

Circulation Audit Report

Audit Period: October 1, 2005 – September 30, 2006

The Reminder

PO Box 33
Coventry, RI 02816
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(401) 821-0397 FAX

EMAIL: rreminder@aol.com
www.rreminder.com

1. Publication Information

Average Gross Distribution:	28,996** (See paragraph six explanatory)
Number of Editions:	One
Format & Average Page Count:	Tabloid / 32 Pages
Circulation Cycle:	Weekly
Circulation Day / Time:	Tuesday
Ownership:	Stevens Publishing Inc
Year Established:	1954
Publication Type:	Shopper
Content:	80% Advertising / 20% Editorial
Circulation Paid/Unpaid:	100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods:	1% Home Delivery/ 83% Mail/16% Controlled Bulk
Insert Zoning Available:	Yes - Zip Code
CVC Member Number:	17-0028
Audit Funded By:	Free Community Papers of New England

2. Rate Card and Mechanical Data

Rate Card Date:	August 1, 2006
Mechanical Data:	Six (6) columns x 16-inch column depth Full page: 10.25" wide X 16" depth.
Open Rate:	Local \$11.00 per column inch National \$11.00 per column inch
Insert Open Rate:	\$42.00 per thousand
Classified Rate:	\$7.50 - 10 words; \$0.25 each additional word
Volume, contract, color, and other rates available from publisher.	

3. Contact Information

Publisher:	Peter Stevens	EMAIL: rreminder@aol.com
Advertising:	Peter Stevens	EMAIL: rreminder@aol.com
Circulation:	Amey Tilley	EMAIL: rreminder@aol.com

4. Circulation Pricing

The Reminder is a controlled circulation weekly without circulation pricing.
Annual mail subscription rate: Contact Publisher

5. Audited Circulation, Distribution and Net Press Averages

Acct # 17-0028	The Reminder Coventry, RI
A. Controlled Distribution	
1. Home Delivery	321
2. Controlled Bulk Delivery	4,534
3. Mail	24,141
4. Restock & Office Service Delivery	0
5. Other:	0
TOTAL AVERAGE CONTROLLED DISTRIBUTION	28,996
B. Paid Distribution	
1. Home Delivery	0
2. Single Copy	0
3. Mail	0
4. Restock & Office Service Delivery	0
5. Other:	0
TOTAL AVERAGE PAID DISTRIBUTION	0
C. Sponsored / Voluntary Paid Distribution	
TOTAL AVERAGE SPONSORED DISTRIBUTION	0
D. Average Gross Distribution	28,996
E. Unclaimed / Returns	(0)*
F. Average Net Circulation	28,996**
G. Office / File	50
H. Average Net Press Run	29,046

6. Explanatory

A.	<ul style="list-style-type: none"> 1. Editions delivered by private carrier to single family residences, and/or multi-family residences, and/or businesses. 2. Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5E returns. 3. Editions delivered by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses. 4. Copies 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.
B.	<ul style="list-style-type: none"> 1. Editions delivered by private carrier to paid subscribers in single family residences, and/or multi-family residences, and/or businesses. 2. Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5E returns. 3. Editions delivered by United States Postal Service mail to paid subscribers in single family residences, and/or multi-family residences, and/or businesses. 4. Copies 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.
C.	<ul style="list-style-type: none"> 1. No Sponsored Distribution.
D.	<ul style="list-style-type: none"> 1. Average gross distribution for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C).)
E.	<ul style="list-style-type: none"> 1. Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle. *(See paragraph 12 for CVC return/unclaimed confirmation.)
F.	<ul style="list-style-type: none"> 1. Average net circulation for the audit period indicated.
G.	<ul style="list-style-type: none"> 1. Undistributed editions maintained by the publisher for office purposes.
H.	<ul style="list-style-type: none"> 1. Average net press run during the audit period indicated.

7. Average Circulation History

PERIOD	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/06-12/31/06	CVC	29,174	29,128	29,128	-
01/01/05-12/31/05	CVC	28,702	28,756	28,993	28,556
01/01/04-12/31/04	CVC	28,556	28,556	28,679	28,556
01/01/03-12/31/03	CVC	-	-	-	28,581
01/01/02-12/31/02	CVC	-	-	-	-
10/01/01-12/31/01	CVC	-	-	-	-

8. Defined Market Area

Circulation areas include, but are not limited to the cities of Clayville, Coventry, Cranston, East Greenwich, Exeter, Fiskeville, Foster, Greene, Hope, North Kingstown, Warwick, West Greenwich and West Warwick, in Kent, Providence and Washington counties, all in the state of Rhode Island.

