

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

New Smyrna Pennysaver

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1. Publication Information

Average Net Circulation:	27,446 (Print Edition)
Number of Editions:	One
Format / Average Page Count:	Broadsheet / 72 Pages
Circulation Cycle:	Weekly
Circulation Day / Time:	Wednesday / By 5 PM
Ownership:	Daytona News Journal
Year Established:	1982
Publication Type:	Shopper
Content:	100% Advertising / 0% Editorial
Circulation Paid/Unpaid:	100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods:	74% Home Delivery / 1% Mail / 25% Controlled Bulk
Insert Zoning Available:	Yes - ZIP Code / Zone / Route
CVC Member Number:	15-0071
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: \$12.65 per column inch National: \$14.55 per column inch
Insert Open Rate:	\$35.00 per thousand
Classified Rate:	\$15.00 for up to 25 words

Volume, frequency, contract, color, and other rates may be available from the publisher.

3. Contact Information

General Sales Manager:	Douglas Hodson	EMAIL: doug.hodson@psavers.com
Advertising:	Douglas Hodson	EMAIL: doug.hodson@psavers.com
Circulation:	Jon Riddell	EMAIL: jon.riddell@psavers.com

4. Circulation Pricing

New Smyrna Pennysaver is a controlled circulation weekly without circulation pricing. Annual mail subscription rate: \$104.00



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

CVC Account Number: 15-0071		New Smyrna Pennysaver New Smyrna Beach, FL
Audit Period Summary		
Average Net Circulation	(5-H)	27,446
Average Gross Distribution	(5-F)	27,621
Average Net Press Run	(5-A)	27,833
Audit Period Detail		
A. Average Net Press Run		27,833
B. Office / File		212
C. Controlled Distribution		
1. Home Delivery		20,338
2. Controlled Bulk Delivery / Demand Distribution		7,021
3. Mail		4
4. Restock & Office Service		258
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		27,621
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		27,621
G. Unclaimed / Returns		(175)*
H. Average Net Circulation		27,446

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.
- 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.
5. OTHER:
- 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	28,130	27,738	27,088	26,827
01/01/07-12/31/07	CVC	28,955	28,656	28,229	28,191
01/01/06-12/31/06	CVC	29,048	28,913	28,810	28,873
01/01/05-12/31/05	CVC	28,929	28,892	28,811	28,835
01/01/04-12/31/04	CVC	29,000	29,072	27,945	28,739
01/01/03-12/31/03	CVC	28,737	29,101	28,523	28,670
01/01/02-12/31/02	CVC	29,314	28,170	27,820	28,068
07/01/01-12/31/01	CVC	-	-	27,443	27,443

9. Distribution by Zip Code (6/25/2008 Edition)

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
32132	Edgewater	Volusia	2,775	200	0	0	2,975
32141	Edgewater	Volusia	6,050	1,100	0	0	7,150
32168	New Smyrna Beach	Volusia	7,800	4,075	10	115	12,000
32169	New Smyrna Beach	Volusia	4,000	475	0	0	4,475
32759	Oak Hill	Volusia	900	200	0	0	1,100
TOTAL			21,525	6,050	10	115	27,700

10. Distribution by County (6/25/2008 Edition)

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Volusia	Edgewater New Smyrna Beach Oak Hill	21,525	6,050	10	115	27,700
TOTAL		21,525	6,050	10	115	27,700

11. Verification of Receivership & Readership

Controlled Home Delivery and Mail Distribution

The Circulation Verification Council interviewed 333 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. New Smyrna Pennysaver is distributed regularly in your area. Do you receive New Smyrna Pennysaver on a regular basis?
2. (If response to #1 was YES) Do you or (someone in your household regularly read or look through New Smyrna Pennysaver?

CVC interviews indicate that 325 of 333 households or 97.6% indicated they receive New Smyrna Pennysaver on a regular basis.

CVC interviews indicate that 261 of 325 or 80.3% indicate they regularly read or look through New Smyrna 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%.



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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 New Smyrna Pennysaver on a regular basis.

CVC interviews indicate that less than 3% of New Smyrna 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: \$104.00 / 1-Year
	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.



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.



New Smyrna Pennysaver – New Smyrna Beach, FL – 15-0071 - Supplemental Readership Study

The Circulation Verification Council interviewed 333 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. *261 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: 1.75***
*Readership estimates compiled from 2009 CVC circulation & readership study data.

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

YES	325	97.6%
NO	8	02.4%

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

YES	261	80.3%
NO	64	19.7%

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

YES	236	90.4%
NO	25	09.6%

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

53%	1-2 Days
18%	3-4 Days
08%	5-6 Days
21%	1 Week or More

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

Reader Demographics	Market Demographics	
00%	03%	18 - 20
04%	04%	21 - 24
15%	10%	25 - 34
19%	14%	35 - 44
21%	18%	45 - 54
20%	19%	55 - 64
15%	17%	65 - 74
06%	15%	75 years or older

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

Reader Demographics	Market Demographics	
24%	24%	Under \$25,000
37%	33%	\$25,001 - \$49,999
19%	20%	\$50,000 - \$74,999
13%	12%	\$75,000 - \$99,999
06%	07%	\$100,000 - \$149,999
01%	04%	Over \$150,000

