

Audit Period: October 1, 2007 – September 30, 2008

The Weirs Times

515 Endicott N (PO Box 5458)
Weirs, NH 03246 (Weirs Beach 03247)
(603) 366-8463
(603) 366-7301 FAX

EMAIL: info@weirs.com
www.theweirstimes.com

1. Publication Information

Average Net Circulation:	27,568 (Print Edition)
Number of Editions:	One
Format / Average Page Count:	Tabloid / 56 Pages
Circulation Cycle:	Weekly
Circulation Day / Time:	Thursday / By 1 PM
Ownership:	Weirs Publishing Co Inc
Year Established:	1992
Publication Type:	Community Newspaper
Content:	35% Advertising / 65% Editorial
Circulation Paid/Unpaid:	99% Unpaid / 2% Paid / 0% Sponsored
Primary Delivery Methods:	0% Home Delivery / 2% Mail / 99% Controlled Bulk
Insert Zoning Available:	No
CVC Member Number:	17-0285
DMA/MSA:	Boston, MA
Audit Funded By:	Community Papers of New England

2. Rate Card and Mechanical Data

Rate Card Effective Date:	March 1, 2007
Mechanical Data:	Five (5) columns x 12.685-inch column depth Full page: 10.25" wide X 12.685" depth.
Open Rate:	Local: \$12.30 per column inch National: \$17.80 per column inch
Insert Open Rate:	\$48.00 per thousand
Classified Rate:	\$10.65 for up to 30 words

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

3. Contact Information

Publisher:	Robert Lawton	
Advertising:	David Lawton	EMAIL: dlawton@weirs.com
Circulation:	David Lawton	EMAIL: dlawton@weirs.com

4. Circulation Pricing

The Weirs Times is a controlled circulation weekly without circulation pricing. Annual mail subscription rate: \$37.00



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

CVC Account Number: 17-0285		The Weirs Times Weirs, NH
Audit Period Summary		
Average Net Circulation	(5-H)	27,568
Average Gross Distribution	(5-F)	28,921
Average Net Press Run	(5-A)	29,077
Audit Period Detail		
A. Average Net Press Run		29,077
B. Office / File		156
C. Controlled Distribution		
1. Home Delivery		0
2. Controlled Bulk Delivery / Demand Distribution		28,513
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		28,513
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		408
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		408
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		28,921
G. Unclaimed / Returns		(1,353)*
H. Average Net Circulation		27,568

6A. Audited Average Website Reporting

	Audit Period Average
Unique Visitors	3,216
Page Views	7,688
Hits	Not Applicable

6B. Audited Online Edition Reporting

	Audit Period Average
Total Online Edition Circulation	Not Applicable
Unique Online Edition Circulation	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.
5. OTHER:
- 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.

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)

TOTAL ONLINE EDITION READERS: Registered and/or non-registered users who open and read one or more pages of the online edition during the edition cycle.

UNIQUE ONLINE EDITION READERS: Registered users who have supplied CVC verification information to validate the online edition reader is not a duplicated print edition reader.



8. Average Print Circulation History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/08-12/31/08	CVC	26,825	27,821	29,107	-
01/01/07-12/31/07	CVC	26,815	27,986	29,016	26,519
04/01/06-12/31/06	CVC	-	28,453	28,482	27,635

9. Distribution by Zip Code (6/26/2008 Edition)

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
03038	Derry	Rockingham	0	270	8	0	278
03045	Goffstown	Hillsborough	0	0	5	0	5
03053	Londonderry	Rockingham	0	150	3	0	153
03077	Raymond	Rockingham	0	200	0	0	200
03101	Manchester	Hillsborough	0	820	5	0	825
03106	Hooksett	Merrimack	0	300	0	0	300
03217	Ashland	Grafton	0	280	0	0	280
03220	Belmont	Belknap	0	290	2	0	292
03222	Bristol	Grafton	0	1,400	0	0	1,400
03224	Canterbury	Merrimack	0	300	0	0	300
03226	Center Harbor	Belknap	0	500	1	0	501
03235	Franklin	Merrimack	0	1,245	2	0	1,247
03237	Gilmanton	Belknap	0	0	1	0	1
03245	Holderness	Grafton	0	60	1	0	61
03246	Laconia	Belknap	0	3,280	4	0	3,284
03249	Gilford	Belknap	0	3,650	2	0	3,652
03251	Lincoln	Grafton	0	350	0	0	350
03253	Meredith	Belknap	0	1,535	3	0	1,538
03254	Moultonborough	Carroll	0	595	1	0	596
03256	New Hampton	Belknap	0	435	0	0	435
03262	North Woodstock	Grafton	0	250	0	0	250
03263	Pittsfield	Merrimack	0	240	0	0	240
03264	Plymouth	Grafton	0	835	0	0	835
03269	Sanbornton	Belknap	0	200	0	0	200
03276	Tilton	Belknap	0	1,890	0	0	1,890
03301	Concord	Merrimack	0	1,205	5	0	1,210
03303	Penacook	Merrimack	0	105	0	0	105
03561	Littleton	Grafton	0	200	0	0	200
03580	Franconia	Grafton	0	0	1	0	1
03809	Alton	Belknap	0	745	3	0	748
03810	Alton Bay	Belknap	0	745	0	0	745
03818	Albany	Carroll	0	30	0	0	30
03820	Dover	Strafford	0	600	3	0	603
03860	North Conway	Carroll	0	1,320	1	0	1,321
03864	Ossipee	Carroll	0	1,215	1	0	1,216
03867	Rochester	Strafford	0	2,815	0	0	2,815
03886	Tamworth	Carroll	0	465	0	0	465
03894	Wolfboro	Carroll	0	1,065	2	0	1,067
Misc.	Assorted	Assorted	0	0	337	0	337
TOTAL			0	29,585	391	0	29,976

