

Audit Period: April 1, 2008 – March 31, 2009

West Volusia Pennysaver

1422 N Woodland Blvd (PO Box 3536)
DeLand, FL 32720 (32721-3536)
(386) 736-2880
(386) 736-3587 FAX

www.floridapennysavers.com

1. Publication Information

Average Net Circulation:	52,053 (Wed.) / 51,785 (Sat.) (Print Editions)
Number of Editions:	Two
Format / Average Page Count:	Tabloid / 64 Pages
Circulation Cycle:	Twice-Weekly
Circulation Day / Time:	Wednesday & Saturday / By 11 AM
Ownership:	News-Journal Corporation
Year Established:	1971
Publication Type:	Shopper
Content:	100% Advertising / 0% Editorial
Circulation Paid/Unpaid:	100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods:	89% Home Delivery / 0% Mail / 11% Controlled Bulk
Insert Zoning Available:	Yes - ZIP Code / County / Route / Zone
CVC Member Number:	15-0039 and 15-0223
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: 9.8333" wide X 11.5" depth.
Open Rate:	Local: \$18.75 per column inch (Wednesday) Local: \$15.00 per column inch (Saturday) National: \$18.75 per column inch (Wednesday) National: \$15.00 per column inch (Saturday)
Insert Open Rate:	\$25.00-\$35.00 per thousand
Classified Rate:	\$13.75 - \$17.75 for up to 25 words

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

3. Contact Information

General Sales Manager:	Kathleen Mason	EMAIL: kathleen.mason@psavers.com
Advertising:	Kathleen Mason	EMAIL: kathleen.mason@psavers.com
Circulation:	Jon Riddell	EMAIL: jon.riddell@psavers.com

4. Circulation Pricing

West Volusia Pennysaver is a controlled circulation twice-weekly without circulation pricing.
Annual mail subscription rate: Contact Publisher



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

CVC Account Number: 15-0039		West Volusia Pennysaver-Wednesday DeLand, FL
Audit Period Summary		
Average Net Circulation	(5-H)	52,053
Average Gross Distribution	(5-F)	52,495
Average Net Press Run	(5-A)	52,558
Audit Period Detail		
A. Average Net Press Run		52,558
B. Office / File		63
C. Controlled Distribution		
1. Home Delivery		46,983
2. Controlled Bulk Delivery / Demand Distribution		5,512
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		52,495
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		52,495
G. Unclaimed / Returns		(442)*
H. Average Net Circulation		52,053



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

CVC Account Number: 15-0223		West Volusia Pennysaver-Saturday DeLand, FL
Audit Period Summary		
Average Net Circulation	(5-H)	51,785
Average Gross Distribution	(5-F)	52,207
Average Net Press Run	(5-A)	52,270
Audit Period Detail		
A. Average Net Press Run		52,270
B. Office / File		63
C. Controlled Distribution		
1. Home Delivery		46,874
2. Controlled Bulk Delivery / Demand Distribution		5,333
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		52,207
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		52,207
G. Unclaimed / Returns		(422)*
H. Average Net Circulation		51,785

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.

8A. Average Print Circulation History - Wednesday

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/09-03/31/09	CVC	49,709	-	-	-
01/01/08-12/31/08	CVC	63,026	59,097	49,771	49,634
01/01/07-12/31/07	CVC	63,736	64,189	63,750	63,575
01/01/06-12/31/06	CVC	50,811	50,775	50,759	50,774
01/01/05-12/31/05	CVC	50,828	50,834	50,832	50,835
01/01/04-12/31/04	CVC	50,787	50,740	50,762	50,753
01/01/03-12/31/03	CVC	49,992	49,965	50,110	50,794
01/01/02-12/31/02	CVC	50,769	49,978	50,006	49,924
07/01/01-12/31/01	CVC	-	-	49,797	49,918

8B. Average Print Circulation History – Saturday

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/09-03/31/09	CVC	49,685	-	-	-
01/01/08-12/31/08	CVC	62,810	58,029	49,742	49,684
01/01/07-12/31/07	CVC	64,031	64,161	63,504	63,177
01/01/06-12/31/06	CVC	54,535	54,567	54,556	54,482
01/01/05-12/31/05	CVC	54,480	54,480	54,518	54,606
01/01/04-12/31/04	CVC	54,465	54,433	54,388	54,399
01/01/03-12/31/03	CVC	54,274	54,187	54,259	54,484
01/01/02-12/31/02	CVC	54,854	54,352	54,304	54,247
07/01/01-12/31/01	CVC	-	-	54,051	54,095

