

Audit Period: January 1, 2016 – December 31, 2017

Freeborn County Shopper

110 South Pearl Street
Albert Lea, MN 56007
(507) 373-1310
(507) 373-7584 FAX

EMAIL: circulation@freeborncountyshopper.com
www.freeborncountyshopper.com

1. Audited Media Platforms

Print Publication:	Average Net Circulation:	16,540	(Print Edition)
Digital Edition:		614	(Digital Edition)
Website:	Average Website Unique Users:	460	
Social Media:	Average Facebook Likes:	2,194	

2. Publication Information

Number of Editions:	One
Format / Average Page Count:	Tabloid / 12 Pages
Circulation Cycle:	Weekly
Ownership:	Southern Minnesota Shoppers
Year Established:	1974
Publication Type:	Shopper
	100% Controlled / 0% Paid / 0% Sponsor Paid
Content:	100% Advertising / 0% Editorial
Primary Delivery Methods:	77% Carrier Delivery / 23% Controlled Bulk
Insert Zoning Available:	Yes - ZIP Code / Route
CVC Member Number:	10-0100
DMA/CBSA:	Rochester, MN / Albert Lea, MN
Audit Funded By:	Midwest Free Community Papers

3. Rate Card and Mechanical Data

Rate Card Effective Date:	January 1, 2016
Mechanical Data:	Four (4) columns X 12.75" column depth Full page: 10.125" wide X 12.75" depth.
Open Rate:	Local: \$1,408.00 Full Page - \$44.00 1/32 nd Page National: \$1,408.00 Full Page - \$44.00 1/32 nd Page
Insert Open Rate:	\$64.00 per thousand
Classified Rate:	\$17.00 for up to 15 words
Deadline Day & Time:	Thursday by 5 PM

Additional rates may be available from the publisher.

4. Contact Information

Publisher:	Julia Thompson	EMAIL: julia.thompson@freeborncountyshopper.com
Advertising:	Julia Thompson	EMAIL: julia.thompson@freeborncountyshopper.com
Circulation:	Ethan Shepherd	EMAIL: circulation@freeborncountyshopper.com

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

CVC Account Number: 10-0100	Tuesday	Freeborn County Shopper Albert Lea, MN
Audit Period Summary		
Average Net Circulation	(5-H)	16,540
Average Gross Distribution	(5-F)	16,540
Average Net Press Run	(5-A)	16,669
Audit Period Detail		
A. Average Net Press Run		16,669
B. Office / File		129
C. Controlled Distribution		
1. Carrier Delivery		12,687
2. Bulk Delivery / Demand Distribution		3,221
3. Mail		0
4. Requestor Mail		0
5. Waiting Rooms		0
6. Hotels		0
7. Events, Fairs, Festivals and Trade Shows		0
8. Education		0
9. Restock & Office Service		632
Total Average Controlled Distribution		16,540
Controlled Returns		(554)
TOTAL AVERAGE CONTROLLED CIRCULATION		15,986
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		0
Paid Returns		(0)
TOTAL AVERAGE PAID CIRCULATION		0
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Rooms		0
5. Education		0
Total Average Sponsored Distribution		0
Sponsored Returns		(0)
TOTAL AVERAGE SPONSORED CIRCULATION		0
F. Average Gross Distribution		16,540
G. Total Unclaimed / Returns		(0)*
H. Average Net Circulation		16,540

Explanatory – Print

PARAGRAPH FIVE AUDIT PERIOD SUMMARY

AVERAGE NET CIRCULATION: Average net circulation based on quarterly averages for the audit period indicated. (Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G)). See audit period detail (H).

AVERAGE GROSS DISTRIBUTION: Average gross distribution based on quarterly averages for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C)). See audit period detail (F).

NET PRESS RUN: Average net press run based on quarterly averages during the audit period indicated. The net press run average does not include press waste, or start-up copies. See audit period detail (A).

AUDIT PERIOD DETAIL

A. 1. NET PRESS RUN: Average net press run based on quarterly averages 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. CARRIER 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 5G 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. REQUESTOR MAIL: Editions delivered on a requestor basis by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses, and/or post office boxes. Qualified requestor circulation and other mail permit qualifications are audited by the United States Postal Service and not determined by CVC.

