

Circulation Audit Report

Audit Period: January 1, 2006 – March 31, 2007

About Families

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Lebanon, PA 17042
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EMAIL: advertising@aboutfamiliespa.com
www.aboutfamiliespa.com

1. Publication Information

Average Net Circulation:	41,861
Number of Editions:	One
Format & Average Page Count:	Tabloid / 24 Pages
Circulation Cycle:	Monthly
Circulation Day / Time:	Fifth of the Month / by 4 PM
Ownership:	Kapp Advertising Services Inc.
Year Established:	1995
Publication Type:	Parenting Publication
Content:	40% Advertising / 60% Editorial
Circulation Paid/Unpaid:	100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods:	100% Controlled Bulk
Insert Zoning Available:	None - Contact Publisher
CVC Member Number:	01-0209
Audit Funded By:	Mid-Atlantic Community Papers Association Independent Free Papers of America

2. Rate Card and Mechanical Data

Rate Card Date:	December 1, 2005
Mechanical Data:	Five (5) columns x 13-inch column depth Full page: 10.25" wide X 13" depth.
Open Rate:	Local \$975.00 - \$660.00 Full Page - \$174.00 - \$120.00 1/8 th Page National \$975.00 - \$660.00 Full Page - \$174.00 - \$120.00 1/8 th Page
Insert Open Rate:	Contact Publisher
Classified Rate:	\$10.00 up to 20 words; \$0.50 each additional word Volume, contract, color, and other rates available from publisher.

3. Contact Information

Publisher:	Robert Kapp	
General Manager/CEO:	Valerie Stokes	EMAIL: vals@themerchandiser.com
Advertising:	James Snyder	EMAIL: jims@themerchandiser.com
Circulation:	Joanne Walkinshaw	EMAIL: joanne@themerchandiser.com

4. Circulation Pricing

About Families is a controlled circulation monthly without circulation pricing.
Annual mail subscription rate: \$18.00



5. Audited Circulation, Distribution and Net Press Averages

Acct # 01-0209	About Families Lebanon, PA
A. Controlled Distribution	
1. Home Delivery	0
2. Controlled Bulk Delivery	43,467
3. Mail	97
4. Restock & Office Service Delivery	35
5. Other:	0
TOTAL AVERAGE CONTROLLED DISTRIBUTION	43,599
B. Paid Distribution	
1. Home Delivery	0
2. Single Copy	0
3. Mail	0
4. Restock & Office Service Delivery	0
5. Other:	0
TOTAL AVERAGE PAID DISTRIBUTION	0
C. Sponsored / Voluntary Paid Distribution	
TOTAL AVERAGE SPONSORED DISTRIBUTION	0
D. Average Gross Distribution	43,599
E. Unclaimed / Returns	(1,738)*
F. Average Net Circulation	41,861
G. Office / File	50
H. Average Net Press Run	43,649

6. Explanatory

A.	<ol style="list-style-type: none"> 1. Editions delivered by private carrier to single family residences, and/or multi-family residences, and/or businesses. 2. Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5E returns. 3. Editions delivered by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses. 4. Copies 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.
B.	<ol style="list-style-type: none"> 1. Editions delivered by private carrier to paid subscribers in single family residences, and/or multi-family residences, and/or businesses. 2. Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5E returns. 3. Editions delivered by United States Postal Service mail to paid subscribers in single family residences, and/or multi-family residences, and/or businesses. 4. Copies 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.
C.	No Sponsored Distribution.
D.	1. Average gross distribution for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C).)
E.	1. Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle. *(See paragraph 12 for CVC return/unclaimed confirmation.)
F.	1. Average net circulation for the audit period indicated.
G.	1. Undistributed editions maintained by the publisher for office purposes.
H.	1. Average net press run during the audit period indicated.

7. Average Circulation History

PERIOD	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/07-12/31/07	CVC	47,303	-	-	-
01/01/06-12/31/06	CVC	45,236	45,619	27,526	46,947
01/01/05-12/31/05	CVC	39,864	41,336	28,246	43,106
01/01/04-12/31/04	CVC	32,959	34,601	25,203	37,779
01/01/03-12/31/03	CVC	-	-	18,973	30,845
01/01/02-12/31/02	CVC	-	-	-	-
01/01/01-12/31/01	CVC	-	-	-	-
10/01/00-12/31/00	CVC	-	-	-	-

8. Defined Market Area

Circulation areas include, but are not limited to the cities of Adamstown, Annville, Bechtelsville, Bernville, Bethel, Birdsboro, Blandon, Boyertown, Campbelltown, Carlisle, Cornwall, Denver, Douglassville, Elverson, Fleetwood, Fredericksburg, Gilbertsville, Hamburg, Jonestown, Kutztown, Lancaster, Laureldale, Lebanon, Leesport, Mohnton, Mohrsville, Morgantown, Mount Gretna, Mount Penn, Myerstown, Newmanstown, Oley, Palmyra, Pottstown, Quentin, Reading, Reinholds, Richland, Robesonia, Schaefferstown, Shartlesville, Shillington, Shoemakersville, Sinking Spring, Strausstown, Temple, Tipton, Wernersville, West Lawn, West Reading, Womelsdorf and Wyomissing, in Berks, Chester, Cumberland, Lancaster, Lebanon and Montgomery counties, all in the state of Pennsylvania.

