

**Audit Period: July 1, 2008 – June 30, 2009**

**Delaware County Magazine**

8703 W Chester Pike  
Upper Darby, PA 19082  
(610) 789-0600  
(610) 789-0650 FAX

EMAIL: newspapermarketing@rcn.com

**1. Publication Information**

Average Net Circulation:	125,473 (Print Edition)
Number of Editions:	One (10 Zones)
Format / Average Page Count:	Magazine / 68 Pages
Circulation Cycle:	Monthly
Circulation Day / Time:	2nd Friday of the month / By 4 PM
Ownership:	Newspaper Marketing Associates, Inc.
Year Established:	1995
Publication Type:	Community Newspaper
Content:	63% Advertising / 37% Editorial
Circulation Paid/Unpaid:	100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods:	98% Home Delivery / 0% Mail / 2% Controlled Bulk
Insert Zoning Available:	Yes - ZIP Code / Zone
CVC Member Number:	01-1044
DMA/MSA:	Philadelphia, PA /Philadelphia—Wilmington-Atlantic City, PA-DE-NJ
Audit Funded By:	Mid-Atlantic Community Papers Association

**2. Rate Card and Mechanical Data**

Rate Card Effective Date:	July 4, 2008
Mechanical Data:	Four (4) columns x 9.75-inch column depth Full page: 7.25" wide X 9.75" depth.
Open Rate:	Local: \$82.84 per column inch National: \$82.84 per column inch
Insert Open Rate:	\$42.00 per thousand
Classified Rate:	\$47.08 per column inch
Volume, frequency, contract, color, and other rates may be available from the publisher.	

**3. Contact Information**

Publisher:	Doc Loughran	EMAIL: newspapermarketing@rcn.com
Advertising:	Kimberly Phillips	EMAIL: nmapubs@rcn.com
Circulation:	Kimberly Phillips	EMAIL: nmapubs@rcn.com

**4. Circulation Pricing**

Delaware County Magazine is a controlled circulation monthly without circulation pricing.  
Annual mail subscription rate: Contact Publisher



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

CVC Account Number: 01-1044		Delaware County Magazine Upper Darby, PA
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>125,473</b>
Average Gross Distribution	(5-F)	125,473
Average Net Press Run	(5-A)	125,573
<b>Audit Period Detail</b>		
A. Average Net Press Run		125,573
B. Office / File		100
C. Controlled Distribution		
1. Home Delivery		123,000
2. Controlled Bulk Delivery / Demand Distribution		1,500
3. Mail		0
4. Restock & Office Service		348
5. Other: Schools		625
TOTAL AVERAGE CONTROLLED DISTRIBUTION		125,473
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		0
E. Sponsored / Voluntary Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE SPONSORED DISTRIBUTION		0
F. Average Gross Distribution		125,473
G. Unclaimed / Returns		(0)*
<b>H. Average Net Circulation</b>		<b>125,473</b>

**6A. Audited Average Website Reporting**

	Audit Period Average
Website Unique Visitors	Not Reported
Website Page Views	Not Reported

**6B. Audited Online Edition Reporting**

	Audit Period Average
Unique Digital Edition Visitors	Not Applicable
Digital Edition Page Views	Not Applicable

## 7. Explanatory

### PARAGRAPH FIVE AUDIT PERIOD SUMMARY

AVERAGE NET CIRCULATION: See audit period detail (H).

AVERAGE GROSS DISTRIBUTION: See audit period detail (F).

NET PRESS RUN: See audit period detail (A).

### AUDIT PERIOD DETAIL

- A. 1. NET PRESS RUN: Average net press run 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. HOME 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 5E returns.
3. MAIL: Editions delivered by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses.
4. 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 5E returns.
5. OTHER: Editions distributed to schools as Newspapers in Education program and available to individual readers. Subject to paragraph 5E returns.
- D. PAID DISTRIBUTION: Editions distributed by the publisher through paid subscription or other monetary exchange with individual readers.
1. HOME DELIVERY: Editions distributed by private carrier to paid subscribers in single family residences, and/or multi-family residences, and/or businesses.
2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5E returns.
3. MAIL: Editions delivered by United States Postal Service mail to paid subscribers in single family residences, and/or multi-family residences, and/or businesses.
4. 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 5E returns.
- E. SPONSORED / VOLUNTARY PAID DISTRIBUTION: Editions distributed by the publisher that are sponsored by a third party monetary exchange.
1. HOME DELIVERY: Editions delivered by private carrier to sponsored subscribers in single family residences, and/or multi-family residences, and/or businesses.
2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers on a voluntary pay basis. Subject to paragraph 5E returns.
3. MAIL: Editions delivered by United States Postal Service mail to sponsored subscribers in single family residences, and/or multi-family residences, and/or businesses.
4. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of voluntary or sponsored newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5E returns.
- F. 1. AVERAGE GROSS DISTRIBUTION: Average gross distribution for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C)).
- G. 1. UNCLAIMED / RETURNS: Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle \*(See paragraph 12 for CVC return/unclaimed confirmation.)
- H. 1. 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)).

