

**Audit Period: October 1, 2019 – September 30, 2021**

**Action Unlimited**

100-1 Domino Drive  
Concord, MA 01742  
(978) 371-2442  
(978) 287-5046 FAX

EMAIL: carolaction@aol.com  
www.actionunlimited.com

**1. Audited Media Platforms**

Print Publication:	Average Net Circulation:	51,286 (Print Edition)
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**2. Publication Information**

Number of Editions:	One
Format / Average Page Count:	Magazine / 24 Pages
Circulation Cycle:	Weekly
Ownership:	Doncar, Inc.
Year Established:	1970
Publication Type:	Community Newspaper
	100% Controlled / 0% Paid / 0% Sponsor Paid
Content:	75% Advertising / 25% Editorial
Primary Delivery Methods:	98% Mail / 2% Controlled Bulk
Insert Zoning Available:	Yes - ZIP Code / Zone
CVC Member Number:	17-0010
DMA/MSA/CBSA:	Boston, MA / Boston--Worcester--Lawrence, MA--NH--ME--CT / Boston-Cambridge-Quincy, MA-NH
Audit Funded By:	Association of Community Publishers

**3. Rate Card and Mechanical Data**

Rate Card Effective Date:	January 1, 2021
Mechanical Data:	Four (4) columns X 10" column depth Full page: 7.375" wide X 10" depth.
Open Rate:	Local: \$55.00 - \$13.00 per column inch National: \$55.00 - \$13.00 per column inch
Insert Open Rate:	\$55.00 - \$106.00 per thousand
Classified Rate:	\$25.00 for up to 10 words; \$0.50 each additional word
Deadline Day & Time:	Thursday by 2 PM
Website Rates:	\$139.00 - \$19.00 Contact Publisher

Additional rates may be available from the publisher.

**4. Contact Information**

Publisher:	Carol Toomey	EMAIL: carolaction@aol.com
Advertising:	Pam Kaplan	EMAIL: pamk@actionunlimited.com
Circulation:	Joe Toomey	EMAIL: joe@actionunlimited.com

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

CVC Account Number: 17-0010	Saturday	Action Unlimited Concord, MA
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>51,286</b>
Average Gross Distribution	(5-F)	51,286
Average Net Press Run	(5-A)	51,311
<b>Audit Period Detail</b>		
A. Average Net Press Run		51,311
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		0
3. Mail		50,139
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		1,147
Total Average Controlled Distribution		51,286
Controlled Returns		(0)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>		<b>51,286</b>
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)
<b>TOTAL AVERAGE PAID CIRCULATION</b>		<b>0</b>
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)
<b>TOTAL AVERAGE SPONSORED CIRCULATION</b>		<b>0</b>
F. Average Gross Distribution		51,286
G. Total Unclaimed / Returns		(0)*
<b>H. Average Net Circulation</b>		<b>51,286</b>

## 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
01/01/21-12/31/21	CVC	48,274	50,731	49,568	-
01/01/20-12/31/20	CVC	55,450	41,765	45,978	45,485
01/01/19-12/31/19	CVC	65,593	66,077	66,711	65,576
01/01/18-12/31/18	CVC	77,864	78,825	77,637	70,890
01/01/17-12/31/17	CVC	87,050	90,151	84,131	83,465
01/01/16-12/31/16	CVC	100,624	95,371	93,679	91,171
01/01/15-12/31/15	CVC	102,965	104,193	103,380	102,090
01/01/14-12/31/14	CVC	112,593	112,104	102,421	104,029
01/01/13-12/31/13	CVC	120,207	115,214	113,092	113,158
01/01/12-12/31/12	CVC	129,565	131,624	129,684	123,549
10/01/01-12/31/11	Prior CVC	-	-	-	-

**7. Distribution by Zip Code (9/25/2021 Edition) Saturday**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
01432	Ayer	Middlesex	MA	0	0	1,860	100	1,960
01434	Devens	Middlesex	MA	0	0	171	0	171
01450	Groton	Middlesex	MA	0	0	1,120	20	1,140
01451	Harvard	Worcester	MA	0	0	1,250	0	1,250
01460	Littleton	Middlesex	MA	0	0	2,596	100	2,696
01464	Shirley	Middlesex	MA	0	0	1,450	14	1,464
01719	Boxboro	Middlesex	MA	0	0	2,006	100	2,106
01720	Acton	Middlesex	MA	0	0	6,782	200	6,982
01730	Bedford	Middlesex	MA	0	0	2,486	100	2,586
01741	Carlisle	Middlesex	MA	0	0	800	44	844
01742	Concord	Middlesex	MA	0	0	3,680	40	3,720
01749	Hudson	Middlesex	MA	0	0	2,340	100	2,440
01752	Marlboro	Middlesex	MA	0	0	3,214	100	3,314
01754	Maynard	Middlesex	MA	0	0	3,109	100	3,209
01775	Stow	Middlesex	MA	0	0	2,551	100	2,651
01776	Sudbury	Middlesex	MA	0	0	1,511	80	1,591
01824	Chelmsford	Middlesex	MA	0	0	5,166	100	5,266
01886	Westford	Middlesex	MA	0	0	6,103	100	6,203
<b>TOTAL</b>				<b>0</b>	<b>0</b>	<b>48,195</b>	<b>1,398</b>	<b>49,593</b>