10. Distribution by County (6/26/2008 Edition)

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Belknap	Alton	0	13,270	16	0	13,286
	Alton Bay					
	Belmont					
	Center Harbor					
	Gilford					
	Gilmanton					
	Laconia					
	Meredith					
	New Hampton					
	Sanbornton					
Tilton						
Carroll	Albany	0	4,690	5	0	4,695
	Moultonborough					
	North Conway					
	Ossipee					
	Tamworth					
Wolfboro						
Grafton	Ashland	0	3,375	2	0	3,377
	Bristol					
	Franconia					
	Holderness					
	Lincoln					
	Littleton					
	North Woodstock					
Plymouth						
Hillsborough	Goffstown Manchester	0	820	10	0	830
Merrimack	Canterbury	0	3,395	7	0	3,402
	Concord					
	Franklin					
	Hooksett					
	Penacook					
Pittsfield						
Rockingham	Derry	0	620	11	0	631
	Londonderry					
Strafford	Dover	0	3,415	3	0	3,418
	Rochester					
Misc.	Assorted	0	0	337	0	337
TOTAL		0	29,585	391	0	29,976

11. Verification of Receivership & Readership

Home Delivery and Mail Distribution

The Weirs Times did not report significant home delivery or mail distribution during the audit period. Home Delivery was verified through the review of carrier statements and additional publisher support documents. Mail distribution was verified through the review of USPS mail statements and additional publisher support documents.



www.cvcaudit.com

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 The Weirs Times on a regular basis.

CVC interviews indicate that less than 5% of The Weirs Times' 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: \$37.00 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	408
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 December 31, 2009.
If this report is presented after December 31, 2009 please call the toll-free number listed below.

The Weirs Times – Weirs, NH – 17-0285 - Supplemental Readership Study

The Circulation Verification Council interviewed 296 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. 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 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) 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. *0 Survey respondents were interviewed during the verification of home delivery and mail distribution. 296 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: 2.20***

*Readership estimates compiled from 2009 CVC circulation & readership study data.

