

Audit Period: April 1, 2007 – December 31, 2008

Putnam Pennysaver

1095 N Highway 19
Palatka, FL 32177
(386) 328-4649
(386) 325-4617 FAX

EMAIL: pennysave@gbso.net
www.floridapennysavers.com

1. Publication Information

Average Net Circulation:	23,063 (Print Edition)
Number of Editions:	One
Format / Average Page Count:	Tabloid / 28 Pages
Circulation Cycle:	Weekly
Circulation Day / Time:	Wednesday / By 3 PM
Ownership:	Volusia Pennysaver, Inc.
Year Established:	1984
Publication Type:	Shopper
Content:	90% Advertising / 10% Editorial
Circulation Paid/Unpaid:	100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods:	62% Home Delivery / 0% Mail / 38% Controlled Bulk
Insert Zoning Available:	Yes - ZIP Code
CVC Member Number:	15-0078
DMA/MSA:	Jacksonville, FL
Audit Funded By:	Community Papers of Florida

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: 9.833" wide X 11.5" depth.
Open Rate:	Local: \$10.25 per column inch National: \$10.25 per column inch
Insert Open Rate:	\$30.00 per thousand
Classified Rate:	\$11.50 for up to 20 words

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

3. Contact Information

Publisher:	John Blume	EMAIL: john.blume@psavers.com
Advertising:	John Blume	EMAIL: john.blume@psavers.com
Circulation:	Daniel Bomberry	EMAIL: daniel.bomberry@psavers.com

4. Circulation Pricing

Putnam Pennysaver is a controlled circulation weekly without circulation pricing. Annual mail subscription rate: \$78.00



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

CVC Account Number: 15-0078		Putnam Pennysaver Palatka, FL
Audit Period Summary		
Average Net Circulation	(5-H)	23,063
Average Gross Distribution	(5-F)	23,848
Average Net Press Run	(5-A)	25,034
Audit Period Detail		
A. Average Net Press Run		25,034
B. Office / File		1,186
C. Controlled Distribution		
1. Home Delivery		14,802
2. Controlled Bulk Delivery / Demand Distribution		8,996
3. Mail		0
4. Restock & Office Service		50
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		23,848
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		23,848
G. Unclaimed / Returns		(785)*
H. Average Net Circulation		23,063

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.
- 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	23,352	22,688	23,027	23,103
01/01/07-12/31/07	CVC	23,127	23,063	23,103	23,109
01/01/06-12/31/06	CVC	23,134	23,175	23,179	23,132
01/01/05-12/31/05	CVC	22,425	22,960	22,919	23,025
01/01/04-12/31/04	CVC	22,276	22,276	22,276	22,276
01/01/03-12/31/03	CVC	22,255	22,235	22,207	22,327
01/01/02-12/31/02	CVC	22,207	22,207	22,207	22,200
07/01/01-12/31/01	CVC	-	-	21,573	21,732

9. Distribution by Zip Code (7/24/2008 Edition)

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
32007	Bostwick	Putnam	700	150	0	0	850
32043	Green Cove Springs	Clay	200	1,350	0	0	1,550
32112	Crescent City	Putnam	900	560	0	0	1,460
32131	East Palatka	Putnam	850	450	0	0	1,300
32138	Grandin	Putnam	100	75	0	0	175
32139	Georgetown	Putnam	300	175	0	0	475
32140	Florahome	Putnam	250	100	0	0	350
32147	Hollister	Putnam	200	125	0	0	325
32148	Interlachen	Putnam	2,700	670	0	0	3,370
32157	Lake Como	Putnam	125	275	0	0	400
32177	Palatka	Putnam	4,985	2,800	0	0	7,785
32181	Pomona Park	Putnam	0	360	0	0	360
32185	Putnam Hall	Putnam	0	50	0	0	50
32187	San Mateo	Putnam	750	550	0	0	1,300
32189	Satsuma	Putnam	1,600	340	0	0	1,940
32193	Welaka	Putnam	250	160	0	0	410
32640	Hawthorne	Alachua	0	450	0	0	450
32656	Keystone Heights	Clay	0	450	0	0	450
32666	Melrose	Putnam	200	100	0	0	300
Misc.	Assorted	Assorted	0	0	0	50	50
TOTAL			14,110	9,190	0	50	23,350