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

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
32102	Astor	Lake	300	0	0	0	300
32105	Barberville	Volusia	300	0	0	0	300
32130	De Leon Springs	Volusia	1,050	0	0	0	1,050
32180	Pierson	Volusia	200	0	0	0	200
32190	Seville	Volusia	200	0	0	0	200
32713	Debary	Volusia	3,950	450	0	0	4,400
32720	Deland	Volusia	6,850	1,000	0	0	7,850
32724	Deland	Volusia	6,800	1,000	0	0	7,800
32725	Deltona	Volusia	10,250	650	0	0	10,900
32738	Deltona	Volusia	9,950	350	0	0	10,300
32744	Lake Helen	Volusia	1,050	0	0	0	1,050
32763	Orange City	Volusia	4,250	550	0	0	4,800
32764	Osteen	Volusia	850	0	0	0	850
TOTAL			46,000	4,000	0	0	50,000



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11. Verification of Receivership & Readership

Controlled Home Delivery and Mail Distribution

The Circulation Verification Council interviewed 569 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. West Volusia Pennysaver is distributed regularly in your area. Do you receive West Volusia Pennysaver on a regular basis?
2. (If response to #1 was YES) Do you or someone in your household regularly read or look through West Volusia Pennysaver?

CVC interviews indicate that 577 of 599 households or 96.3% indicated they receive West Volusia Pennysaver on a regular basis.

CVC interviews indicate that 418 of 577 or 72.4% indicate they regularly read or look through West Volusia 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 West Volusia Pennysaver on a regular basis.

CVC interviews indicate that less than 9% of West Volusia 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.



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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.

West Volusia Pennysaver – Deland, FL – 15-0039 & 15-0223 - Supplemental Readership Study

The Circulation Verification Council interviewed 599 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. *418 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. West Volusia Pennysaver is distributed regularly in your area. Does your household regularly receive West Volusia Pennysaver?

YES	577	96.3%
NO	22	03.7%
2. Do you or someone in your household regularly read or look through West Volusia Pennysaver?

YES	418	72.4%
NO	159	27.6%
3. Do you frequently purchase products or services from ads seen in West Volusia Pennysaver?

YES	347	83.0%
NO	71	17.0%
4. How often do you read the classified advertisements in West Volusia Pennysaver?

32%	Always
39%	Often
19%	Seldom
10%	Never
5. How often do you shop using coupons?

26%	Always
44%	Often
18%	Seldom
12%	Never
6. Do you have a paid daily newspaper delivered to your home five, or more days a week?

