

Audit Period: October 1, 2009 – September 30, 2010

The Weirs Times

515 Endicott N (PO Box 5458)
Weirs, NH 03246 (Weirs Beach 03247)
(603) 366-8463 ext. 317
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www.theweirstimes.com

1. Publication Information

Average Net Circulation:	26,385 (Print Edition)
Number of Editions:	One
Format / Average Page Count:	Tabloid / 48 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 / 1% Paid / 0% Sponsored
Primary Delivery Methods:	0% Home Delivery / 1% Mail / 99% Controlled Bulk
Insert Zoning Available:	Yes - Zone
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:	January 1, 2010
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:	\$45.00 per thousand
Classified Rate:	\$10.65 per column inch

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)	26,385
Average Gross Distribution	(5-F)	27,678
Average Net Press Run	(5-A)	27,832
Audit Period Detail		
A. Average Net Press Run		27,832
B. Office / File		154
C. Controlled Distribution		
1. Home Delivery		0
2. Controlled Bulk Delivery / Demand Distribution		27,309
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		27,309
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		369
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		369
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		27,678
G. Unclaimed / Returns		(1,293)*
H. Average Net Circulation		26,385

6A. Audited Average Website Reporting - www.theweirstimes.com

	Monthly Audit Period Average
Website Unique Visitors	3,575
Website Page Views	8,462

6B. Audited Online Edition Reporting

	Monthly 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, and/or Post Office Boxes.
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:
- 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.
- 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
01/01/10-12/31/10	CVC	24,344	26,382	28,593	-
01/01/09-12/31/09	CVC	27,682	28,442	29,866	26,219
01/01/08-12/31/08	CVC	26,825	27,821	29,107	27,443
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 (11/25/2010 Edition) Thursday

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
03217	Ashland	Grafton	0	330	0	0	330
03220	Belmont	Belknap	0	280	0	0	280
03222	Bristol	Grafton	0	1,650	0	0	1,650
03224	Canterbury	Merrimack	0	250	0	0	250
03226	Center Harbor	Belknap	0	425	0	0	425
03235	Franklin	Merrimack	0	1,175	0	0	1,175
03245	Holderness	Grafton	0	25	0	0	25
03246	Laconia	Belknap	0	1,980	0	0	1,980
03246	Weirs Beach	Belknap	0	920	0	0	920
03249	Gilford	Belknap	0	4,300	0	0	4,300
03253	Meredith	Belknap	0	2,855	0	0	2,855
03254	Moultonborough	Carroll	0	500	0	0	500
03256	New Hampton	Belknap	0	625	0	0	625
03264	Plymouth	Grafton	0	1,290	0	0	1,290
03269	Sanbornton	Belknap	0	275	0	0	275
03276	Tilton	Belknap	0	2,800	0	0	2,800
03301	Concord	Merrimack	0	1,970	0	0	1,970
03809	Alton	Belknap	0	1,915	0	0	1,915
03810	Alton Bay	Belknap	0	40	0	0	40
03816	Tuftonboro	Carroll	0	25	0	0	25
03820	Dover	Strafford	0	720	0	0	720
03835	Farmington	Strafford	0	100	0	0	100
03864	Ossipee	Carroll	0	1,225	0	0	1,225
03867	Rochester	Strafford	0	2,600	0	0	2,600
03886	Tamworth	Carroll	0	50	0	0	50
03890	West Ossipee	Carroll	0	350	0	0	350
03894	Wolfboro	Carroll	0	685	0	0	685
MISC	Assorted	Assorted	0	1,110	350	0	1,460
TOTAL			0	30,470	350	0	30,820



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10. Distribution by County (11/25/2010 Edition) Thursday

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Belknap	Alton	0	16,415	0	0	16,415
	Alton Bay					
	Belmont					
	Center Harbor					
	Gilford					
	Laconia					
	Meredith					
	New Hampton					
	Sanbornton					
	Tilton					
Weirs Beach						
Carroll	Moultonborough	0	2,835	0	0	2,835
	Ossipee					
	Tamworth					
	Tuftonboro					
	West Ossipee					
Wolfeboro						
Grafton	Ashland	0	3,295	0	0	3,295
	Bristol					
	Holderness					
	Plymouth					
Merrimack	Canterbury	0	3,395	0	0	3,395
	Concord					
	Franklin					
Strafford	Dover	0	3,420	0	0	3,420
	Farmington					
	Rochester					
Misc.	Assorted	0	1,110	350	0	1,460
TOTAL		0	30,470	350	0	30,820

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. Mail distribution was verified through the review of USPS mail statements and additional publisher support documents. Home Delivery is verified through the review of carrier statements and additional publisher support documents.

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.



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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	369
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.



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The current status of this report expires March 31, 2012.
If this report is presented after March 31, 2012 please call the toll-free number listed below.