9. Distribution by Zip Code (05/01/2007 Edition)

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
17003	Annville	Lebanon	0	607	0	0	607
17010	Campbelltown	Lebanon	0	90	0	0	90
17015	Carlisle	Cumberland	0	25	0	0	25
17016	Cornwall	Lebanon	0	606	0	0	606
17026	Fredericksburg	Lebanon	0	407	0	0	407
17038	Jonestown	Lebanon	0	1,172	0	0	1,172
17042	Lebanon	Lebanon	0	4,489	0	157	4,646
17046	Lebanon	Lebanon	0	3,164	0	0	3,164
17064	Mount Gretna	Lebanon	0	20	0	0	20
17067	Myerstown	Lebanon	0	1,021	0	0	1,021
17073	Newmanstown	Lebanon	0	304	0	0	304
17078	Palmyra	Lebanon	0	1,919	0	0	1,919
17083	Quentin	Lebanon	0	81	0	0	81
17087	Richland	Lebanon	0	92	0	0	92
17088	Schaefferstown	Lebanon	0	371	0	0	371
17517	Denver	Lancaster	0	150	0	0	150
17569	Reinholds	Lancaster	0	25	20	0	45
17601	Lancaster	Lancaster	0	0	25	0	25
17603	Lancaster	Lancaster	0	0	20	0	20
19464	Pottstown	Montgomery	0	230	0	0	230
19501	Adamstown	Lancaster	0	610	0	0	610
19505	Bechtelsville	Berks	0	40	0	0	40
19506	Bernville	Berks	0	465	0	0	465
19507	Bethel	Berks	0	475	0	0	475
19508	Birdsboro	Berks	0	2,867	0	0	2,867
19510	Blandon	Berks	0	472	0	0	472



9. Distribution by Zip Code (05/01/2007 Edition) CONTINUED

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
19512	Boyertown	Berks	0	240	0	0	240
19518	Douglassville	Berks	0	95	0	0	95
19520	Elverson	Chester	0	375	0	0	375
19522	Fleetwood	Berks	0	813	0	0	813
19525	Gilbertsville	Montgomery	0	15	0	0	15
19526	Hamburg	Berks	0	655	0	0	655
19530	Kutztown	Berks	0	1,050	0	0	1,050
19533	Leesport	Berks	0	1,173	0	0	1,173
19540	Mohnton	Berks	0	355	0	0	355
19541	Mohrsville	Berks	0	110	0	0	110
19543	Morgantown	Berks	0	15	0	0	15
19547	Oley	Berks	0	25	0	0	25
19551	Robesonia	Berks	0	103	0	0	103
19554	Shartlesville	Berks	0	165	0	0	165
19555	Shoemakersville	Berks	0	335	0	0	335
19559	Strausstown	Berks	0	230	0	0	230
19560	Temple	Berks	0	225	0	0	225
19562	Topton	Berks	0	704	0	0	704
19565	Wernersville	Berks	0	694	0	0	694
19567	Womelsdorf	Berks	0	575	0	0	575
19601	Reading	Berks	0	1,165	0	0	1,165
19602	Reading	Berks	0	1,100	0	0	1,100
19604	Reading	Berks	0	4,125	0	0	4,125
19605	Laureldale	Berks	0	2,770	0	0	2,770
19606	Mount Penn	Berks	0	4,396	0	0	4,396
19607	Shillington	Berks	0	855	0	0	855
19608	Sinking Spring	Berks	0	2,220	0	0	2,220
19609	West Lawn	Berks	0	1,377	0	0	1,377
19610	Wyomissing	Berks	0	2,392	0	0	2,392
19611	West Reading	Berks	0	966	0	0	966
Misc.	Assorted	Assorted	0	0	32	0	32
TOTAL			0	49,020	97	157	49,274



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10. Distribution by County (05/01/2007 Edition)

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Berks	Bechtelsville	0	33,247	0	0	33,247
	Bernville					
	Bethel					
	Birdsboro					
	Blandon					
	Boyertown					
	Dougllassville					
	Fleetwood					
	Hamburg					
	Kutztown					
	Laureldale					
	Leesport					
	Mohnton					
	Mohrsville					
	Morgantown					
	Mount Penn					
	Oley					
	Reading					
	Robesonia					
	Shartlesville					
Shillington						
Shoemakersville						
Sinking Spring						
Strausstown						
Temple						
Topton						
Wernersville						
West Lawn						
West Reading						
Womelsdorf						
Wyomissing						
Chester	Elverson	0	375	0	0	375
Cumberland	Carlisle	0	25	0	0	25
Lancaster	Adamstown	0	785	65	0	850
	Denver					
	Lancaster					
	Reinholds					
Lebanon	Anville	0	14,343	0	157	14,500
	Campbelltown					
	Cornwall					
	Fredericksburg					
	Jonestown					
	Lebanon					
	Mount Gretna					
	Myerstown					
	Newmanstown					
	Palmyra					
	Quentin					
	Richland					
Schaefferstown						
Montgomery	Gilbertsville	0	245	0	0	245
	Pottstown					
Misc.	Assorted	0	0	32	0	32
TOTAL		0	49,020	97	157	49,274

