Hotels		13
7. Events, Fairs, Festivals and Trade Shows		0
8. Education		0
9. Restock & Office Service		150
Total Average Controlled Distribution		13,322
Controlled Returns		(295)
TOTAL AVERAGE CONTROLLED CIRCULATION		13,027
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		0
Paid Returns		(0)
TOTAL AVERAGE PAID CIRCULATION		0
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		13,322
G. Total Unclaimed / Returns		(295)*
H. Average Net Circulation		13,027

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 10 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 11 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 11 for paid reporting analysis.

3. MAIL: See C3 for explanation of mail distribution. See paragraph 11 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 10 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 10 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 10 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).

6. Average Print Circulation History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/20-12/31/20	CVC	13,248	12,738	-	-
01/01/19-12/31/19	CVC	12,651	13,008	13,497	13,313
01/01/18-12/31/18	CVC	13,335	12,708	12,660	12,713
01/01/17-12/31/17	CVC	12,927	13,068	12,490	13,269
01/01/16-12/31/16	CVC	12,366	11,572	12,664	12,897
01/01/15-12/31/15	CVC	12,746	12,497	12,529	12,422
01/01/14-12/31/14	CVC	13,494	12,591	12,918	12,729
01/01/13-12/31/13	CVC	13,606	13,123	13,047	13,113
01/01/12-12/31/12	CVC	12,949	12,921	13,314	13,524
01/01/11-12/31/11	CVC	13,248	13,290	13,274	13,234
07/01/02-12/31/10	Prior CVC	-	-	-	-

7. Distribution by Zip Code (6/27/2020 Edition) Saturday

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
49004	Kalamazoo	Kalamazoo	MI	450	0	0	0	450
49009	Kalamazoo	Kalamazoo	MI	1,360	0	0	0	1,360
49046	Delton	Barry	MI	645	0	0	0	645
49055	Gobles	Van Buren	MI	170	0	0	0	170
49070	Martin	Allegan	MI	1,175	0	0	0	1,175
49078	Otsego	Allegan	MI	2,995	1,191	77	250	4,513
49080	Plainwell	Allegan	MI	3,545	1,206	75	0	4,826
Misc.	Assorted	Assorted	MI	0	0	35	0	35
TOTAL				10,340	2,397	187	250	13,174

8. Distribution by County (6/27/2020 Edition) Saturday

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Allegan	Martin Otsego Plainwell	MI	7,715	2,397	152	250	10,514
Barry	Delton	MI	645	0	0	0	645
Kalamazoo	Kalamazoo	MI	1,810	0	0	0	1,810
Van Buren	Gobles	MI	170	0	0	0	170
Misc.	Assorted	MI	0	0	35	0	35
TOTAL			10,340	2,397	187	250	13,174



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9. Verification of Distribution – Mail and Carrier Delivery Distribution

Community Shoppers Guide reported an average mail distribution of 35 during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. Community Shoppers Guide reported an average carrier delivery distribution of 10,710 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.

CVC review indicates that a sufficient number of individuals reported that they receive Community Shoppers Guide on a regular basis to substantiate the publisher’s distribution claims. CVC interviews indicate that 330 of 337 households or 97.9% indicated they receive Community Shoppers Guide on a regular basis.

CVC verification confirms that 263 of 330 or 79.7% report they regularly read or look through Community Shoppers Guide.

*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%.

10. Verification of Distribution – Controlled Bulk / Demand Distribution / Single Copy

The Circulation Verification Council performed delivery 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, on-site verification, business phone verification, online, email, and/or social media contact. Delivery verification source data can include, but is not limited to, business and cell phone listings, delivery lists, opt-in email, online, and/or social media databases. Circulation Verification Council performed the delivery verification from locations chosen randomly from the publication’s delivery list(s).

CVC verification substantiates Community Shoppers Guide’s claim of 295 returnable source distributed editions returned to the publisher unclaimed after the edition cycle.

11. Paid Reporting Analysis – Not Applicable

12A. Audited Average Website Reporting - www.communityshoppersguide.net

	Monthly Audit Period Average
Website Unique Users	401
Website Sessions	637
Website Page Views	974
Pages Per Visit	1.53
Average Time Spent on Website	00:00:53
Bounce Rate	73.7%



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Explanatory – Website

PARAGRAPH TWELVE (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.

PAGE VIEWS: The transmittal of a full page contained within the website to the user’s browser.

PAGES PER VISIT: The average number of page views per session, expressed as a monthly average.

AVG. TIME SPENT: The average amount of time spent on a website during a single visit, expressed in hours, minutes and seconds.

BOUNCE RATE: Bounce rate reports the percentage of visits that view only one page before exiting a site. This number is presented as a monthly average.