5. CONTROLLED WAITING ROOMS: Editions delivered to the waiting areas of local business and office buildings, including, but not limited to salons, medical and professional offices.

6. CONTROLLED HOTELS: Editions distributed to area hotels and available to individual readers. Subject to paragraph 5G returns.

7. EVENTS, FAIRS, FESTIVALS and TRADE SHOWS: Editions distributed to attendees and members of conventions, local fairs, festivals, trade shows and available to individual readers. Subject to paragraph 5G returns.

8. CONTROLLED EDUCATION: Editions distributed to area schools or educational institutions and available to individual readers. Subject to paragraph 5G returns.

9. 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 5G returns.

CONTROLLED RETURNS: Edition distributed in the controlled distribution category, returned to the publisher unclaimed during the edition cycle *(See paragraph 11 for CVC return/unclaimed confirmation.) Publications with greater than 25% returnable source distribution must report returns or unclaimed copies to qualify for net circulation reporting.

D. PAID DISTRIBUTION: Editions distributed by the publisher through paid subscription or other monetary exchange with individual readers.

1. CARRIER DELIVERY: See C1 for explanation of carrier home delivery. See paragraph 12 for paid reporting analysis.

2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5G returns. See paragraph 12 for paid reporting analysis.

3. MAIL: See C3 for explanation of mail distribution. See paragraph 12 for paid reporting analysis.

4. PAID WAITING ROOMS: See C5 for explanation of waiting room distribution.

5. PAID HOTELS: See C6 for explanation of hotel distribution.

6. PAID EDUCATION: See C8 for explanation of educational copy distribution.

7. RESTOCK / OFFICE SERVICE: See C9 for explanation of restock and office distribution.

PAID RETURNS: See section C: controlled returns for explanation of returns reporting. *(See paragraph 11 for CVC return/unclaimed confirmation.)

E. SPONSORED / VOLUNTARY PAID DISTRIBUTION: Editions distributed by the publisher that are sponsored by a third party monetary exchange or voluntary reader payment system.

1. CARRIER DELIVERY: See C1 for explanation of carrier home delivery.

2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers on a sponsored or voluntary pay basis. Subject to paragraph 5G returns.

3. MAIL: See C3 for explanation of mail distribution.

4. SPONSORED WAITING ROOMS: See C5 for explanation of waiting room distribution.

5. SPONSORED EDUCATION: See C8 for explanation of educational copy distribution.

6. RESTOCK / OFFICE SERVICE: See C9 for explanation of restock and office distribution.

SPONSORED RETURNS: See section C: controlled returns for explanation of returns reporting *(See paragraph 11 for CVC return/unclaimed confirmation.)

F. AVERAGE GROSS DISTRIBUTION: Average gross distribution based on quarterly averages for the audit period indicated. Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C).

G. TOTAL UNCLAIMED / RETURNS: Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle. *(See paragraph 11 for CVC return/unclaimed confirmation.)

H. 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).



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

	Monthly Audit Period Average
Website Unique Users	460
Website Sessions	781
Percent of New Users	49.12%
Website Page Views	1,380
Pages Per Visit	1.77
Average Time Spent on Website	001:18
Bounce Rate	62.47%

Explanatory – Website

PARAGRAPH SIX (A)

UNIQUE USERS: A unique user 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 users. Please see CVC Rules & Regulations for further information.

SESSIONS: The total number of sessions, expressed as a monthly average, to a publication’s website regardless of unique status, as expressed above.

PERCENT NEW USERS: The percentage of users that have visited the publication’s website for the first time through the course of the month and are considered unique and are differentiated from multiple returning users.

PAGE VIEWS: The transmittal of a full page contained within the website to the user’s browser.

PAGES PER VISIT: The average number of page views per session, expressed as a monthly average.

AVG. TIME SPENT: The average amount of time spent on a website during a single visit, expressed in hours, minutes and seconds.

BOUNCE RATE: Bounce rate reports the percentage of visits that view only one page before exiting a site. This number is presented as a monthly average.

6B. Audited Online/Digital Edition Reporting

	Monthly Audit Period Average
Unique Digital Edition Users (Web)	614
Digital Edition Page Views (Web)	2,426

Explanatory – Digital Edition

PARAGRAPH SIX (B)

DIGITAL EDITION

UNIQUE DIGITAL EDITION USERS (WEB): Unique users 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 that is attached to the browser with the defined cycle. A unique user counts once within the timescale. A user can make multiple visits. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.