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10. Distribution by County (7/24/2008 Edition)

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Alachua	Hawthorne	0	450	0	0	450
Clay	Green Cove Springs Keystone Heights	200	1,800	0	0	2,000
Putnam	Bostwick Crescent City East Palatka Florahome Georgetown Grandin Hollister Interlachen Lake Como Melrose Palatka Pomona Park Putnam Hall San Mateo Satsuma Welaka	13,910	6,940	0	0	20,850
Misc.	Assorted	0	0	0	50	50
TOTAL		14,110	9,190	0	50	23,350

11. Verification of Receivership & Readership

Controlled Home Delivery and Mail Distribution

The Circulation Verification Council interviewed 347 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.

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

CVC interviews indicate that 326 of 347 households or 93.9% indicated they receive Putnam Pennysaver on a regular basis.

CVC interviews indicate that 233 of 326 or 71.5% indicate they regularly read or look through Putnam 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 Putnam Pennysaver on a regular basis.

CVC interviews indicate that less than 10% of Putnam 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: \$78.00 / 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.



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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.

Putnam Pennysaver – Palatka, FL – 15-0078 - Supplemental Readership Study

The Circulation Verification Council interviewed 347 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. *233 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: 1.675***
*Readership estimates compiled from 2009 CVC circulation & readership study data.

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

YES	326	93.9%
NO	21	06.1%

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

YES	233	71.5%
NO	93	28.5%

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

YES	172	73.8%
NO	61	26.2%

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

59%	1-2 Days
21%	3-4 Days
10%	5-6 Days
10%	1 Week or More

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

Reader Demographics	Market Demographics
30%	31% Under \$25,000
42%	29% \$25,001 - \$49,999
16%	18% \$50,000 - \$74,999
08%	11% \$75,000 - \$99,999
03%	08% \$100,000 - \$149,999
01%	03% Over \$150,000



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

Reader Demographics	Market Demographics	
10%	22%	Some High School or Less
39%	36%	Graduated High School
33%	29%	Some College
16%	08%	Graduated College
02%	05%	Completed Post Graduate