9. Distribution by Zip Code (09/26/2006 Edition)

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
02815	Clayville	Providence	0	0	124	0	124
02816	Coventry	Kent	230	2,895	10,755	0	13,880
02817	West Greenwich	Kent	90	0	2,009	0	2,099
02818	East Greenwich	Kent	0	0	223	0	223
02822	Exeter	Washington	0	50	431	0	481
02823	Fiskeville	Providence	0	0	246	0	246
02825	Foster	Providence	0	0	141	0	141
02827	Greene	Kent	0	0	700	0	700
02831	Hope	Providence	0	0	1,506	0	1,506
02852	North Kingstown	Washington	0	0	128	0	128
02886	Warwick	Kent	0	0	520	0	520
02888	Warwick	Kent	0	0	80	0	80
02889	Warwick	Kent	0	0	109	0	109
02893	West Warwick	Kent	0	2,400	6,022	0	8,422
02920	Cranston	Providence	0	0	122	0	122
TOTAL			320	5,345	23,116	0	28,781

10. Distribution by County (09/26/2006 Edition)

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Kent	Coventry West Greenwich East Greenwich Greene Warwick West Warwick	320	5,295	20,418	0	26,033
Providence	Clayville Fiskeville Foster Hope Cranston	0	0	2,139	0	2,139
Washington	Exeter North Kingstown	0	50	559	0	609
TOTAL		320	5,345	23,116	0	28,781

11. Verification of Receivership & Readership

Controlled Home Delivery and Mail Distribution

The Circulation Verification Council interviewed 316 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. The following questions were asked:

1. The Reminder is distributed weekly in your area. Do you receive the The Reminder on a regular basis?
2. (If response to #1 was YES) Do you or someone in your household regularly read or look through the The Reminder?
 - CVC interviews indicate that 313 of 316 households or 99.1% indicated they receive the The Reminder on a regular basis.
 - CVC interviews indicate that 257 of 313 or 82.1% indicate they regularly read or look through the The Reminder.

*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 Distribution

The Circulation Verification Council interviewed and visited controlled bulk locations chosen randomly from the publication route lists. 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. The interviews took place throughout the audit cycle between the hours of 9:00 AM and 5:00 PM.

- CVC interviews indicate that 100% of reported controlled bulk drop locations indicated they received the The Reminder on a regular basis.
- CVC interviews indicate that less than 15% of the The Reminder's controlled bulk distributed editions are returned to the publisher unclaimed after the edition cycle.

The Circulation Verification Council estimates that all the information in this text box has a minimum accuracy level of +/-2.5%.

13. Council Audit Statement

We have reviewed the printing, distribution, circulation, and general ledger records of this publication for the purpose of compiling this information. Our review was completed using Council auditing procedures and surveys considered necessary under the circumstances of the audit. In our opinion, this report fairly and accurately represents the publication's printing, distribution and/or circulation for the period (s) indicated.

Circulation Verification Council

December 21, 2006



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The current status of this report expires December 31, 2007.

The Reminder – Coventry, RI – 17-0028 Supplemental Readership Study

The Circulation Verification Council interviewed 316 residents in the primary market areas indicated in publication's CVC audit report. The purpose was to identify the number of residents who indicate they receive the publication on a regular basis, identify the number of residents who read or look through the publication, and gather readership study information useful for advertising purchase decisions. Market statistics estimates appearing in CVC reports are obtained from EASI Software 2006. 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 general warm-up questions 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).

- **Average readers per edition during the audit period: 1.825***

*Readership estimates compiled from 2006 CVC circulation & readership study data.