38%	YES
62%	NO



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

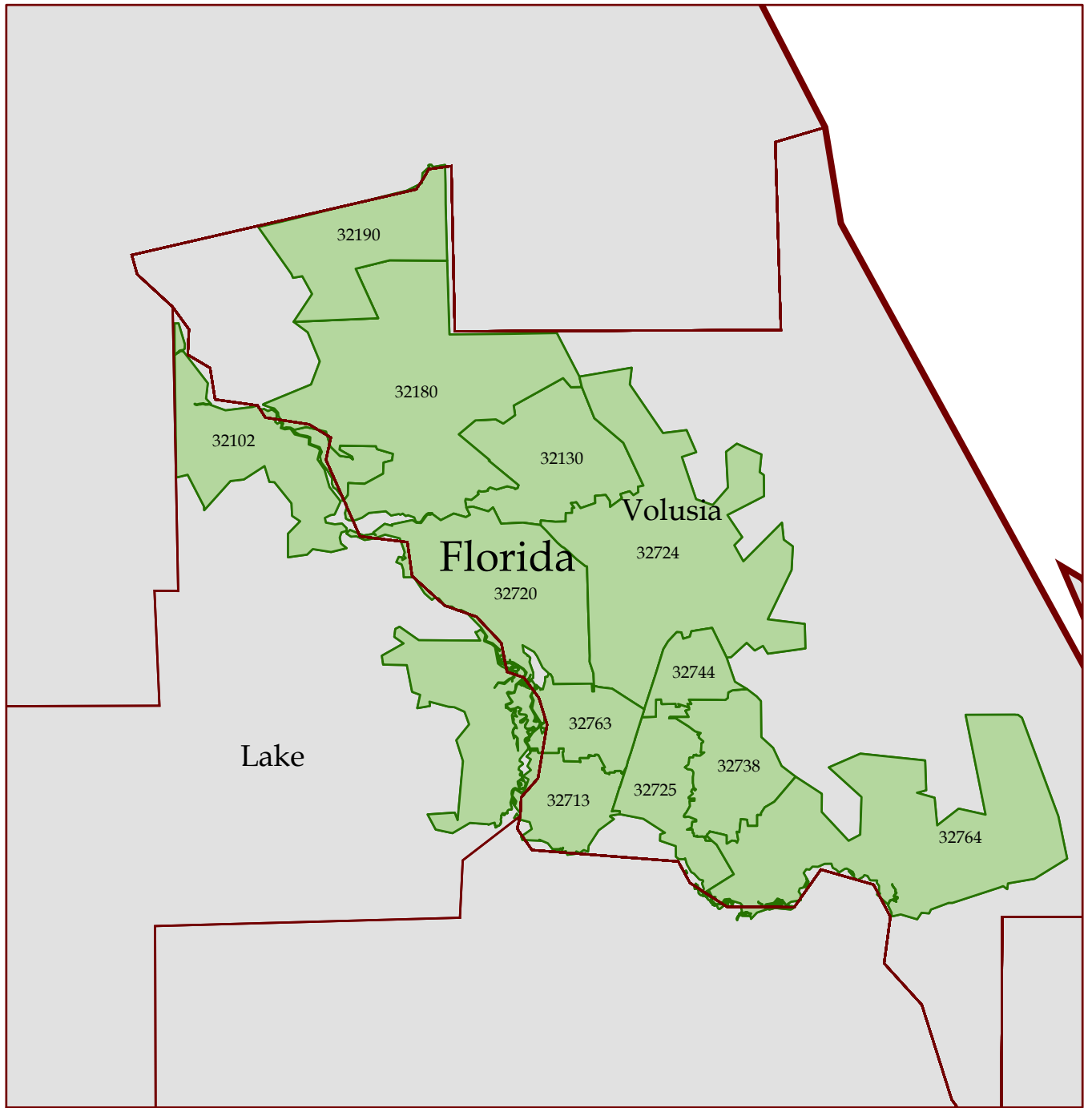
Reader Demographics	Market Demographics	
14%	23%	Under \$25,000
39%	32%	\$25,001 - \$49,999
24%	21%	\$50,000 - \$74,999
14%	13%	\$75,000 - \$99,999
07%	08%	\$100,000 –\$149,999
02%	03%	Over \$150,000

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

Reader Demographics	Market Demographics	
00%	04%	18 - 20
04%	07%	21 - 24
20%	14%	25 - 34
25%	18%	35 - 44
22%	18%	45 - 54
15%	16%	55 - 64
10%	11%	65 - 74
04%	12%	75 years or older




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

		(% = Positive respondents)
11%	New Automobile	
12%	Used Automobile	
13%	Antiques / Auctions	
41%	Furniture / Home Furnishings	
19%	Major Home Appliance	
15%	Home Computers	
44%	Home Improvements / Supplies	
31%	Television / Electronics	
15%	Carpet / Flooring	
59%	Automobile Accessories (tires, brakes & service)	
61%	Lawn & Garden	
32%	Florist / Gift Shops	
32%	Home Heating / Air Conditioning (service, new equipment)	
41%	Vacations / Travel	
04%	Real Estate	
77%	Men's Apparel	
84%	Women's Apparel	
39%	Children's Apparel	
02%	Boats / Personal Watercraft	
21%	Art & Crafts Supplies	
18%	Childcare	
30%	Education / Classes	
06%	Attorney	
20%	Veterinarian	
11%	Chiropractor	
17%	Financial Planner (Retirement, Investing)	
51%	Tax Advisor / Services	
24%	Health Club / Exercise Class	
42%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)	
04%	Weight Loss	
29%	Lawn Care Service (Maintenance & Landscaping)	
69%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)	
61%	Pharmacist / Prescription Service	
20%	Cellular Phone New/Update Service	
77%	Dining & Entertainment	
13%	Jewelry	
09%	Wedding Supplies	
35%	Athletic & Sports Equipment	



West Volusia Pennysaver
 DeLand, Florida
 15-0223 & 15-0039

Key to Features

-  State Boundary
-  County Boundary
-  Zip Code Boundary