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

The Circulation Verification Council interviewed 316 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. 316 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: 2.525***
*Readership estimates compiled from 2010 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	316	Survey Respondents (36.5% Market Penetration)
NO	549	Survey Terminated

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

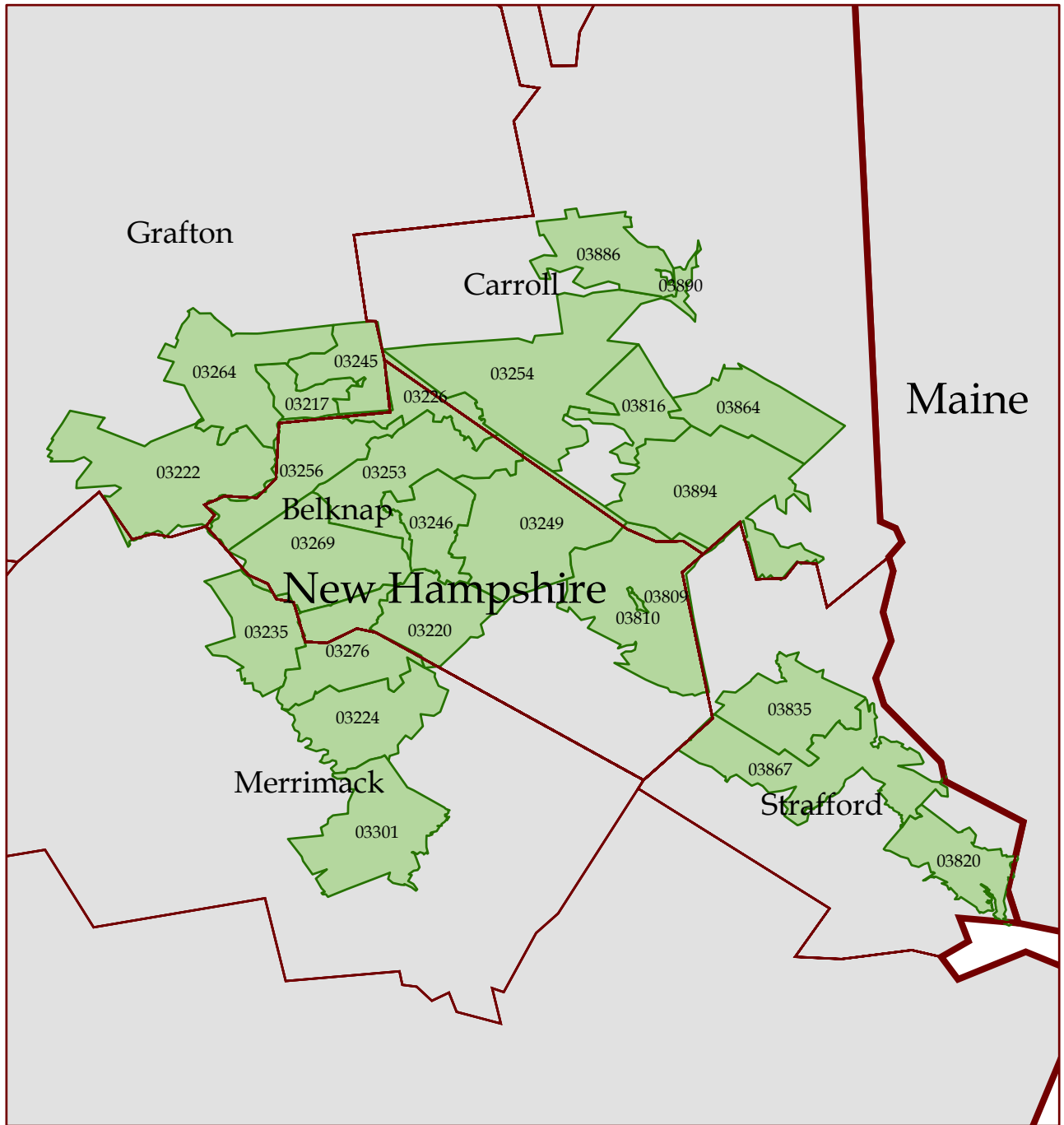
YES	264	83.5%
NO	52	16.5%

3. How long do you keep The Weirs Times before discarding it?

46%	1-2 Days
19%	3-4 Days
03%	5-6 Days
32%	1 Week or More




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

Reader Demographics	Market Demographics	
01%	05%	18 - 20
05%	07%	21 - 24
19%	16%	25 - 34
25%	21%	35 - 44
25%	21%	45 - 54
15%	14%	55 - 64
10%	08%	65 - 74
01%	08%	75 years or older



The Weirs Times
 Weirs, New Hampshire
 17-0285

Key to Features

-  State Boundary
-  County Boundary
-  ZIP Code Boundary

