



## INDEPENDENT AUDIT INFORMATION

PO Box 5458, Weirs Beach, New Hampshire 03247 PH: 603-366-8463 FX: 603-366-7301  
[www.TheWeirsTimes.com](http://www.TheWeirsTimes.com) • [sales@weirs.com](mailto:sales@weirs.com)

The Weirs Times backs its circulation information with a Circulation Verification Council audit. CVC is an independent, third-party audit company that specializes in community newspapers, shoppers, magazines and niche publications. CVC audits over 4,200 community papers nationwide...

### Here are just a few of the highlights of the 2008 Weirs Times audit:

Average Weekly Press Run: **30,000**  
Average Returns: **5%**  
Average Reader/Edition: **2.2**

**Our audit proves the Weirs Times attracts young, affluent readers who use the paper in their buying decisions!**

**That's an average of 66,000 readers each and every week, 52 weeks a year!**

Readers who frequently purchase products or services advertised in the Weirs Times: **78.7%**

Readers whose combined household income is over \$50,000 annually: **72%**

Readers aged 25 to 54: **71%**

Readers who keep the Weirs Times on hand for more than 5 days: **47%**