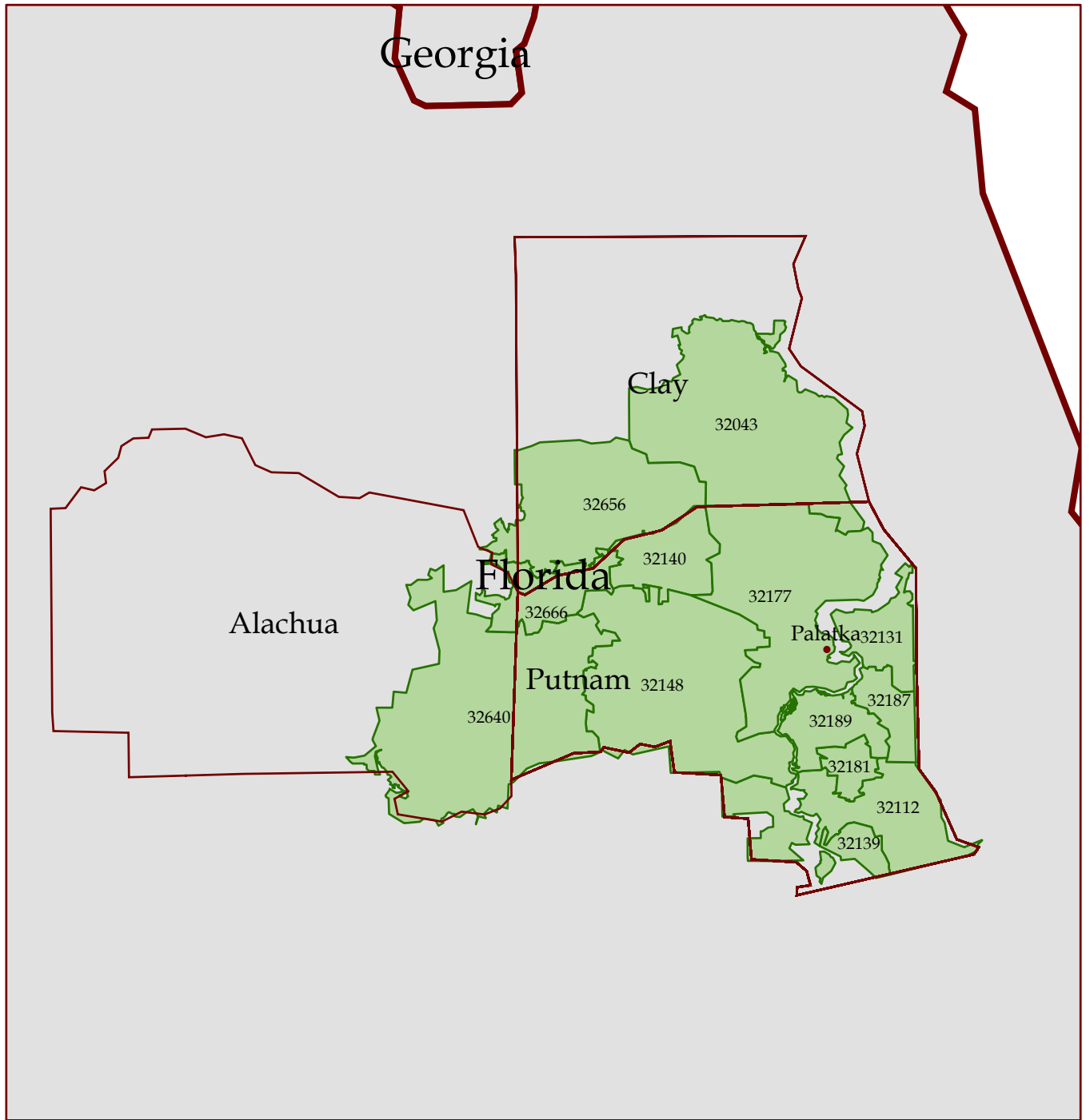
7. Please select the category that best describes your age.

Reader Demographics	Market Demographics	
01%	04%	18 - 20
02%	07%	21 - 24
18%	13%	25 - 34
24%	17%	35 - 44
23%	19%	45 - 54
20%	18%	55 - 64
08%	12%	65 - 74
04%	10%	75 years or older

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




(% = Positive respondents)

07%	New Automobile
12%	Used Automobile
14%	Antiques / Auctions
35%	Furniture / Home Furnishings
17%	Major Home Appliance
12%	Home Computers
32%	Home Improvements / Supplies
39%	Television / Electronics
14%	Carpet / Flooring
46%	Automobile Accessories (tires, brakes & service)
45%	Lawn & Garden
25%	Florist / Gift Shops
32%	Home Heating / Air Conditioning (service, new equipment)
37%	Vacations / Travel
03%	Real Estate
68%	Men's Apparel
81%	Women's Apparel
30%	Children's Apparel
02%	Boats / Personal Watercraft
17%	Art & Crafts Supplies
16%	Childcare
22%	Education / Classes
07%	Attorney
19%	Veterinarian
13%	Chiropractor
12%	Financial Planner (Retirement, Investing)
39%	Tax Advisor / Services
22%	Health Club / Exercise Class
30%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
05%	Weight Loss
21%	Lawn Care Service (Maintenance & Landscaping)
63%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
58%	Pharmacist / Prescription Service
19%	Cellular Phone New/Update Service
63%	Dining & Entertainment
10%	Jewelry
04%	Wedding Supplies
33%	Athletic & Sports Equipment



Putnam Pennysaver
 Palatka, Florida
 15-0078

Key to Features

-  State Boundary
-  County Boundary
-  Zip Code Boundary