### PARAGRAPH SIX (A)

UNIQUE VISITORS: A unique visitor 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 visitors. Please see CVC Rules & Regulations for further information.

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

### PARAGRAPH SIX (B)

UNIQUE DIGITAL EDITION VISITORS: Unique visitors 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, within a defined time period (i.e. day, week or month).

A unique visitor counts once within the timescale. A visitor 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.



**8. Average Print Circulation History**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/09-12/31/09	CVC	125,525	125,525	-	-
01/01/08-12/31/08	CVC	121,494	122,333	125,312	125,525
01/01/07-12/31/07	CVC	123,001	122,900	122,900	121,494
01/01/06-12/31/06	CVC	121,068	120,501	120,501	120,701
07/01/05-12/31/05	CVC	No Reporting	No Reporting	119,501	120,334
07/01/04-12/31/04	CVC	-	-	82,518	82,518

**9. Distribution by Zip Code (7/1/2008 Edition)**

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
19008	Broomall	Delaware	6,440	0	0	0	6,440
19014	Aston	Delaware	6,730	0	0	0	6,730
19018	Clifton Heights	Delaware	10,275	0	0	0	10,275
19026	Drexel Hill	Delaware	12,122	0	0	0	12,122
19032	Folcroft	Delaware	2,448	0	0	0	2,448
19033	Folsom	Delaware	3,000	0	0	0	3,000
19036	Glenolden	Delaware	5,477	0	0	0	5,477
19043	Holmes	Delaware	1,058	0	0	0	1,058
19050	Lansdowne	Delaware	10,858	0	0	0	10,858
19063	Media	Delaware	10,862	0	0	0	10,862
19064	Springfield	Delaware	9,056	0	0	0	9,056
19070	Morton	Delaware	3,041	0	0	0	3,041
19073	Newtown Square	Delaware	6,063	0	0	0	6,063
19074	Norwood	Delaware	2,300	0	0	0	2,300
19076	Prospect Park	Delaware	2,600	0	0	0	2,600
19078	Ridley Park	Delaware	4,700	0	0	0	4,700
19082	Upper Darby	Delaware	12,576	0	0	0	12,576
19083	Havertown	Delaware	13,394	0	0	0	13,394
TOTAL			123,000	0	0	0	123,000

**10. Distribution by County (7/1/2008 Edition)**

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Delaware	Aston Broomall Clifton Heights Drexel Hill Folcroft Folsom Glenolden Havertown Holmes Lansdowne Media Morton Newtown Square Norwood Prospect Park Ridley Park Springfield Upper Darby	123,000	0	0	0	123,000
TOTAL		123,000	0	0	0	123,000

**11. Verification of Receivership & Readership**

**Controlled Home Delivery and Mail Distribution**

The Circulation Verification Council interviewed 818 residents in the primary market areas indicated in paragraph nine. The purpose was to identify the number of residents who indicate they receive the publication on a regular basis, and further identify the number of residents who read or look through the publication. The interviews took place throughout the audit period between the hours of 5:30 PM-8:30 PM and 10:00 AM-2:00 PM. All respondents identified themselves as 18 or older.

1. Delaware County Magazine is distributed regularly in your area. Do you receive Delaware County Magazine on a regular basis?
2. (If response to #1 was YES) Do you or someone in your household regularly read or look through Delaware County Magazine?

**CVC interviews indicate that 787 of 818 households or 96.2% indicated they receive Delaware County Magazine on a regular basis.**

**CVC interviews indicate that 596 of 787 or 75.7% indicate they regularly read or look through Delaware County Magazine.**

\*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 +/-2.5%.

**12. Verification of Distribution**

**Controlled Bulk / Demand Distribution**

**Delaware County Magazine did not report significant controlled bulk / demand distribution, or single copy distribution during the audit cycle. Sixty distribution locations received an average 1,500 copies per edition during the audit cycle.**

**13. Paid Reporting Analysis**

<b>HOME DELIVERY</b>	Basic Rates: N/A
	<b>AVERAGE NUMBER OF SUBSCRIPTIONS</b>
Full Basic Rate	0
Over 75% of basic rate	0
Over 50% of basic rate	0
Under 50% of basic rate	0
<b>MAIL</b>	Basic Rates: N/A
	<b>AVERAGE NUMBER OF SUBSCRIPTIONS</b>
Full Basic Rate	0
Over 75% of basic rate	0
Over 50% of basic rate	0
Under 50% of basic rate	0
<b>SINGLE COPY</b>	COVER PRICE: N/A
	AVERAGE WHOLESALE RATE: N/A
<b>OTHER:</b>	



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#### 14. Council Audit Statement

Circulation Verification Council (CVC) reviewed the printing, distribution, circulation, 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 Requirements. In our opinion, this report fairly and accurately represents the publication's printing, distribution, and circulation for the period indicated.



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**The current status of this report expires March 31, 2011.**  
If this report is presented after March 31, 2011 please call the toll-free number listed below.