1. The Reminder is distributed every week in your area. Does your household regularly receive The Reminder?

YES	313	99.1%
NO	3	01.0%

2. Do you or someone in your household regularly read or look through The Reminder?

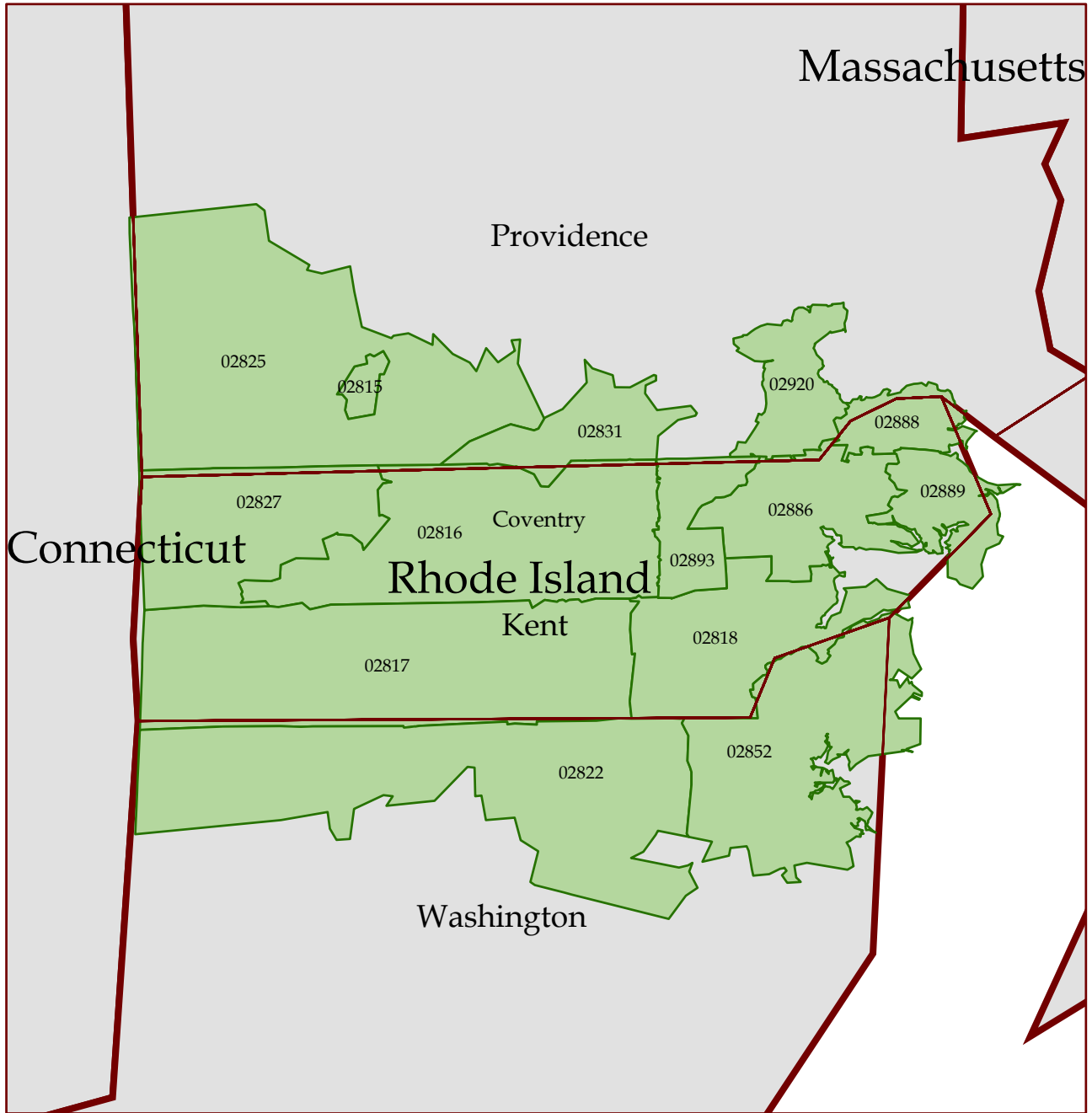
YES	257	82.1%
NO	56	17.9%

3. Do you frequently purchase products or services from ads seen in The Reminder?

YES	205	79.8%
NO	52	20.2%




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

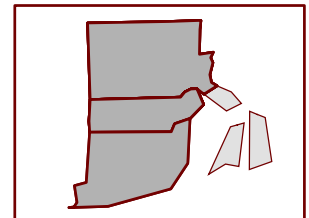
Reader Demographics	Market Demographics	
12%	23%	Under \$25,000
29%	27%	\$25,001 - \$49,999
23%	19%	\$50,000 - \$74,999
20%	14%	\$75,000 - \$99,999
12%	10%	\$100,000 - \$149,999
04%	07%	Over \$150,000

