

Audit Period: July 1, 2020 – June 30, 2022

Community Shoppers Guide

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www.communityshoppersguide.net

1. Audited Media Platforms

Print Publication:	Average Net Circulation:	12,142 (Print Edition)
Digital Edition:	Average Monthly Unique Users:	231 (Digital Edition)
Website:	Average Website Unique Users:	391
Social Media:	Average Facebook Likes:	1,002
E-Newsletters:	Average E-Newsletter Subscribers:	106
	Average Open Rate:	29.8%

Community Shoppers Guide – Total Gross Contacts

CVC Estimated Edition Readership:	19,048
Total Digital Contacts:	1,656
Total Estimated Gross Contacts:	20,704*

*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:	81% 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:	Association of Community Publishers



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3. Rate Card and Mechanical Data

Rate Card Effective Date:	April 3, 2022
Mechanical Data:	Four (4) columns X 16" column depth Full page: 10.37" wide X 16" depth.
Open Rate:	Local: \$15.34 per column inch National: \$15.34 per column inch
Insert Open Rate:	\$45.00 per thousand
Classified Rate:	\$13.00 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: info@communityshoppersguide.net
Advertising:	Marty Bennett	EMAIL: info@communityshoppersguide.net
Circulation:	Marty Bennett	EMAIL: info@communityshoppersguide.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)	12,142
Average Gross Distribution	(5-F)	12,513
Average Net Press Run	(5-A)	12,901
Audit Period Detail		
A. Average Net Press Run		12,901
B. Office / File		388
C. Controlled Distribution		
1. Carrier Delivery		10,077
2. Bulk Delivery / Demand Distribution		2,109
3. Mail		33
4. Requestor Mail		0
5. Waiting Rooms		110
6. Hotels		34
7. Events, Fairs, Festivals and Trade Shows		0
8. Education		0
9. Restock & Office Service		150
Total Average Controlled Distribution		12,513
Controlled Returns		(371)
TOTAL AVERAGE CONTROLLED CIRCULATION		12,142
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		12,513
G. Total Unclaimed / Returns		(371)*
H. Average Net Circulation		12,142

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
01/01/22-12/31/22	CVC	12,032	12,061	-	-
01/01/21-12/31/21	CVC	12,036	12,411	12,159	12,599
01/01/20-12/31/20	CVC	13,248	12,738	12,472	11,932
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
07/01/02-12/31/12	Prior CVC	-	-	-	-

7. Distribution by Zip Code (6/25/2022 Edition) Saturday

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
49004	Kalamazoo	Kalamazoo	MI	750	0	0	0	750
49009	Kalamazoo	Kalamazoo	MI	785	0	0	0	785
49046	Delton	Barry	MI	620	0	0	0	620
49055	Gobles	Van Buren	MI	170	0	0	0	170
49070	Martin	Allegan	MI	1,350	0	0	0	1,350
49078	Otsego	Allegan	MI	3,305	996	0	150	4,451
49080	Plainwell	Allegan	MI	2,620	1,404	0	0	4,024
Misc.	Assorted	Assorted	-	0	0	35	0	35
TOTAL				9,600	2,400	35	150	12,185

8. Distribution by County (6/25/2022 Edition) Saturday

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Allegan	Martin Otsego Plainwell	MI	7,275	2,400	0	150	9,825
Barry	Delton	MI	620	0	0	0	620
Kalamazoo	Kalamazoo	MI	1,535	0	0	0	1,535
Van Buren	Gobles	MI	170	0	0	0	170
Misc.	Assorted	-	0	0	35	0	35
TOTAL			9,600	2,400	35	150	12,185



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9. Verification of Distribution – Mail and Carrier Delivery Distribution

Community Shoppers Guide reported an average mail distribution of 33 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 10,077 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 verification confirms that 321 of 349 individuals or 93.0% report they receive Community Shoppers Guide on a regular basis.

CVC verification confirms that 238 of 321 or 74.1% 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 371 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	391
Website Sessions	559
Website Page Views	851
Pages Per Visit	1.52
Average Time Spent on Website	00:00:46
Bounce Rate	71.8%

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	231
Digital Edition Page Views	1,311

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 2022
www.facebook.com/Community-Shoppers-Guide	1,002 Likes	1,142 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	106
Average Open Rate	29.8%
Average Click Rate	1.0%

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, 2024.

If this report is presented after June 30, 2024 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. 238 Survey respondents were interviewed during the verification of carrier delivery and mail distribution. Four (4) survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution. 63 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: 2.0**
*Readership estimates compiled from 2022 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	305	Survey Respondents
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2. Do you frequently purchase products or services from ads seen in Community Shoppers Guide?

YES	225	73.8%
NO	80	26.2%

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

58%	1-2 Days
20%	3-4 Days
11%	5-6 Days
11%	1 Week or More

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

Reader Demographics	Market Demographics
45%	49% Male Readers
55%	51% Female Readers



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5. What range best describes your age.

Reader Demographics	Market Demographics
00%	06% 18 - 20
01%	08% 21 - 24
11%	15% 25 - 34
19%	14% 35 - 44
25%	19% 45 - 54
28%	18% 55 - 64
15%	11% 65 - 74
01%	06% 75 - 84
00%	03% 85 years or older

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

Reader Demographics	Market Demographics
00%	11% under \$15,000
04%	11% \$15,000 - \$24,999
05%	11% \$25,000 - \$34,999
10%	14% \$35,000 - \$49,999
22%	19% \$50,000 - \$74,999
21%	13% \$75,000 - \$99,999
15%	08% \$100,000 - \$124,999
08%	05% \$125,000 - \$149,999
07%	04% \$150,000 - \$199,999
08%	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
25%	30% Graduated High School
27%	33% Some College
29%	19% Graduated College
11%	08% Completed Master Degree
03%	01% Completed Professional Degree
02%	02% 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?

16%	New Automobile, Truck or SUV	(% = Positive respondents)
13%	Used Automobile, Truck or SUV	
12%	Antiques / Auctions	
41%	Furniture / Home Furnishings	
22%	Major Home Appliance	
28%	Computers, Tablets or Laptops	
30%	Home Improvements or Home Improvement Supplies	
24%	Television or Electronics	
13%	Carpet or Flooring	
31%	Automobile Accessories (tires, brakes or service)	
38%	Lawn & Garden Supplies	
18%	Florist / Gift Shops	
16%	Home Heating & Air Conditioning (service, new equipment)	
44%	Vacations / Travel	
10%	Real Estate (Sell or purchase)	
48%	Men's Apparel	
70%	Women's Apparel	
19%	Children's Apparel	
01%	Boats or Personal Watercraft	
19%	Art & Crafts Supplies	
08%	Childcare	
07%	Education or Classes	
09%	Attorney	
33%	Veterinarian	
12%	Chiropractor	
21%	Financial Planner (Retirement, Investing)	
30%	Tax Advisor / Tax Services	
21%	Health Club / Exercise Class	
29%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)	
07%	Weight Loss	
26%	Lawn Care Service (Maintenance & Landscaping)	
21%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)	
38%	Pharmacist / Prescription Service	
24%	Cell Phone or Smart Phone (New Service or Update Service)	
77%	Dining & Entertainment	
19%	Jewelry	
03%	Wedding Supplies	
17%	Athletic & Sports Equipment	
02%	Motorcycles / ATV's	
48%	Medical Services / Physicians	
31%	Pet Supplies	



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