12B. Audited Online/Digital Edition Reporting

	Monthly Audit Period Average
Unique Digital Edition Users	235
Digital Edition Page Views	1,701

Explanatory – Digital Edition

PARAGRAPH TWELVE (B)

UNIQUE DIGITAL EDITION USERS: Unique users 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 that is attached to the browser with the defined cycle. A unique user counts once within the timescale. A user 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.

12C. Text Media - Not Reported

12D. Social Media

Social Media Source	Average Media Usage	June 2020
www.facebook.com/Community-Shoppers-Guide	793 Likes	864 Likes

Explanatory – Social Media

PARAGRAPH TWELVE (D)

FACEBOOK LIKES: The average number of likes as expressed by followers of the Facebook page. Information sourced at regular intervals from the publications page on Facebook.com or third party measurement sources.

12E. Email Media

Media Type	Database Recipients
Non-Subscriber Email Opt-In Database	25
Average Open Rate	42.6%
Average Click Rate	3.03%

Explanatory – Email Media, E-Newsletters & E-Blasts

PARAGRAPH TWELVE (E)

NON-SUBSCRIBER EMAIL OPT-IN DATABASE: Subscribers who have provided email contact data to receive newsletters, special content, special offers, coupons or redemption codes for use within a specified period of time, and are sourced through third party efforts such as trade shows, opt-in email newsletters or surveys.

12F. Video & Podcast Media - Not Reported



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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 June 30, 2022.

If this report is presented after June 30, 2022 please call the toll-free number listed below.

Community Shoppers Guide - Otsego, MI - 19-0053 - Supplemental Readership Study

The Circulation Verification Council surveyed Community Shoppers Guide 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. 263 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. 39 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: 2.10**
*Readership estimates compiled from 2020 CVC circulation & readership study data.

1. Community Shoppers Guide is distributed regularly in your area. Do you regularly read or look through Community Shoppers Guide?

YES 302 Survey Respondents

2. Do you frequently purchase products or services from ads seen in Community Shoppers Guide?

YES 239 79.1%
NO 63 20.9%

3. How long do you keep Community Shoppers Guide before discarding it?

51% 1-2 Days
25% 3-4 Days
10% 5-6 Days
14% 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%	06% 18 - 20
02%	08% 21 - 24
13%	15% 25 - 34
21%	14% 35 - 44
23%	19% 45 - 54
23%	18% 55 - 64
15%	11% 65 - 74
03%	06% 75 - 84
<01%	03% 85 years or older

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

Reader Demographics	Market Demographics
<01%	11% under \$15,000
05%	11% \$15,000 - \$24,999
06%	11% \$25,000 - \$34,999
12%	14% \$35,000 - \$49,999
25%	19% \$50,000 - \$74,999
20%	13% \$75,000 - \$99,999
14%	08% \$100,000 - \$124,999
07%	05% \$125,000 - \$149,999
05%	04% \$150,000 - \$199,999
06%	04% over \$200,000

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

Reader Demographics	Market Demographics
00%	07% Some High School or Less
27%	30% Graduated High School
34%	33% Some College
27%	19% Graduated College
08%	08% Completed Master Degree
02%	01% Completed Professional Degree
02%	02% Completed Doctorate Degree

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

- 15% New Automobile, Truck or SUV
- 19% Used Automobile, Truck or SUV
- 19% Antiques / Auctions
- 45% Furniture / Home Furnishings
- 25% Major Home Appliance
- 23% Computers, Tablets or Laptops
- 35% Home Improvements or Home Improvement Supplies
- 32% Television or Electronics
- 18% Carpet or Flooring
- 35% Automobile Accessories (tires, brakes or service)
- 45% Lawn & Garden Supplies
- 22% Florist / Gift Shops
- 15% Home Heating & Air Conditioning (service, new equipment)
- 48% Vacations / Travel
- 12% Real Estate (Sell or purchase)
- 57% Men's Apparel
- 71% Women's Apparel
- 27% Children's Apparel
- 02% Boats or Personal Watercraft
- 25% Art & Crafts Supplies
- 09% Childcare
- 13% Education or Classes
- 08% Attorney
- 36% Veterinarian
- 11% Chiropractor
- 22% Financial Planner (Retirement, Investing)
- 42% Tax Advisor / Tax Services
- 25% Health Club / Exercise Class
- 34% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
- 09% Weight Loss
- 31% Lawn Care Service (Maintenance & Landscaping)
- 26% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
- 48% Pharmacist / Prescription Service
- 23% Cell Phone or Smart Phone (New Service or Update Service)
- 80% Dining & Entertainment
- 23% Jewelry
- 03% Wedding Supplies
- 22% Athletic & Sports Equipment
- 03% Motorcycles / ATV's
- 54% Medical Services / Physicians
- 34% Pet Supplies

(% = Positive respondents)



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