

Audit Period: January 1, 2008 – December 31, 2008

Daytona Pennysaver

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Ormond Beach, FL 32174 (32175)
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1. Publication Information

Average Net Circulation:	81,249 (Print Edition)
Number of Editions:	One
Format / Average Page Count:	Tabloid / 92 Pages
Circulation Cycle:	Weekly
Circulation Day / Time:	Wednesday / By 9 AM
Ownership:	News Journal Corporation
Year Established:	1981
Publication Type:	Shopper
Content:	98% Advertising / 2% Editorial
Circulation Paid/Unpaid:	100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods:	82% Home Delivery / 0% Mail / 16% Controlled Bulk
Insert Zoning Available:	Yes - Zip Code
CVC Member Number:	15-0076
DMA/MSA:	Orlando, FL / Daytona Beach, FL
Audit Funded By:	Community Papers of Florida Southeastern Advertising Publishers Association

2. Rate Card and Mechanical Data

Rate Card Effective Date:	January 1, 2009
Mechanical Data:	Seven (7) columns x 11.5-inch column depth Full page: 9.8125" wide X 11.5" depth.
Open Rate:	Local: \$21.30 per column inch National: \$21.30 per column inch
Insert Open Rate:	\$35.00 per thousand
Classified Rate:	\$25.00 for up to 25 words
Volume, frequency, contract, color, and other rates may be available from the publisher.	

3. Contact Information

Publisher:	Lenny Marsh	EMAIL: lenny.marsh@psavers.com
Advertising:	Kelli Hull	EMAIL: kelli.hull@psavers.com
Circulation:	Jon Riddell	EMAIL: jon.riddell@psavers.com

4. Circulation Pricing

Daytona Pennysaver is a controlled circulation weekly without circulation pricing. Annual mail subscription rate: Contact Publisher



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

CVC Account Number: 15-0076		Daytona Pennysaver Ormond Beach, FL
Audit Period Summary		
Average Net Circulation	(5-H)	81,249
Average Gross Distribution	(5-F)	81,249
Average Net Press Run	(5-A)	81,506
Audit Period Detail		
A. Average Net Press Run		81,506
B. Office / File		257
C. Controlled Distribution		
1. Home Delivery		66,774
2. Controlled Bulk Delivery / Demand Distribution		12,973
3. Mail		0
4. Restock & Office Service		1,502
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		81,249
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		81,249
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		81,249

6A. Audited Average Website Reporting

	Audit Period Average
Website Unique Visitors	23,615
Website Page Views	178,810

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.
- 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.
5. OTHER:
- 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
01/01/08-12/31/08	CVC	81,354	81,311	81,238	81,093
01/01/07-12/31/07	CVC	75,700	75,700	80,358	81,192
01/01/06-12/31/06	CVC	78,602	79,477	79,400	79,400
01/01/05-12/31/05	CVC	77,449	77,862	78,535	78,400
01/01/04-12/31/04	CVC	78,100	77,677	77,600	77,604
01/01/03-12/31/03	CVC	77,900	77,900	-	78,300
01/01/02-12/31/02	CVC	75,900	75,900	75,900	77,900
07/01/01-12/31/01	CVC	-	-	74,200	74,200

9. Distribution by Zip Code (6/18/2008 Edition)

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
32114	Daytona Beach	Volusia	7,600	3,800	0	200	11,600
32117	Holly Hill	Volusia	7,300	0	0	100	7,400
32118	Daytona Beach	Volusia	4,550	4,150	0	100	8,800
32119	South Daytona	Volusia	12,250	1,400	0	100	13,750
32124	Daytona Beach	Volusia	4,150	1,500	0	100	5,750
32127	Ponce Inlet	Volusia	11,250	0	0	100	11,350
32174	Ormond Beach	Volusia	14,250	2,450	0	200	16,900
32176	Ormond Beach	Volusia	5,550	0	0	100	5,650
TOTAL			66,900	13,300	0	1,000	81,200

10. Distribution by County (6/18/2008 Edition)

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Volusia	Daytona Beach Holly Hill Ormond Beach Ponce Inlet South Daytona	66,900	13,300	0	1,000	81,200
TOTAL		66,900	13,300	0	1,000	81,200

11. Verification of Receivership & Readership

Controlled Home Delivery and Mail Distribution

The Circulation Verification Council interviewed 816 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. Daytona Pennysaver is distributed regularly in your area. Do you receive Daytona Pennysaver on a regular basis?

