

Gross Distribution Audit Period: April 1, 2009 – March 31, 2011

East County Times

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www.eastcountytimesonline.com

1. Publication Information

Average Gross Distribution:	34,969 (Print Edition) **(See paragraph seven explanatory)
Number of Editions:	One
Format / Average Page Count:	Tabloid / 34 Pages
Distribution Cycle:	Weekly
Distribution Day / Time:	Thursday / by 1 PM
Ownership:	Chatsworth Enterprises, Inc.
Year Established:	1962
Publication Type:	Community Newspaper
Content:	60% Advertising / 40% Editorial
Distribution Paid/Unpaid:	100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods:	46% Home Delivery / <1% Mail / 54% Controlled Bulk
Insert Zoning Available:	Yes – ZIP Code
CVC Member Number:	01-0053
DMA/MSA:	Baltimore, MD / Washington--Baltimore, DC--MD--VA--WV CMSA
Audit Funded By:	Mid-Atlantic Community Papers Association Independent Free Papers of America

2. Rate Card and Mechanical Data

Rate Card Effective Date:	April 18, 2009
Mechanical Data:	Six (6) columns x 14-inch column depth Full page: 10" wide X 14" depth.
Open Rate:	Local: \$19.75 per column inch National: \$19.75 per column inch
Insert Open Rate:	\$45.00 per thousand
Classified Rate:	\$9.00 for up to 10 words
Volume, frequency, contract, color, and other rates may be available from the publisher.	

3. Contact Information

Publisher:	George Wilbanks	EMAIL: wilbanks2005@comcast.net
Advertising:	Linda Mrok	EMAIL: ectartdept@comcast.net
Distribution:	Mike Wilbanks	EMAIL: m.wilbanks@comcast.net

4. Distribution Pricing

East County Times is a controlled distribution weekly without distribution pricing. Annual mail subscription rate: \$50.00



5. Audited Distribution and Net Press Averages - Print Edition

CVC Account Number: 01-0053		East County Times Baltimore, MD
Audit Period Summary		
Average Net Circulation	(5-H)	**
Average Gross Distribution	(5-F)	34,969
Average Net Press Run	(5-A)	35,000
Audit Period Detail		
A. Average Net Press Run		35,000
B. Office / File		31
C. Controlled Distribution		
1. Home Delivery		16,000
2. Controlled Bulk Delivery / Demand Distribution		18,900
3. Mail		50
4. Restock & Office Service		19
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		34,969
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		0
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		34,969
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		**

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

	Monthly Audit Period Average
Website Unique Visitors	3,484
Website Page Views	94,028

6B. Audited Online Edition Reporting

	Monthly Audit Period Average
Unique Digital Edition Visitors	1,014
Digital Edition Page Views	18,189

7. Explanatory

PARAGRAPH FIVE AUDIT PERIOD SUMMARY

**** This is a gross distribution audit. The publisher did not file return / unclaimed editions to qualify for CVC net circulation reporting. See paragraph twelve for CVC return / unclaimed estimates.**

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.
- 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 Distribution History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/11-03/31/11	CVC	34,975	-	-	-
01/01/10-12/31/10	CVC	34,975	34,975	34,975	34,975
01/01/09-12/31/09	CVC	34,975	34,950	34,950	34,975
01/01/08-12/31/08	CVC	44,950	44,950	44,815	44,950
01/01/07-12/31/07	CVC	54,900	44,950	44,950	44,950
01/01/06-12/31/06	CVC	44,950	44,950	44,950	44,950
01/01/05-12/31/05	CVC	44,500	44,950	44,950	44,950
01/01/04-12/31/04	CVC	54,900	54,900	54,900	54,900
01/01/03-12/31/03	CVC	54,975	54,955	54,955	54,945
01/01/02-12/31/02	CVC	54,975	54,975	54,975	54,975
01/01/01-12/31/01	CVC	54,840	54,840	54,973	54,973
01/01/00-12/31/00	CVC	52,840	54,532	54,840	54,840
07/01/99-12/31/99	CVC	-	-	51,917	52,571

