

Gross Distribution Initial Audit Period: April 1, 2008 – September 30, 2008

CityView Magazine

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Hope Mills, NC 28348
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1. Publication Information

Average Gross Distribution:	24,900 (Print Edition)** See Paragraph 7 explanatory
Number of Editions:	One
Format / Average Page Count:	Magazine / 74 Pages
Distribution Cycle:	Bi-monthly (8 times per year)
Distribution Day / Time:	1st of the month (Feb., Apr., May, June, Aug., Oct., Nov., Dec.) / by 5 PM
Ownership:	Cape Fear Publishing
Year Established:	2006
Publication Type:	City & Regional Magazine
Content:	49% Advertising / 51% Editorial
Distribution Paid/Unpaid:	99% Unpaid / 1% Paid / 0% Sponsored
Primary Delivery Methods:	8% Home Delivery / 40% Mail / 52% Controlled Bulk
Insert Zoning Available:	No
CVC Member Number:	01-2833
DMA/MSA:	Raleigh, NC / Fayetteville, NC
Audit Funded By:	Publisher

2. Rate Card and Mechanical Data

Rate Card Effective Date:	January 1, 2008
Mechanical Data:	Three (3) columns x 10.75-inch column depth Full page: 8.5" wide X 10.75" depth.
Open Rate:	Local: \$2,990.00 Full Page - \$375.00 1/9th Page National: \$2,990.00 Full Page - \$375.00 1/9th Page
Insert Open Rate:	Contact Publisher
Classified Rate:	Contact Publisher

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

3. Contact Information

Publisher:	Marshall Waren	EMAIL: publisher@CityViewnc.com
Advertising:	Ashlee Cleveland	EMAIL: ashlee@CityViewnc.com
Distribution:	Ashlee Cleveland	EMAIL: sandee@CityViewnc.com

4. Distribution Pricing

CityView Magazine is a controlled distribution bi-monthly without distribution pricing. Annual mail subscription rate: \$24.00

7. Explanatory

PARAGRAPH FIVE AUDIT PERIOD SUMMARY

**** This is a gross distribution audit. The publisher did not file return/unclaimed editions to qualify for CVC net circulation reporting.**

See paragraph twelve for CVC return/unclaimed estimates.

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.
- 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.

HITS: The successful transmission of a file contained within a web-page. A single web-page can consist of multiple files which are counted as a hit as the page is downloaded.

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 Distribution History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
04/01/08-12/31/08	CVC	-	24,900	24,900	-

9. Distribution by Zip Code (6/1/2008 Edition)

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
28301	Fayetteville	Cumberland	0	3,037	0	0	3,037
28303	Fayetteville	Cumberland	0	2,558	1,631	0	4,189
28304	Fayetteville	Cumberland	0	920	1,187	0	2,107
28305	Fayetteville	Cumberland	0	439	404	0	843
28306	Fayetteville	Cumberland	0	407	1,136	0	1,543
28307	Fort Bragg	Cumberland	2,500	888	0	0	3,388
28308	Pope AFB	Cumberland	0	468	0	0	468
28311	Fayetteville	Cumberland	0	987	3,036	0	4,023
28312	Fayetteville	Cumberland	0	370	0	0	370
28314	Fayetteville	Cumberland	0	1,273	1,077	0	2,350
28348	Hope Mills	Cumberland	0	932	0	0	932
Misc.	Assorted	Assorted	0	85	1,565	100	1,750
TOTAL			2,500	12,364	10,036	100	25,000

10. Distribution by County (6/1/2008 Edition)

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Cumberland	Fayetteville Fort Bragg Hope Mills Pope AFB	2,500	12,279	8,471	0	23,250
Misc.	Assorted	0	85	1,565	100	1,750
TOTAL		2,500	12,364	10,036	100	25,000

11. Verification of Receivership & Readership

Controlled Home Delivery and Mail Distribution

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

CVC interviews indicate that a sufficient number of households indicated they receive CityView Magazine on a regular basis to substantiate the publisher's distribution claims. CVC interviews indicate that 232 of 248 or 93.5% indicate they regularly read or look through CityView Magazine.

*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 CityView Magazine on a regular basis.

CVC interviews indicate that less than 15% of CityView Magazine'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: \$24.00 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	168
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.



www.cvcaudit.com

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.



CityView Magazine – Hope Mills, NC – 01-2833 - Supplemental Readership Study

The Circulation Verification Council interviewed 319 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 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. *232 Survey respondents were interviewed during the verification of home delivery and mail distribution. 87 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: 3.15***
*Readership estimates compiled from 2009 CVC circulation & readership study data.

1. CityView Magazine is distributed regularly in your area. Do you regularly read or look through CityView Magazine?

YES	319	Survey Respondents
NO		Survey Terminated

2. Do you frequently purchase products or services from ads seen in CityView Magazine?

YES	194	60.8%
NO	125	39.2%

3. How long do you keep CityView Magazine before discarding it?

28%	Two weeks or less
08%	Three weeks
37%	One month
21%	More than one month

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

Reader Demographics	Market Demographics	
01%	08%	18 - 20
05%	12%	21 - 24
27%	23%	25 - 34
29%	20%	35 - 44
28%	17%	45 - 54
08%	11%	55 - 64
02%	06%	65 - 74
01%	03%	75 years or older



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

Reader Demographics	Market Demographics	
04%	24%	Under \$25,000
06%	30%	\$25,001 - \$49,999
08%	21%	\$50,000 - \$74,999
21%	13%	\$75,000 - \$99,999
29%	09%	\$100,000 - \$149,999
32%	03%	Over \$150,000

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

Reader Demographics	Market Demographics	
01%	12%	Some High School or Less
09%	26%	Graduated High School
30%	40%	Some College
36%	15%	Graduated College
24%	07%	Completed Post Graduate

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



(% = Positive respondents)

- 12% New Automobile
- 10% Used Automobile
- 28% Antiques / Auctions
- 67% Furniture / Home Furnishings
- 30% Major Home Appliance
- 19% Home Computers
- 49% Home Improvements / Supplies
- 45% Television / Electronics
- 24% Carpet / Flooring
- 71% Automobile Accessories (tires, brakes & service)
- 78% Lawn & Garden
- 56% Florist / Gift Shops
- 29% Home Heating / Air Conditioning (service, new equipment)
- 55% Vacations / Travel
- 05% Real Estate
- 84% Men's Apparel
- 98% Women's Apparel
- 52% Children's Apparel
- 02% Boats / Personal Watercraft
- 37% Art & Crafts Supplies
- 21% Childcare
- 48% Education / Classes
- 14% Attorney
- 20% Veterinarian
- 18% Chiropractor
- 27% Financial Planner (Retirement, Investing)
- 69% Tax Advisor / Services
- 31% Health Club / Exercise Class
- 28% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
- 05% Weight Loss
- 47% Lawn Care Service (Maintenance & Landscaping)
- 61% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
- 78% Pharmacist / Prescription Service
- 29% Cellular Phone New/Update Service
- 88% Dining & Entertainment
- 25% Jewelry
- 11% Wedding Supplies
- 54% Athletic & Sports Equipment



CityView Magazine
 Hope Mills, North Carolina
 01-2833

Key to Features

-  County Boundary
-  Zip Code Boundary

