

Audit Period: October 1, 2021 – September 30, 2023

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:	49,319 (Print Edition)
Action Unlimited – Total Gross Contacts		
CVC Estimated Edition Readership:		58,394
Total Digital Contacts:		Not Reported
Total Estimated Gross Contacts:		58,394*
<small>*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.</small>		

. Publication Information

Number of Editions:	One (Eight Zones)
Format / Average Page Count:	Magazine / 20 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



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3. Rate Card and Mechanical Data

Rate Card Effective Date:	January 1, 2023
Mechanical Data:	Four (4) columns X 10" column depth Full page: 7.375" wide X 10" depth.
Open Rate:	Local: \$13.50 - \$56.50 per column inch National: \$13.50 - \$56.50 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



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

CVC Account Number: 17-0010	Saturday	Action Unlimited Concord, MA
Audit Period Summary		
Average Net Circulation	(5-H)	49,319
Average Gross Distribution	(5-F)	49,319
Average Net Press Run	(5-A)	49,329
Audit Period Detail		
A. Average Net Press Run		49,329
B. Office / File		10
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		0
3. Mail		48,397
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		922
Total Average Controlled Distribution		49,319
Controlled Returns		(0)
TOTAL AVERAGE CONTROLLED CIRCULATION		49,319
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		49,319
G. Total Unclaimed / Returns		(0)*
H. Average Net Circulation		49,319

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
01/01/23-12/31/23	CVC	52,372	47,909	49,093	-
01/01/22-12/31/22	CVC	46,654	49,641	49,838	50,014
01/01/21-12/31/21	CVC	48,274	50,731	49,568	49,033
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
10/01/01-12/31/13	Prior CVC	-	-	-	-

7. Distribution by Zip Code (10/7/2023 Edition) Saturday

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
01432	Ayer	Middlesex	MA	0	0	3,289	100	3,389
01434	Devens	Middlesex	MA	0	0	240	0	240
01450	Groton	Middlesex	MA	0	0	1,120	50	1,170
01451	Harvard	Worcester	MA	0	0	1,308	50	1,358
01460	Littleton	Middlesex	MA	0	0	2,596	100	2,696
01464	Shirley	Middlesex	MA	0	0	911	0	911
01719	Boxboro	Middlesex	MA	0	0	2,006	100	2,106
01720	Acton	Middlesex	MA	0	0	5,655	200	5,855
01730	Bedford	Middlesex	MA	0	0	2,486	50	2,536
01741	Carlisle	Middlesex	MA	0	0	800	0	800
01742	Concord	Middlesex	MA	0	0	3,860	50	3,910
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	0	3,109
01775	Stow	Middlesex	MA	0	0	2,354	100	2,454
01776	Sudbury	Middlesex	MA	0	0	1,511	100	1,611
01824	Chelmsford	Middlesex	MA	0	0	5,166	100	5,266
01886	Westford	Middlesex	MA	0	0	4,696	100	4,796
TOTAL				0	0	46,661	1,300	47,961



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8. Distribution by County (10/7/2023 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	45,353	1,250	46,603
Worcester	Harvard	MA	0	0	1,308	50	1,358
TOTAL			0	0	46,661	1,300	47,961

9. Verification of Distribution – Mail and Carrier Delivery Distribution

Action Unlimited reported an average mail distribution of 48,397 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 96.1% report they receive Action Unlimited on a regular basis.

CVC verification confirms that 407 of 550 or 74.0% 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

12. Optional Digital Reporting - 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 September 30, 2025.

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