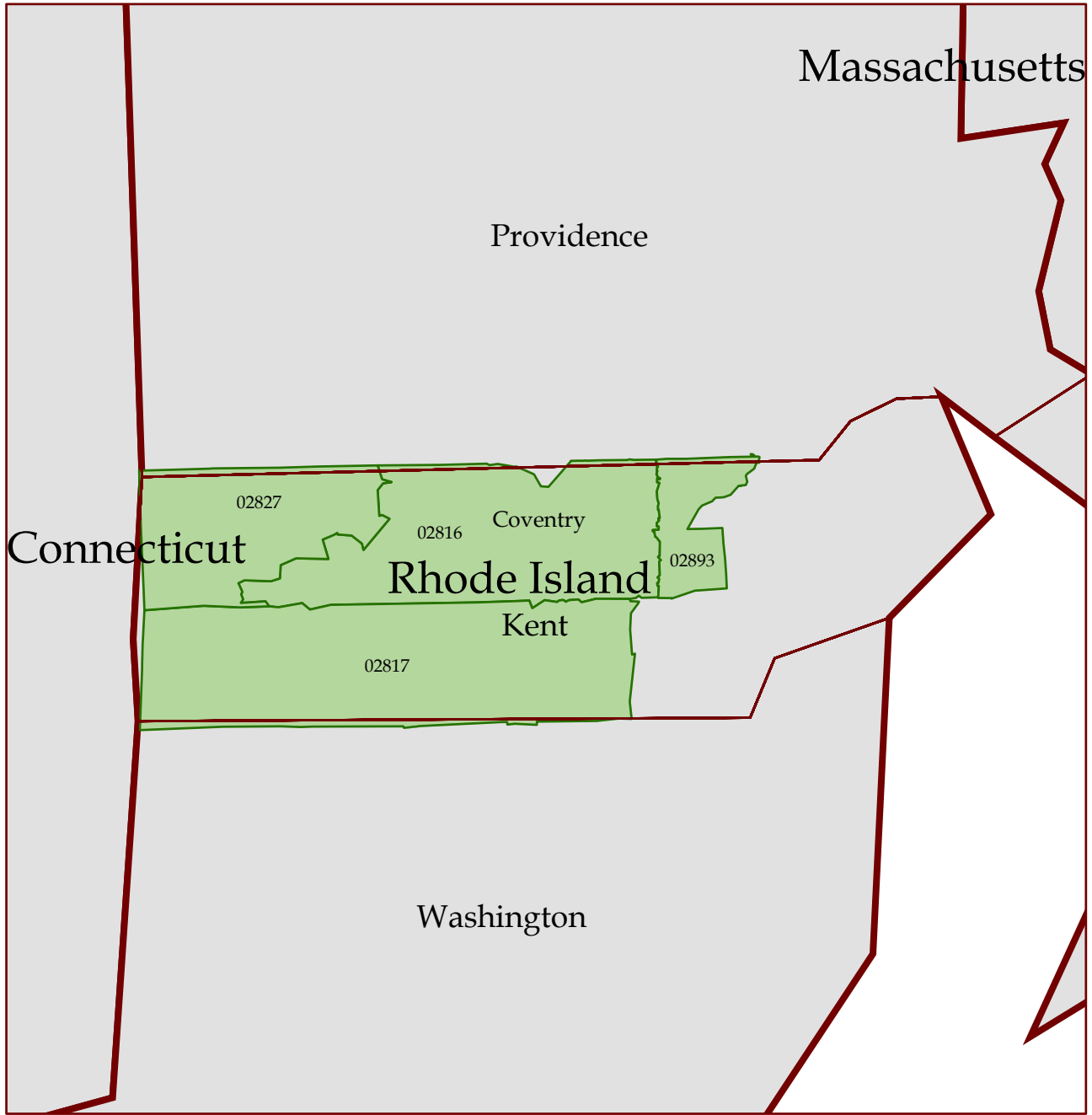


The Reminder - Coventry, Rhode Island
17-0028

Key to Features




-  State Boundary
-  County Boundary
-  Zip Code Boundary





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