

Audit Period: April 1, 2012 – June 30, 2013

South Coast Shopper

62706 S Highway 101
Coos Bay, OR 97420
(541) 269-0310
(541) 269-2675 FAX

EMAIL: shopper1@scod.com
www.southcoastshopper.com

1. Publication Information

Average Net Circulation:	17,869 (Print Edition)
Number of Editions:	One
Format / Average Page Count:	Tabloid / 20 Pages
Circulation Cycle:	Weekly
Circulation Day / Time:	Thursday / by 4 PM
Ownership:	South Coast Shopper
Year Established:	1982
Publication Type:	Shopper
Content:	90% Advertising / 10% Editorial
Circulation Paid/Unpaid:	100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods:	0% Carrier Delivery / <1% Mail / 100% Controlled Bulk
Insert Zoning Available:	Yes
CVC Member Number:	01-3401
DMA/MSA:	Eugene, OR
Audit Funded By:	Publisher

2. Rate Card and Mechanical Data

Rate Card Effective Date:	January 1, 2012
Mechanical Data:	Six (6) columns x 16.14-inch column depth Full page: 10" wide X 16.14" depth.
Open Rate:	Black & White: \$898.00 Full Page - \$206.00 1/8 th Page Spot Color: \$1,197.00 Full Page - \$233.00 1/8 th Page Full Color: \$1,530.00 Full Page - \$279.00 1/8 th Page
Insert Open Rate:	\$60.00 per thousand
Classified Rate:	\$14.00 - up to 20 words; \$0.70

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

3. Contact Information

Publisher:	Debbie Manley	EMAIL: debbie@scod.com
Advertising:	Debbie Manley	EMAIL: debbie@scod.com
Circulation:	Debbie Manley	EMAIL: debbie@scod.com

4. Circulation Pricing

South Coast Shopper is a controlled circulation weekly without circulation pricing. Annual mail subscription rate: Contact Publisher



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

CVC Account Number: 01-3401		South Coast Shopper Coos Bay, OR
Audit Period Summary		
Average Net Circulation	(5-H)	17,869
Average Gross Distribution	(5-F)	18,384
Average Net Press Run	(5-A)	18,409
Audit Period Detail		
A. Average Net Press Run		18,409
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		0
2. Controlled Bulk Delivery / Demand Distribution		17,981
3. Mail		0
4. Restock & Office Service		100
5. Other: UPS – Bulk Distribution		299
TOTAL AVERAGE CONTROLLED DISTRIBUTION		18,380
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		4
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		4
E. Sponsored / Voluntary Paid Distribution		
1. Carrier 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		18,384
G. Unclaimed / Returns		(515)*
H. Average Net Circulation		17,869

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

	Monthly Audit Period Average
Website Unique Visitors	4,417
Website Page Views	10,523
Average Time Spent on Website	Not Reported

6B. Audited Online Edition Reporting

	Monthly Audit Period Average
Unique Digital Edition Visitors	304
Digital Edition Page Views	828

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. 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 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: UPS – Bulk Distribution
- D. PAID DISTRIBUTION: Editions distributed by the publisher through paid subscription or other monetary exchange with individual readers.
1. CARRIER 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, 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:
- E. SPONSORED / VOLUNTARY PAID DISTRIBUTION: Editions distributed by the publisher that are sponsored by a third party monetary exchange.
1. CARRIER 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, and/or Post Office Boxes.
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.

TIME SPENT: The average amount of time spent on a website during a single visit, expressed in HH:MM:SS

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
01/01/13-12/31/13	CVC	17,902	18,009	-	-
01/01/12-12/31/12	CVC	17,662	17,793	17,900	17,738
07/01/11-12/31/11	CVC	-	-	17,997	17,663

9. Distribution by Zip Code (9/27/2012 Edition) Thursday

ZIP CODE	CITY / AREA	COUNTY	CARRIER DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
97406	Agness	Curry	0	25	0	0	25
97407	Allegany	Coos	0	25	0	0	25
97411	Bandon	Coos	0	1,587	0	0	1,587
97415	Brookings	Curry	0	608	0	0	608
97420	Coos Bay	Coos	0	6,599	1	125	6,725
97423	Coquille	Coos	0	1,324	0	0	1,324
97435	Drain	Douglas	0	330	0	0	330
97436	Elkton	Douglas	0	80	0	0	80
97439	Florence	Lane	0	565	0	0	565
97444	Gold Beach	Curry	0	668	0	0	668
97449	Lakeside	Coos	0	368	0	0	368
97450	Langlois	Curry	0	30	0	0	30
97453	Mapleton	Lane	0	50	0	0	50
97458	Myrtle Point	Coos	0	977	0	0	977
97459	North Bend	Coos	0	3,319	1	0	3,320
97465	Port Orford	Curry	0	300	0	0	300
97466	Powers	Coos	0	75	0	0	75
97467	Reedsport	Douglas	0	1,084	0	0	1,084
97473	Scottsburg	Douglas	0	60	0	0	60
97491	Wedderburn	Curry	0	15	0	0	15
Misc	Assorted	Assorted	0	16	0	0	16
TOTAL			0	18,105	2	125	18,232

