

**Audit Period: October 1, 2008 – September 30, 2009**

**The Merchandiser**

70 Stevens Street (PO Box 642)  
Clifton Springs, NY 14432  
(315) 462-6411  
(315) 462-7627 FAX

EMAIL: merchand@fltg.net  
www.themerchandiser.net

**1. Publication Information**

Average Net Circulation:	8,453 (Print Edition)
Number of Editions:	One
Format / Average Page Count:	Magazine / 48 Pages
Circulation Cycle:	Weekly
Circulation Day / Time:	Saturday / By 6 PM
Ownership:	The Merchandiser, Inc.
Year Established:	1945
Publication Type:	Shopper
Content:	100% Advertising / 0% Editorial
Circulation Paid/Unpaid:	99% Unpaid / 1% Paid / 0% Sponsored
Primary Delivery Methods:	1% Home Delivery / 97% Mail / 2% Controlled Bulk
Insert Zoning Available:	Yes - ZIP Code
CVC Member Number:	16-0038
DMA/MSA:	Rochester, NY / Rochester, NY
Audit Funded By:	Free Community Papers of New York

**2. Rate Card and Mechanical Data**

Rate Card Effective Date:	January 1, 2009
Mechanical Data:	Four (4) columns x 10-inch column depth Full page: 7.25" wide X 10" depth.
Open Rate:	Local: \$5.00 per column inch National: \$5.00 per column inch
Insert Open Rate:	Contact Publisher
Classified Rate:	\$3.00 for up to 20 words

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

**3. Contact Information**

Publisher:	Cheryl Tears	EMAIL: merchand@fltg.net
Advertising:	Cheryl Tears	EMAIL: merchand@fltg.net
Circulation:	Cheryl Tears	EMAIL: merchand@fltg.net

**4. Circulation Pricing**

The Merchandiser is a controlled circulation weekly without circulation pricing. Annual mail subscription rate: \$25.00



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

CVC Account Number: 16-0038		The Merchandiser Clifton Springs, NY
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>8,453</b>
Average Gross Distribution	(5-F)	8,453
Average Net Press Run	(5-A)	8,503
<b>Audit Period Detail</b>		
A. Average Net Press Run		8,503
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		0
2. Controlled Bulk Delivery / Demand Distribution		90
3. Mail		8,237
4. Restock & Office Service		79
5. Other:		0
<b>TOTAL AVERAGE CONTROLLED DISTRIBUTION</b>		<b>8,406</b>
D. Paid Distribution		
1. Home Delivery		47
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
<b>TOTAL AVERAGE PAID DISTRIBUTION</b>		<b>47</b>
E. Sponsored / Voluntary Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
<b>TOTAL AVERAGE SPONSORED DISTRIBUTION</b>		<b>0</b>
F. Average Gross Distribution		8,453
G. Unclaimed / Returns		(0)*
<b>H. Average Net Circulation</b>		<b>8,453</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.
- 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
01/01/09-12/31/09	CVC	8,575	8,575	8,575	-
01/01/08-12/31/08	CVC	8,075	8,075	8,075	8,215
01/01/07-12/31/07	CVC	8,050	8,050	8,050	8,075
01/01/06-12/31/06	CVC	8,050	8,050	8,050	8,050
01/01/05-12/31/05	CVC	8,050	8,050	8,050	8,050
01/01/04-12/31/04	CVC	8,050	8,050	8,050	8,050
01/01/03-12/31/03	CVC	7,950	8,042	8,050	8,050
01/01/02-12/31/02	CVC	8,050	8,050	8,050	7,950
10/01/01-12/31/01	CVC	-	-	-	8,050

**9. Distribution by Zip Code (9/26/2009 Edition) Saturday**

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
14432	Clifton Springs	Ontario	47	90	2,471	130	2,738
14504	Manchester	Ontario	0	0	815	0	815
14518	Oaks Corners	Ontario	0	0	80	0	80
14532	Phelps	Ontario	0	0	2,062	0	2,062
14547	Seneca Castle	Ontario	0	0	138	0	138
14548	Shortsville	Ontario	0	0	1,778	0	1,778
14561	Stanley	Ontario	0	0	976	0	976
Misc.	Assorted	Assorted	0	0	13	0	13
<b>TOTAL</b>			<b>47</b>	<b>90</b>	<b>8,333</b>	<b>130</b>	<b>8,600</b>

**10. Distribution by County (9/26/2009 Edition) Saturday**

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Ontario	Clifton Springs Manchester Oaks Corners Phelps Seneca Castle Shortsville Stanley	47	90	8,320	130	8,587
Misc.	Assorted	0	0	13	0	13
<b>TOTAL</b>		<b>47</b>	<b>90</b>	<b>8,333</b>	<b>130</b>	<b>8,600</b>



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### 11. Verification of Receivership & Readership

#### Controlled Home Delivery and Mail Distribution

The Circulation Verification Council interviewed 322 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. The Merchandiser is distributed regularly in your area. Do you receive The Merchandiser on a regular basis?
2. (If response to #1 was YES) Do you or someone in your household regularly read or look through The Merchandiser?