1. The Weirs Times is distributed regularly in your area. Do you regularly read or look through The Weirs Times?

YES	296	Survey Respondents (34.8% Market Penetration)
NO	554	Survey Terminated

2. Do you frequently purchase products or services from ads seen in The Weirs Times?

YES	231	78.0%
NO	65	22.0%

3. How often do you read the classified advertisements in The Weirs Times?

18%	Always
27%	Often
24%	Seldom
31%	Never

4. How often do you shop using coupons?

11%	Always
29%	Often
34%	Seldom
26%	Never

5. Are you male or female? (Voice recognition – Gender Bias Rotation)

48%	Male Readers
52%	Female Readers

6. How long do you keep The Weirs Times before discarding it? (2007 Study Results – 301 Respondents)

39%	1-2 Days
14%	3-4 Days
11%	5-6 Days
36%	1 Week or More



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

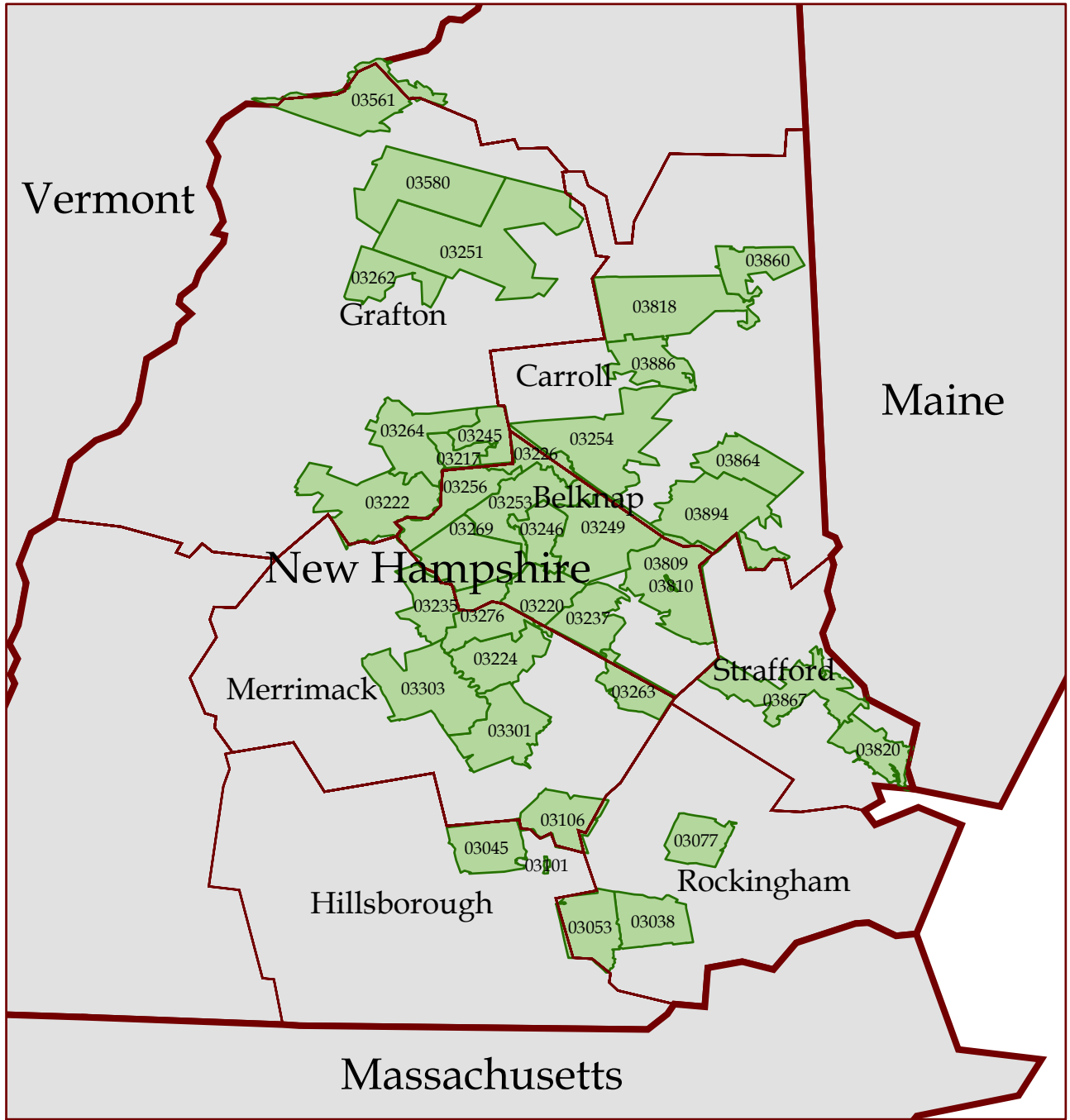
Reader Demographics	Market Demographics	
10%	18%	Under \$25,000
18%	26%	\$25,001 - \$49,999
28%	21%	\$50,000 - \$74,999
22%	16%	\$75,000 - \$99,999
14%	13%	\$100,000 - \$149,999
08%	06%	Over \$150,000

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

Reader Demographics	Market Demographics	
01%	05%	18 - 20
04%	07%	21 - 24
18%	16%	25 - 34
26%	21%	35 - 44
27%	21%	45 - 54
14%	14%	55 - 64
10%	08%	65 - 74
01%	08%	75 years or older




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

	(% = Positive respondents)
09%	New Automobile
12%	Used Automobile
17%	Antiques / Auctions
46%	Furniture / Home Furnishings
28%	Major Home Appliance
15%	Home Computers
44%	Home Improvements / Supplies
31%	Television / Electronics
15%	Carpet / Flooring
64%	Automobile Accessories (tires, brakes & service)
68%	Lawn & Garden
32%	Florist / Gift Shops
41%	Home Heating / Air Conditioning (service, new equipment)
46%	Vacations / Travel
04%	Real Estate
75%	Men's Apparel
84%	Women's Apparel
42%	Children's Apparel
01%	Boats / Personal Watercraft
33%	Art & Crafts Supplies
25%	Childcare
31%	Education / Classes
05%	Attorney
20%	Veterinarian
17%	Chiropractor
21%	Financial Planner (Retirement, Investing)
52%	Tax Advisor / Services
26%	Health Club / Exercise Class
28%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
05%	Weight Loss
31%	Lawn Care Service (Maintenance & Landscaping)
52%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
60%	Pharmacist / Prescription Service
22%	Cellular Phone New/Update Service
74%	Dining & Entertainment
15%	Jewelry
10%	Wedding Supplies
29%	Athletic & Sports Equipment



The Weirs Times
 Weirs, New Hampshire
 17-0285

Key to Features

-  State Boundary
-  County Boundary
-  Zip Code Boundary