2. (If response to #1 was YES) Do you or someone in your household regularly read or look through Daytona Pennysaver?

CVC interviews indicate that 753 of 816 households or 92.3% indicated they receive Daytona Pennysaver on a regular basis.

CVC interviews indicate that 572 of 753 or 76.0% indicate they regularly read or look through Daytona Pennysaver.

*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

The Circulation Verification Council interviewed and/or visited controlled bulk/demand distribution locations chosen randomly from the publication's delivery list. The purpose was to identify the number of locations who indicate they receive the publication on a regular basis, and further verify the number of publications distributed at the beginning of the edition cycle, and the number of editions left unclaimed by readers at the end of the edition cycle.

CVC interviews indicate that 100% of reported controlled bulk drop locations indicated they received Daytona Pennysaver on a regular basis.

CVC interviews indicate that less than 15% of Daytona Pennysaver's controlled bulk distributed editions are returned to the publisher unclaimed after the edition cycle.

13. Paid Reporting Analysis

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

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.



www.cvcaudit.com

The current status of this report expires March 31, 2010.

If this report is presented after March 31, 2010 please call the toll-free number listed below.



Daytona Pennysaver – Ormond Beach, FL – 15-0076 - Supplemental Readership Study

The Circulation Verification Council interviewed 816 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. *572 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: 1.875***
*Readership estimates compiled from 2009 CVC circulation & readership study data.

1. Daytona Pennysaver is distributed regularly in your area. Does your household regularly receive Daytona Pennysaver?

YES	753	92.3%
NO	63	07.7%

2. Do you or someone in your household regularly read or look through Daytona Pennysaver?

YES	572	76.0%
NO	181	24.0%

3. Do you frequently purchase products or services from ads seen in Daytona Pennysaver?

YES	468	81.8%
NO	104	18.2%

4. How long do you keep Daytona Pennysaver before discarding it?

49%	1-2 Days
32%	3-4 Days
11%	5-6 Days
08%	1 Week or More

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

Reader Demographics	Market Demographics
01%	05% 18 - 20
07%	07% 21 - 24
16%	12% 25 - 34
22%	15% 35 - 44
20%	18% 45 - 54
17%	16% 55 - 64
10%	13% 65 - 74
07%	14% 75 years or older