10. Distribution by County (9/27/2012 Edition) Thursday

COUNTY	CITY / AREA	CARRIER DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Coos	Allegany Bandon Coos Bay Coquille Lakeside Myrtle Point North Bend Powers	0	14,274	2	125	14,401
Curry	Agness Brookings Gold Beach Langlois Port Orford Wedderburn	0	1,646	0	0	1,646
Douglas	Drain Elkton Reedsport Scottsburg	0	1,554	0	0	1,554
Lane	Florence Mapleton	0	615	0	0	615
Misc	Assorted	0	16	0	0	16
TOTAL		0	18,105	2	125	18,232

11. Verification of Receivership & Readership

Carrier Delivery and Mail Distribution

South Coast Shopper did not report significant carrier delivery or mail distribution during the audit period. Carrier delivery is verified through the review of carrier statements and additional publisher support documents. Mail distribution is verified through the review of USPS mail 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 South Coast Shopper on a regular basis.

CVC interviews substantiate South Coast Shopper's claim of 515 single copy & returnable source distributed editions returned to the publisher unclaimed after the edition cycle.

13. Paid Reporting Analysis

CARRIER 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: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	4
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.

The current status of this report expires September 30, 2014.

If this report is presented after September 30, 2014 please call the toll-free number listed below.



South Coast Shopper - Coos Bay, OR - 01-3401 - Supplemental Readership Study

The Circulation Verification Council interviewed South Coast Shopper 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 carrier delivery and mail distribution. 253 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 2013 CVC circulation & readership study data.

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

YES 253 Survey Respondents

2. Do you frequently purchase products or services from ads seen in South Coast Shopper?

YES 181 71.5%

NO 72 28.5%

3. How long do you keep South Coast Shopper before discarding it?

39% 1-2 Days

38% 3-4 Days

11% 5-6 Days

12% 1 Week or More

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

Reader Demographics	Market Demographics
01%	03% 18 - 20
02%	05% 21 - 24
06%	10% 25 - 34
18%	15% 35 - 44
24%	20% 45 - 54
25%	20% 55 - 64
18%	14% 65 - 74
06%	14% 75 years or older

5. Reader Gender? (Voice recognition – Gender Bias Rotation)

54% Male Readers

46% Female Readers



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

Reader Demographics	Market Demographics	
16%	33%	Under \$25,000
35%	31%	\$25,001 - \$49,999
23%	18%	\$50,000 - \$74,999
15%	10%	\$75,000 - \$99,999
07%	06%	\$100,000 - \$149,999
04%	03%	Over \$150,000

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

Reader Demographics	Market Demographics	
02%	15%	Some High School or Less
32%	30%	Graduated High School
40%	38%	Some College
19%	10%	Graduated College
07%	07%	Completed Post Graduate

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




- 12% New Automobile
- 22% Used Automobile
- 23% Antiques / Auctions
- 41% Furniture / Home Furnishings
- 19% Major Home Appliance
- 19% Home Computers / Tablets / Laptops
- 31% Home Improvements / Supplies
- 35% Television / Electronics
- 20% Carpet / Flooring
- 54% Automobile Accessories (tires, brakes & service)
- 33% Lawn & Garden
- 34% Florist / Gift Shops
- 21% Home Heating / Air Conditioning (service, new equipment)
- 58% Vacations / Travel
- 06% Real Estate
- 71% Men's Apparel
- 77% Women's Apparel
- 43% Children's Apparel
- 02% Boats / Personal Watercraft
- 09% Art & Crafts Supplies
- 18% Childcare
- 31% Education / Classes
- 06% Attorney
- 28% Veterinarian
- 15% Chiropractor
- 19% Financial Planner (Retirement, Investing)
- 63% Tax Advisor / Services
- 23% Health Club / Exercise Class
- 35% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
- 12% Weight Loss
- 34% Lawn Care Service (Maintenance & Landscaping)
- 38% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
- 71% Pharmacist / Prescription Service
- 29% Cellular Phone New/Update Service
- 88% Dining & Entertainment
- 23% Jewelry
- 09% Wedding Supplies
- 32% Athletic & Sports Equipment

(% = Positive respondents)



South Coast Shopper
 Coos Bay, Oregon
 01-3401

Key to Features

-  State Boundary
-  County Boundary
-  ZIP Code Boundary