DIGITAL EDITION PAGE VIEWS (WEB): 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.

6C. Text Media - Not Reported

6D. Social Media

Social Media Source	Average Media Usage	December 2017
www.facebook.com/Freeborn-County-Shopper	2,194	2,275 Likes

Explanatory – Social Media

PARAGRAPH SIX (D)

FACEBOOK LIKES: The average number of likes as expressed by followers of the Facebook page. Information sourced at regular intervals from the publications page on Facebook.com or third party measurement sources.

6E. Email Media - Not Reported

6F. Video & Podcast Media - Not Reported



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7. Average Print Circulation History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/17-12/31/17	CVC	16,478	16,478	16,478	16,478
01/01/16-12/31/16	CVC	16,644	16,644	16,644	16,478
01/01/15-12/31/15	CVC	14,625	14,845	15,078	15,149
01/01/14-12/31/14	CVC	15,718	15,931	14,974	14,481
01/01/13-12/31/13	CVC	16,999	16,999	16,760	15,737
01/01/12-12/31/12	CVC	16,955	16,955	17,053	16,999
01/01/11-12/31/11	CVC	17,076	17,076	17,076	16,955
01/01/10-12/31/10	CVC	17,037	17,037	17,076	17,076
01/01/09-12/31/09	CVC	17,037	17,037	17,037	17,037
01/01/08-12/31/08	CVC	17,369	17,369	17,252	17,037
01/01/99-12/31/07	Prior CVC	-	-	-	-

8. Distribution by Zip Code (12/26/2017 Edition) Tuesday

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
50450	Lake Mills	Winnebago	IA	265	100	0	0	365
50459	Northwood	Worth	IA	40	160	0	0	200
56007	Albert Lea	Freeborn	MN	8,211	2,030	0	641	10,882
56009	Alden	Freeborn	MN	635	75	0	0	710
56016	Clarks Grove	Freeborn	MN	465	35	0	0	500
56020	Conger	Freeborn	MN	70	20	0	0	90
56026	Ellendale	Steele	MN	345	50	0	0	395
56029	Emmons	Freeborn	MN	290	40	0	0	330
56032	Freeborn	Freeborn	MN	120	50	0	0	170
56035	Geneva	Freeborn	MN	215	91	0	0	306
56036	Glenville	Freeborn	MN	520	70	0	0	590
56042	Hartland	Freeborn	MN	183	50	0	0	233
56043	Hayward	Freeborn	MN	210	15	0	0	225
56045	Hollandale	Freeborn	MN	277	20	0	0	297
56051	Kiester	Faribault	MN	240	0	0	0	240
56072	New Richland	Waseca	MN	535	60	0	0	595
56089	Twin Lakes	Freeborn	MN	0	15	0	0	15
56097	Wells	Faribault	MN	185	150	0	0	335
TOTAL				12,806	3,031	0	641	16,478



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9. Distribution by County (12/26/2017 Edition) Tuesday

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Faribault	Kiester Wells	MN	425	150	0	0	575
Freeborn	Albert Lea Alden Clarks Grove Conger Emmons Freeborn Geneva Glenville Hartland Hayward Hollandale Twin Lakes	MN	11,196	2,511	0	641	14,348
Steele	Ellendale	MN	345	50	0	0	395
Waseca	New Richland	MN	535	60	0	0	595
Winnebago	Lake Mills	IA	265	100	0	0	365
Worth	Northwood	IA	40	160	0	0	200
TOTAL			12,806	3,031	0	641	16,478

10. Verification of Distribution – Mail and Carrier Delivery Distribution

Freeborn County Shopper did not report mail distribution during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. Freeborn County Shopper reported an average carrier delivery distribution of 12,687 during the audit period. Carrier delivery is verified through the review of carrier statements and/or additional publisher support documents. The Circulation Verification Council performed a delivery & readership verification in the primary market areas indicated in paragraph nine. Delivery verification is performed using multi-source methodologies considered necessary under the circumstances of the audit. Delivery verification can include, but is not limited to, residential and cell phone interviews, online surveys, email surveys, USPS surveys, in-person interviews and/or social media surveys. Delivery verification source data can include, but is not limited to, residential phone listings, cell phone exchanges, delivery lists, opt-in email databases, online, and/or social media databases. The purpose of the verification is to substantiate receipt of the publication, and further identify individuals who read or look through the publication.