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**8. Distribution by County (9/25/2021 Edition) Saturday**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Middlesex	Acton Ayer Bedford Boxboro Carlisle Chelmsford Concord Devens Groton Hudson Littleton Marlboro Maynard Shirley Stow Sudbury Westford	MA	0	0	46,945	1,398	48,343
Worcester	Harvard	MA	0	0	1,250	0	1,250
TOTAL			0	0	48,195	1,398	49,593

**9. Verification of Distribution – Mail and Carrier Delivery Distribution**

Action Unlimited reported an average mail distribution of 50,139 during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. Action Unlimited 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.

**CVC review indicates that a sufficient number of individuals reported that they receive Action Unlimited on a regular basis to substantiate the publisher’s distribution claims. CVC verification confirms that 570 of 584 individuals or 97.6% report they receive Action Unlimited on a regular basis.**

**CVC verification confirms that 421 of 570 or 73.9% report they regularly read or look through Action Unlimited.**

\*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**

Action Unlimited did not report significant controlled bulk / demand distribution, or single copy distribution during the audit cycle.

**11. Paid Reporting Analysis – Not Applicable**



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**12. Optional Digital Reporting - Not Reported**

**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 September 30, 2023.**

If this report is presented after September 30, 2023 please call the toll-free number listed below.

Action Unlimited - Concord, MA - 17-0010 - Supplemental Readership Study

The Circulation Verification Council surveyed Action Unlimited 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. 421 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. 51 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: 1.65**  
\*Readership estimates compiled from 2021 CVC circulation & readership study data.

1. Action Unlimited is distributed regularly in your area. Do you regularly read or look through Action Unlimited?

YES 472 Survey Respondents

2. Do you frequently purchase products or services from ads seen in Action Unlimited?

YES 343 72.7%  
NO 129 27.3%

3. How long do you keep Action Unlimited before discarding it?

51% 1-2 Days  
24% 3-4 Days  
10% 5-6 Days  
15% 1 Week or More

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

Reader Demographics	Market Demographics
45%	50% Male Readers
55%	50% Female Readers



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5. What range best describes your age.

Reader Demographics	Market Demographics
00%	03% 18 - 20
01%	05% 21 - 24
07%	13% 25 - 34
18%	17% 35 - 44
26%	25% 45 - 54
29%	19% 55 - 64
18%	10% 65 - 74
02%	06% 75 - 84
00%	02% 85 years or older

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

Reader Demographics	Market Demographics
<01%	06% under \$15,000
02%	05% \$15,000 - \$24,999
04%	05% \$25,000 - \$34,999
06%	08% \$35,000 - \$49,999
11%	13% \$50,000 - \$74,999
16%	12% \$75,000 - \$99,999
15%	11% \$100,000 - \$124,999
11%	09% \$125,000 - \$149,999
15%	13% \$150,000 - \$199,999
20%	18% 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
09%	18% Graduated High School
20%	19% Some College
38%	29% Graduated College
24%	21% Completed Master Degree
06%	03% Completed Professional Degree
03%	04% Completed Doctorate Degree



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)
16%	Used Automobile, Truck or SUV	
14%	Antiques / Auctions	
49%	Furniture / Home Furnishings	
30%	Major Home Appliance	
22%	Computers, Tablets or Laptops	
31%	Home Improvements or Home Improvement Supplies	
26%	Television or Electronics	
15%	Carpet or Flooring	
32%	Automobile Accessories (tires, brakes or service)	
41%	Lawn & Garden Supplies	
25%	Florist / Gift Shops	
19%	Home Heating & Air Conditioning (service, new equipment)	
55%	Vacations / Travel	
10%	Real Estate (Sell or purchase)	
52%	Men's Apparel	
72%	Women's Apparel	
19%	Children's Apparel	
01%	Boats or Personal Watercraft	
19%	Art & Crafts Supplies	
09%	Childcare	
11%	Education or Classes	
07%	Attorney	
33%	Veterinarian	
15%	Chiropractor	
25%	Financial Planner (Retirement, Investing)	
26%	Tax Advisor / Tax Services	
35%	Health Club / Exercise Class	
36%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)	
11%	Weight Loss	
31%	Lawn Care Service (Maintenance & Landscaping)	
21%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)	
53%	Pharmacist / Prescription Service	
23%	Cell Phone or Smart Phone (New Service or Update Service)	
72%	Dining & Entertainment	
19%	Jewelry	
03%	Wedding Supplies	
19%	Athletic & Sports Equipment	
02%	Motorcycles / ATV's	
51%	Medical Services / Physicians	
33%	Pet Supplies	



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