**Delaware County Magazine – Upper Darby, PA – 01-1044 - Supplemental Readership Study**

The Circulation Verification Council interviewed 818 residents in the primary market areas indicated in publication’s CVC audit report. The purpose was to identify the number of residents who indicate they receive the publication on a regular basis, identify the number of residents who read or look through the publication, and gather readership study information useful for advertising purchase decisions. Market statistics estimates appearing in CVC reports are obtained from EASI Software. The population studied consisted of adults age 18 and over, living in households within the survey area. Within this area, each household and each adult within the household had a known (or “non-zero”) probability of being selected for the sample. Interviews were conducted solely with pre-designated respondents and no substitutions were permitted. The verification and readership study took place throughout the audit cycle between the hours of 5:30 PM and 8:30 PM and 10:00 AM and 2:00 PM. Initial interview attempts were spread evenly across all survey days (i.e., Tuesday through Saturday). A minimum of 250 completed interviews is required with no more than one interview per household. Interview Procedures: To ensure the highest degree of comparability and to facilitate the auditing process, a standard, consistent, specified list of interview questions was asked. Interviews were conducted by CVC with supervision, interview training, and monitoring capabilities. Interviews were conducted over a minimum period of four weeks to minimize the impact of weather and/or special events. Every effort was made to ensure that interviews were assigned randomly by day and that an approximately equal number of interviews were completed on each interviewing 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 six attempts were made to contact all pre-designated respondents. The telephone rang a minimum of six times each time a number was dialed before the attempt was classified as a “no answer.” Each number was dialed at different times and, as necessary, on different days. Every effort was made to surmount language, cultural, behavioral and other barriers to a successful interview; and to the extent feasible, callbacks were scheduled on a random basis. At least one callback attempt per respondent was made on a weekend. During the interview process, no questions were asked prior to the publication readership question, with the exception of a qualifying question designed to determine the ZIP code of recipient residence; and a general warm-up call explanation designed to put the respondent at ease. Warm-up questions did not include any reference to the publication itself or the nature of the study. This study followed recommended guidelines developed in part from the Advertising Research Foundation (ARF) readership 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 +/-2.5 at the 95% confidence level. \*596 Survey respondents were interviewed during the verification of home 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.

• **Average readers per edition during the audit period: 1.775\***  
\*Readership estimates compiled from 2009 CVC circulation & readership study data.

1. Delaware County Magazine is distributed regularly in your area. Does your household regularly receive Delaware County Magazine?

YES	787	96.2%
NO	31	03.8%

2. Do you or someone in your household regularly read or look through Delaware County Magazine?

YES	596	75.7%
NO	191	24.3%

3. Do you frequently purchase products or services from ads seen in Delaware County Magazine?

YES	495	83.1%
NO	101	16.9%

4. How long do you keep Delaware County Magazine before discarding it?

56%	Two weeks or less
11%	Three weeks
28%	One month
05%	More than one month

5. Please select the category that best describes your age.

Reader Demographics	Market Demographics
01%	04% 18 - 20
03%	06% 21 - 24
19%	16% 25 - 34
24%	19% 35 - 44
25%	19% 45 - 54
20%	14% 55 - 64
04%	10% 65 - 74
04%	12% 75 years or older



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

Reader Demographics	Market Demographics	
06%	16%	Under \$25,000
21%	23%	\$25,001 - \$49,999
24%	20%	\$50,000 - \$74,999
25%	16%	\$75,000 - \$99,999
18%	16%	\$100,000 - \$149,999
06%	09%	Over \$150,000

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

Reader Demographics	Market Demographics	
04%	10%	Some High School or Less
21%	32%	Graduated High School
34%	26%	Some College
33%	20%	Graduated College
08%	12%	Completed Post Graduate




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

		(% = Positive respondents)
12%	New Automobile	
11%	Used Automobile	
14%	Antiques / Auctions	
42%	Furniture / Home Furnishings	
19%	Major Home Appliance	
16%	Home Computers	
44%	Home Improvements / Supplies	
38%	Television / Electronics	
20%	Carpet / Flooring	
54%	Automobile Accessories (tires, brakes & service)	
61%	Lawn & Garden	
34%	Florist / Gift Shops	
32%	Home Heating / Air Conditioning (service, new equipment)	
48%	Vacations / Travel	
04%	Real Estate	
88%	Men's Apparel	
93%	Women's Apparel	
54%	Children's Apparel	
02%	Boats / Personal Watercraft	
21%	Art & Crafts Supplies	
32%	Childcare	
41%	Education / Classes	
14%	Attorney	
20%	Veterinarian	
15%	Chiropractor	
23%	Financial Planner (Retirement, Investing)	
66%	Tax Advisor / Services	
35%	Health Club / Exercise Class	
51%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)	
04%	Weight Loss	
45%	Lawn Care Service (Maintenance & Landscaping)	
53%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)	
64%	Pharmacist / Prescription Service	
21%	Cellular Phone New/Update Service	
79%	Dining & Entertainment	
21%	Jewelry	
09%	Wedding Supplies	
44%	Athletic & Sports Equipment	



Delaware County Magazine  
 Upper Darby, Pennsylvania  
 01-1044

Key to Features

-  State Boundary
-  County Boundary
-  Zip Code Boundary