CVC review indicates that a sufficient number of individuals reported that they receive Freeborn County Shopper on a regular basis to substantiate the publisher’s distribution claims.
CVC verification confirms that 258 of 363 or 71.1% report they regularly read or look through Freeborn County Shopper.

*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 +/-4%.



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11. Verification of Distribution – Controlled Bulk / Demand Distribution / Single Copy

The Circulation Verification Council performed delivery verification in the primary market areas indicated in paragraph nine. Delivery verification can include, but is not limited to, on-site verification, business and cell phone verification, online, email, and/or social media contact. Delivery verification source data can include, but is not limited to, business and cell phone listings, delivery lists, opt-in email, online, and/or social media databases. Circulation Verification Council performed the delivery verification from locations chosen randomly from the publication’s delivery list(s). The purpose was to verify whether the distribution and return quantities reported by the publisher are reasonable and accurate.

CVC verification confirms that a sufficient number of reported controlled bulk drop locations indicated they received Freeborn County Shopper on a regular basis to substantiate the publication’s distribution claims.

CVC verification indicates that less than 15% of Freeborn County Shopper’s returnable source distributed editions are returned to the publisher unclaimed after the edition cycle.

12. Paid Reporting Analysis – Not Applicable

13. Council Audit Statement

Circulation Verification Council (CVC) reviewed the printing, distribution, circulation, technology, 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 Regulations. In our opinion, this report fairly and accurately represents the publication's printing, distribution, circulation, and technology reporting, if applicable, for the period indicated. The publication has sworn that the information presented for this audit reporting is accurate and supplied CVC with general business records substantiating the information under audit review. This report is released subject to the provisions of the CVC Rules & Regulations which are hereby incorporated by reference. CVC Rules & Regulations may be amended from time to time without notice at the sole discretion of CVC. In no event shall CVC be liable for indirect, incidental, consequential, special, or punitive damages, or damages for lost profits, lost income, or lost savings arising by negligence, intended conduct, breach of contract, or otherwise. CVC reports and data are released for the sole use of advertising purchase evaluations and any use for valuations or determination of value is strictly prohibited. CVC reports may not be used for USPS requestor or other permit qualifications. This report is subject to copyright laws and may only be reproduced by the publisher.



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The current status of this report expires December 31, 2019.
If this report is presented after December 31, 2019 please call the toll-free number listed below.



Freeborn County Shopper - Albert Lea, MN - 10-0100 - Supplemental Readership Study

The Circulation Verification Council surveyed Freeborn County Shopper readers in the primary market areas indicated in publication's CVC audit report. The purpose was to identify the number of individuals who indicate they have read at least two of the last four issues of the publication, and gather study information solely for advertising purchase evaluations. Market statistics estimates appearing in CVC reports, when available, are obtained from EASI Software. CVC study sources can include, but are not limited to, residential and cell phone surveys, online surveys, email surveys, and/or social media surveys. Study source data can include, but are not limited to, residential phone listings, cell phone exchanges, publisher delivery lists, opt-in email, online and/or social media databases. Residential and cell phone survey populations consist of adults age 18 and over, living in households within the survey area. Within this area, each individual had a known (or "non-zero") probability of being selected for the random sample. Surveys were conducted solely with pre-designated respondents and no substitutions were permitted. Initial survey attempts were spread evenly across all survey days (i.e., Tuesday through Saturday). A minimum of 250 completed surveys, or 2.5% of net circulation for publications under 10,000 circulation is required with no more than one survey per household. Survey Procedures: To ensure the highest degree of comparability and to facilitate the survey process, a standard, consistent, specified list of questions was asked. Surveys were conducted over a minimum period of two weeks to minimize the impact of weather and/or special circumstances. Every effort was made to ensure that surveys were assigned randomly by day and that an approximately equal number of surveys were completed on each survey 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 four attempts were made to contact all pre-designated respondents. Every effort was made to surmount language, cultural, behavioral and other barriers to a successful survey; and to the extent feasible, contact attempts were scheduled on a random basis. During the survey process, no questions were asked prior to the readership question, with the exception of a qualifying question designed to determine the ZIP code of the individual; and a general warm-up call explanation designed to put the respondent at ease. Warm-up questions did not include any reference to a publication itself or the nature of the study information. The study followed recommended guidelines developed in part from established media usage and evaluation 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 +/-4% at the 95% confidence level. 258 Survey respondents were interviewed during the verification of carrier delivery and mail distribution. 18 Survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution. 26 Survey respondents responded to a geo-coded outbound email verification. This publication did not participate in the CVC online research program.