9. Distribution by Zip Code (1/5/2011 Edition) Thursday

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
21219	Edgemere	Baltimore	0	680	0	0	680
21220	Middle River	Baltimore	4,258	2,785	0	0	7,043
21221	Essex	Baltimore	5,818	5,438	0	0	11,256
21222	Dundalk	Baltimore	0	4,194	0	0	4,194
21224	Baltimore	Baltimore City	0	1,196	0	0	1,196
21236	Baltimore	Baltimore	5,924	1,353	0	0	7,277
21237	Rosedale	Baltimore	0	3,254	0	0	3,254
MISC	Assorted	Assorted	0	0	50	50	100
TOTAL			16,000	18,900	50	50	35,000

10. Distribution by County (1/5/2011 Edition) Thursday

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Baltimore	Baltimore Dundalk Edgemere Essex Middle River Rosedale	16,000	17,704	0	0	33,704
Baltimore City	Baltimore	0	1,196	0	0	1,196
Misc.	Assorted	0	0	50	50	100
TOTAL		16,000	18,900	50	50	35,000

11. Verification of Receivership & Readership

Controlled Home Delivery and Mail Distribution

The Circulation Verification Council interviewed residents in the primary market areas indicated in paragraph nine. The purpose was to identify the number of residents who indicate they receive the publication on a regular basis, and further identify the number of residents who read or look through the publication. The interviews took place throughout the audit period between the hours of 5:30 PM-8:30 PM and 10:00 AM-2:00 PM. All respondents identified themselves as 18 or older.

1. East County Times is distributed regularly in your area. Do you receive East County Times on a regular basis?
2. (If response to #1 was YES) Do you or someone in your household regularly read or look through East County Times?

CVC interviews indicate that a sufficient number of households indicated they receive East County Times on a regular basis to substantiate the publisher's distribution claims.

CVC interviews indicate that 391 of 479 or 81.6% indicate they regularly read or look through East County Times.

*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 +/-2.5%.

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 East County Times on a regular basis.

CVC interviews indicate that less than 15% of East County 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: \$50.00 / 1-Year
	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
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 March 31, 2013.

If this report is presented after March 31, 2013 please call the toll-free number listed below.

East County Times - Baltimore, MD - 01-0053 - Supplemental Readership Study

The Circulation Verification Council interviewed 528 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. *391 Survey respondents were interviewed during the verification of home delivery and mail distribution. 137 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: 2.10***
 *Readership estimates compiled from 2010 CVC circulation & readership study data.

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

YES	528	Survey Respondents
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2. Do you frequently purchase products or services from ads seen in East County Times?

YES	401	75.9%
NO	127	24.1%

3. How long do you keep East County Times before discarding it?

61%	1-2 Days
15%	3-4 Days
04%	5-6 Days
20%	1 Week or More

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

Reader Demographics	Market Demographics
01%	04% 18 - 20
03%	07% 21 - 24
16%	17% 25 - 34
24%	19% 35 - 44
24%	19% 45 - 54
16%	14% 55 - 64
13%	09% 65 - 74
03%	10% 75 years or older



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

Reader Demographics	Market Demographics	
10%	22%	Under \$25,000
30%	28%	\$25,001 - \$49,999
27%	21%	\$50,000 - \$74,999
18%	15%	\$75,000 - \$99,999
13%	11%	\$100,000 - \$149,999
02%	03%	Over \$150,000