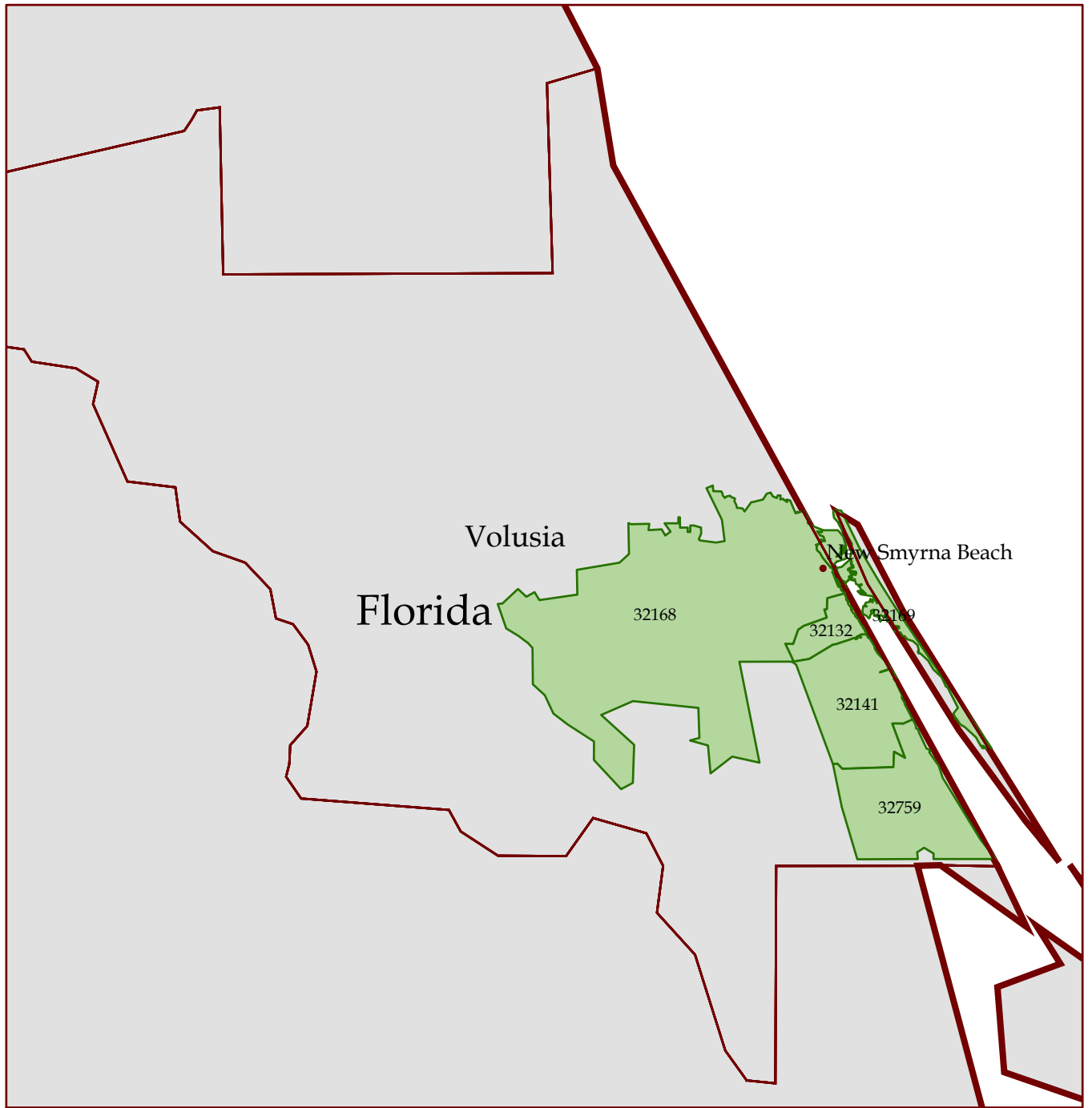
7. What is the highest level of education you have obtained?

Reader Demographics	Market Demographics	
04%	15%	Some High School or Less
34%	33%	Graduated High School
38%	34%	Some College
21%	12%	Graduated College
03%	06%	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
11%	Used Automobile
13%	Antiques / Auctions
34%	Furniture / Home Furnishings
19%	Major Home Appliance
14%	Home Computers
32%	Home Improvements / Supplies
34%	Television / Electronics
19%	Carpet / Flooring
61%	Automobile Accessories (tires, brakes & service)
49%	Lawn & Garden
61%	Florist / Gift Shops
39%	Home Heating / Air Conditioning (service, new equipment)
41%	Vacations / Travel
03%	Real Estate
72%	Men's Apparel
79%	Women's Apparel
28%	Children's Apparel
02%	Boats / Personal Watercraft
34%	Art & Crafts Supplies
15%	Childcare
29%	Education / Classes
10%	Attorney
19%	Veterinarian
17%	Chiropractor
18%	Financial Planner (Retirement, Investing)
61%	Tax Advisor / Services
33%	Health Club / Exercise Class
41%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
08%	Weight Loss
28%	Lawn Care Service (Maintenance & Landscaping)
61%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
64%	Pharmacist / Prescription Service
21%	Cellular Phone New/Update Service
72%	Dining & Entertainment
14%	Jewelry
06%	Wedding Supplies
37%	Athletic & Sports Equipment



New Smyrna Pennysaver
New Smyrna Beach, Florida
15-0071

Key to Features

-  State Boundary
-  County Boundary
-  Zip Code Boundary