- **Average estimated readers per edition during the audit period: 1.75**
*Readership estimates compiled from 2017 CVC circulation & readership study data.

1. Freeborn County Shopper is distributed regularly in your area. Do you regularly read or look through Freeborn County Shopper?

YES 302 Survey Respondents

2. Do you frequently purchase products or services from ads seen in Freeborn County Shopper?

YES 227 75.2%
NO 75 24.8%

3. How long do you keep Freeborn County Shopper before discarding it?

59% 1-2 Days
34% 3-4 Days
01% 5-6 Days
06% 1 Week or More

4. Reader Gender (Voice recognition - Gender Bias Rotation)

Reader Demographics	Market Demographics	
41%	49%	Male Readers
59%	51%	Female Readers



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5. What range best describes your age.

Reader Demographics	Market Demographics
01%	04% 18 - 20
02%	05% 21 - 24
10%	14% 25 - 34
16%	13% 35 - 44
23%	19% 45 - 54
25%	19% 55 - 64
17%	12% 65 - 74
05%	08% 75 - 84
01%	05% 85 years or older

6. What range best describes your combined annual household income for last year?

Reader Demographics	Market Demographics
01%	13% under \$15,000
05%	12% \$15,000 - \$24,999
15%	11% \$25,000 - \$34,999
22%	15% \$35,000 - \$49,999
25%	21% \$50,000 - \$74,999
16%	13% \$75,000 - \$99,999
10%	07% \$100,000 - \$124,999
03%	03% \$125,000 - \$149,999
02%	02% \$150,000 - \$199,999
01%	02% over \$200,000

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

Reader Demographics	Market Demographics
01%	10% Some High School or Less
43%	38% Graduated High School
32%	36% Some College
20%	12% Graduated College
03%	03% Completed Master Degree
01%	01% Completed Professional Degree
00%	00% Completed Doctorate Degree



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8. Which of the following products or services, if any, do you plan to purchase during the next twelve months?

- (% = Positive respondents)
- 14% New Automobile, Truck or SUV
 - 22% Used Automobile, Truck or SUV
 - 17% Antiques / Auctions
 - 43% Furniture / Home Furnishings
 - 16% Major Home Appliance
 - 16% Computers, Tablets or Laptops
 - 36% Home Improvements or Home Improvement Supplies
 - 34% Television or Electronics
 - 15% Carpet or Flooring
 - 53% Automobile Accessories (tires, brakes or service)
 - 49% Lawn & Garden Supplies
 - 25% Florist / Gift Shops
 - 25% Home Heating & Air Conditioning (service, new equipment)
 - 59% Vacations / Travel
 - 10% Real Estate (Sell or purchase)
 - 61% Men's Apparel
 - 72% Women's Apparel
 - 35% Children's Apparel
 - 01% Boats or Personal Watercraft
 - 22% Art & Crafts Supplies
 - 12% Childcare
 - 24% Education or Classes
 - 05% Attorney
 - 29% Veterinarian
 - 14% Chiropractor
 - 21% Financial Planner (Retirement, Investing)
 - 48% Tax Advisor / Tax Services
 - 24% Health Club / Exercise Class
 - 29% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
 - 09% Weight Loss
 - 24% Lawn Care Service (Maintenance & Landscaping)
 - 30% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
 - 54% Pharmacist / Prescription Service
 - 23% Cell Phone or Smart Phone (New Service or Update Service)
 - 84% Dining & Entertainment
 - 20% Jewelry
 - 05% Wedding Supplies
 - 24% Athletic & Sports Equipment
 - 06% Motorcycles / ATV's
 - 63% Medical Services / Physicians
 - 28% Pet Supplies



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