**CVC interviews indicate that 319 of 322 households or 99.1% indicated they receive The Merchandiser on a regular basis.**

**CVC interviews indicate that 251 of 319 or 78.7% indicate they regularly read or look through The Merchandiser.**

\*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 Merchandiser did not report significant controlled bulk / demand distribution, or single copy distribution during the audit cycle. Three distribution locations received an average 90 copies per edition during the audit cycle.**

### 13. Paid Reporting Analysis

<b>HOME DELIVERY</b>	Basic Rates: \$25.00 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	47
Over 75% of basic rate	0
Over 50% of basic rate	0
Under 50% of basic rate	0
<b>MAIL</b>	Basic Rates: \$25.00 / 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
<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 December 31, 2010.**

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

The Merchandiser - Clifton Springs, NY - 16-0038 - Supplemental Readership Study

The Circulation Verification Council interviewed 322 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. \*251 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: 1.825\***  
\*Readership estimates compiled from 2009 CVC circulation & readership study data.

1. The Merchandiser is distributed regularly in your area. Does your household regularly receive The Merchandiser?

YES	319	99.1%
NO	3	00.9%

2. Do you or someone in your household regularly read or look through The Merchandiser?

YES	251	78.7%
NO	68	21.3%

3. Do you frequently purchase products or services from ads seen in The Merchandiser?

YES	198	78.9%
NO	53	21.1%

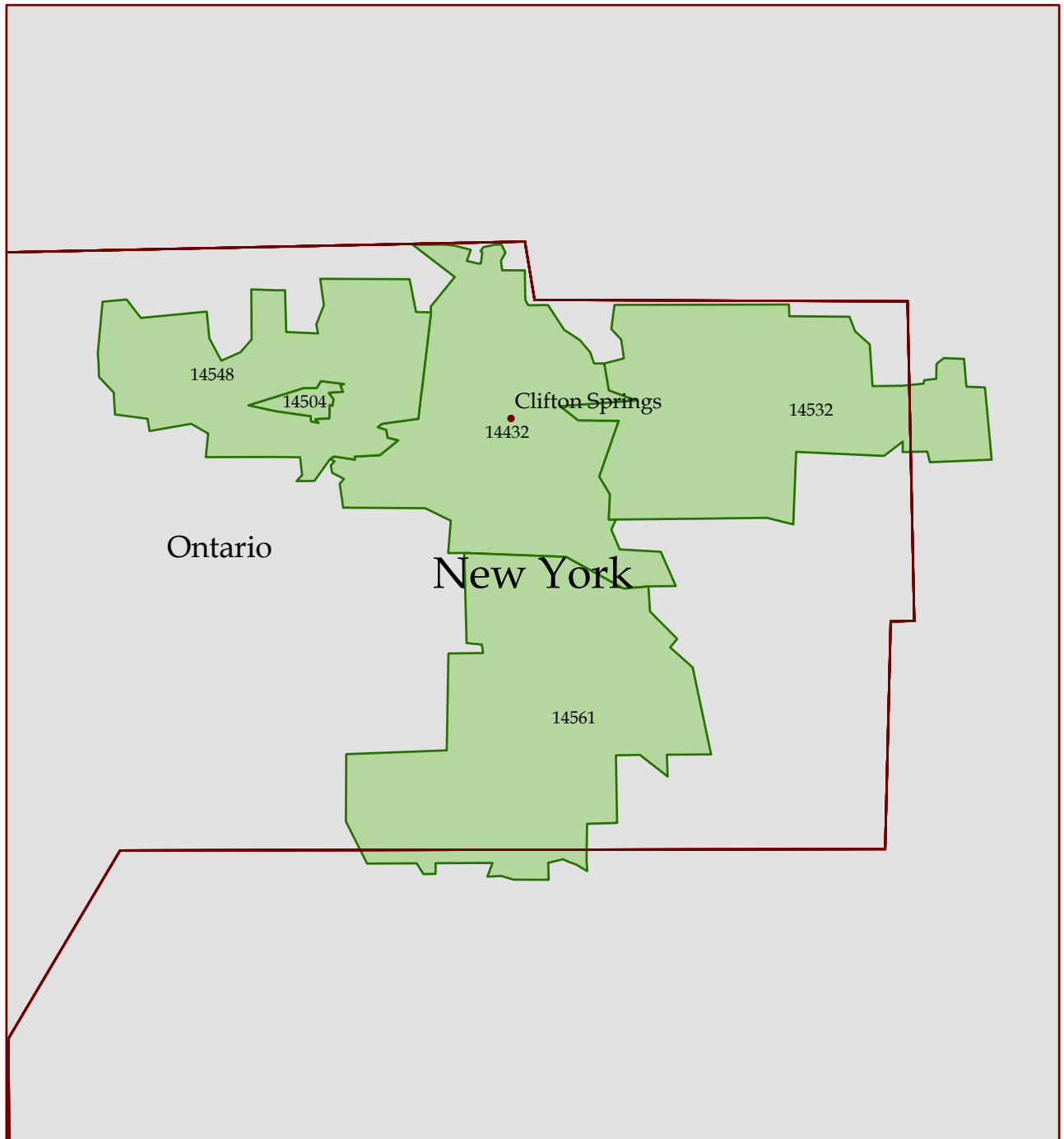
4. How long do you keep The Merchandiser before discarding it?

54%	1-2 Days
17%	3-4 Days
11%	5-6 Days
18%	1 Week or More

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



Reader Demographics	Market Demographics
00%	03% 18 - 20
04%	06% 21 - 24
18%	15% 25 - 34
27%	21% 35 - 44
26%	21% 45 - 54
17%	16% 55 - 64
08%	08% 65 - 74
01%	10% 75 years or older





The Merchandiser  
Clifton Springs, New York  
16-0038

**Key to Features**

-  County Boundary
-  Zip Code Boundary