11. Verification of Receivership & Readership

Home Delivery and Mail Distribution

- **About Families did not report significant home delivery or mail distribution during the audit period. Mail distribution was verified through the review of USPS mail statements and additional publisher support documents.**

12. Verification of Distribution

Controlled Bulk Distribution

The Circulation Verification Council interviewed and visited controlled bulk locations chosen randomly from the publication route lists. 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. The interviews took place throughout the audit cycle between the hours of 9:00 AM and 5:00 PM.

- **CVC interviews indicate that 100% of reported controlled bulk drop locations indicated they received About Families on a regular basis.**
- **CVC interviews indicate that less than 5% of About Families' controlled bulk distributed editions are returned to the publisher unclaimed after the edition cycle.**

The Circulation Verification Council estimates that all the information in this text box has a minimum accuracy level of +/-2.5%.

13. Council Audit Statement

We have reviewed the printing, distribution, circulation, and general ledger records of this publication for the purpose of compiling this information. Our review was completed using Council auditing procedures and surveys considered necessary under the circumstances of the audit. In our opinion, this report fairly and accurately represents the publication's printing, distribution and/or circulation for the period (s) indicated.

Circulation Verification Council

August 13, 2007



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The current status of this report expires September 30, 2008.

About Families – Lebanon, PA – 01-0209 Supplemental Readership Study

The Circulation Verification Council interviewed 334 readers in the primary market areas indicated in publication's CVC audit report. The purpose was to identify the number of residents who indicate they have read at least two of the last four issues of the publication, and gather readership study information useful for advertising purchase decisions. Market statistics estimates appearing in CVC reports are obtained from EASI Software 2006. 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 news stories. 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 newspaper readership question, with the exception of a qualifying question designed to determine the ZIP code of recipient residence; and general warm-up questions 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) newspaper 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).

- Average readers per edition during the audit period: 2.05***

*Readership estimates compiled from 2006 CVC circulation & readership study data.

1. About Families is distributed every month in your area. Do you regularly read or look through About Families?

YES	334	Survey Respondents
NO		Survey Terminated

2. Do you frequently purchase products or services from ads seen in About Families?

YES	239	71.6%
NO	95	28.4%

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

Reader Demographics	Market Demographics
09%	25% Under \$25,000
19%	30% \$25,001 - \$49,999
28%	19% \$50,000 - \$74,999
19%	12% \$75,000 - \$99,999
15%	08% \$100,000 - \$149,999
10%	06% Over \$150,000



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

Reader Demographics	Market Demographics
00%	04% 18 - 20
06%	06% 21 - 24
29%	16% 25 - 34
32%	22% 35 - 44
23%	19% 45 - 54
06%	12% 55 - 64
03%	10% 65 - 74
01%	11% 75 years or older

5. What is your most preferred way to receive advertisements, flyers, coupons, or samples?

55%	In About Families
21%	Mail
01%	On your door
22%	In store
02%	At an event




6. Which of the following purchases are you planning during the next twelve months? (% = Positive respondents)

22%	New Automobile
14%	Used Automobile
12%	Antiques / Auctions
58%	Furniture / Home Furnishings
23%	Major Home Appliance
20%	Home Computers
53%	Home Improvements / Supplies
29%	Television / Electronics
17%	Carpet / Flooring
55%	Automobile Accessories (tires, brakes & service)
67%	Lawn & Garden
41%	Florist / Gift Shops
32%	Home Heating / Air Conditioning (service, new equipment)
65%	Vacations / Travel
06%	Real Estate
67%	Men's Apparel
96%	Women's Apparel
91%	Children's Apparel
02%	Boats / Personal Watercraft
54%	Art & Crafts Supplies
55%	Childcare
57%	Education / Classes
02%	Attorney
26%	Veterinarian
11%	Chiropractor
21%	Financial Planner (Retirement, Investing)
58%	Tax Advisor / Services
31%	Health Club / Exercise Class
58%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
02%	Weight Loss
42%	Lawn Care Service (Maintenance & Landscaping)
48%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
33%	Pharmacist / Prescription Service
26%	Cellular Phone New/Update Service



About Families - Lebanon, Pennsylvania 01-0209

Key to Features

-  State Boundary
-  County Boundary
-  Zip Code Boundary