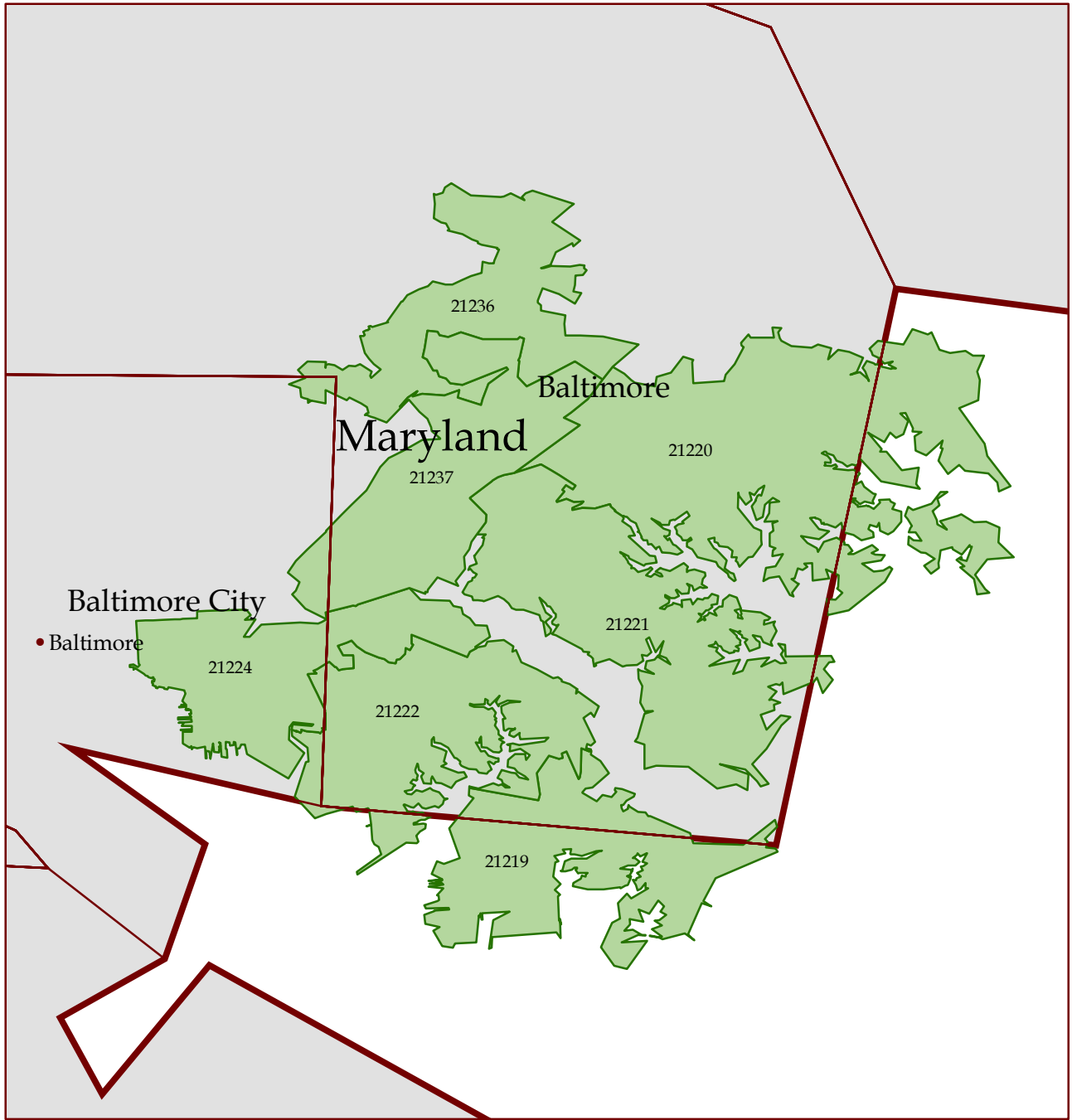
6. What is the highest level of education you have obtained?

Reader Demographics	Market Demographics	
06%	24%	Some High School or Less
36%	35%	Graduated High School
30%	26%	Some College
21%	10%	Graduated College
07%	05%	Completed Post Graduate

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




(% = Positive respondents)

14%	New Automobile
14%	Used Automobile
19%	Antiques / Auctions
51%	Furniture / Home Furnishings
18%	Major Home Appliance
10%	Home Computers
39%	Home Improvements / Supplies
45%	Television / Electronics
17%	Carpet / Flooring
50%	Automobile Accessories (tires, brakes & service)
55%	Lawn & Garden
56%	Florist / Gift Shops
29%	Home Heating / Air Conditioning (service, new equipment)
54%	Vacations / Travel
06%	Real Estate
77%	Men's Apparel
90%	Women's Apparel
41%	Children's Apparel
02%	Boats / Personal Watercraft
28%	Art & Crafts Supplies
23%	Childcare
41%	Education / Classes
09%	Attorney
25%	Veterinarian
15%	Chiropractor
26%	Financial Planner (Retirement, Investing)
62%	Tax Advisor / Services
30%	Health Club / Exercise Class
41%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
06%	Weight Loss
31%	Lawn Care Service (Maintenance & Landscaping)
48%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
78%	Pharmacist / Prescription Service
25%	Cellular Phone New/Update Service
90%	Dining & Entertainment
26%	Jewelry
10%	Wedding Supplies
44%	Athletic & Sports Equipment



East County Times
 Baltimore, Maryland
 01-0053

Key to Features

-  State Boundary
-  County Boundary
-  Zip Code Boundary