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

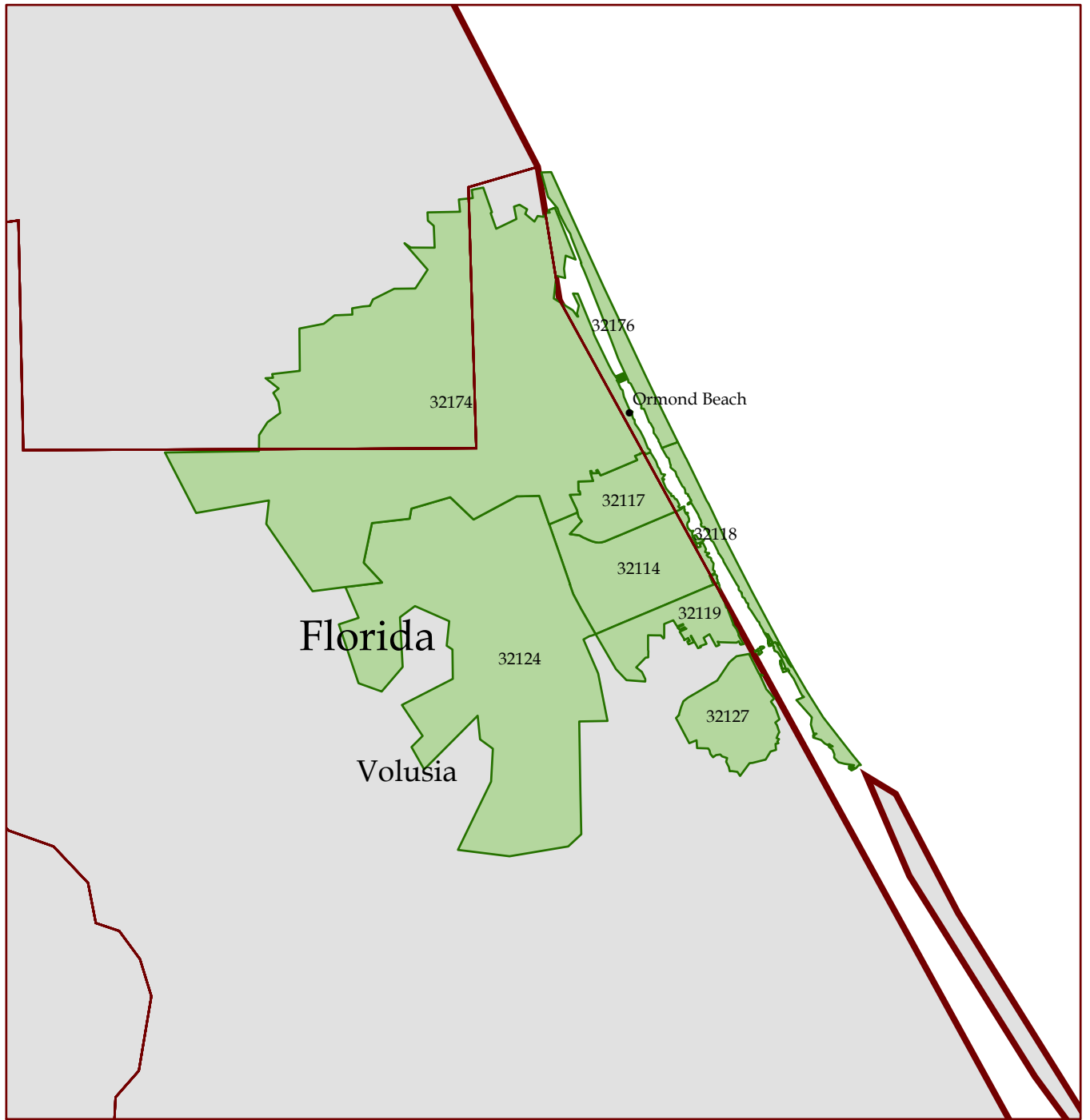
Reader Demographics	Market Demographics	
17%	29%	Under \$25,000
37%	30%	\$25,001 - \$49,999
22%	18%	\$50,000 - \$74,999
13%	11%	\$75,000 - \$99,999
09%	08%	\$100,000 - \$149,999
02%	04%	Over \$150,000

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

Reader Demographics	Market Demographics	
05%	15%	Some High School or Less
30%	30%	Graduated High School
38%	34%	Some College
23%	14%	Graduated College
04%	07%	Completed Post Graduate




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

		(% = Positive respondents)
09%	New Automobile	
10%	Used Automobile	
12%	Antiques / Auctions	
38%	Furniture / Home Furnishings	
10%	Major Home Appliance	
12%	Home Computers	
38%	Home Improvements / Supplies	
34%	Television / Electronics	
19%	Carpet / Flooring	
54%	Automobile Accessories (tires, brakes & service)	
72%	Lawn & Garden	
32%	Florist / Gift Shops	
39%	Home Heating / Air Conditioning (service, new equipment)	
42%	Vacations / Travel	
03%	Real Estate	
78%	Men's Apparel	
86%	Women's Apparel	
42%	Children's Apparel	
02%	Boats / Personal Watercraft	
24%	Art & Crafts Supplies	
23%	Childcare	
29%	Education / Classes	
12%	Attorney	
19%	Veterinarian	
18%	Chiropractor	
21%	Financial Planner (Retirement, Investing)	
70%	Tax Advisor / Services	
25%	Health Club / Exercise Class	
43%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)	
05%	Weight Loss	
32%	Lawn Care Service (Maintenance & Landscaping)	
71%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)	
69%	Pharmacist / Prescription Service	
22%	Cellular Phone New/Update Service	
78%	Dining & Entertainment	
17%	Jewelry	
07%	Wedding Supplies	
33%	Athletic & Sports Equipment	



Daytona Pennysaver
Ormond Beach, Florida
15-0076

Key to Features

-  State Boundary
-  County Boundary
-  Zip Code Boundary

