

Reinstatement Audit Period: October 1, 2014 – June 30, 2015

Family Flyer - Lake County

PO Box 1004
Crown Point, IN 46308
(219) 689-6262
(219) 374-7558 FAX

EMAIL: ffpublisher10@yahoo.com
www.familyflyer.com

1. Audited Media Platforms

Print Publication:	Average Net Circulation:	55,475 (Print Edition)
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2. Publication Information

Number of Editions:	One
Format / Average Page Count:	Magazine / 52 Pages
Circulation Cycle:	Monthly
Ownership:	Family Flyer, Inc.
Year Established:	2000
Publication Type:	Shopper
Content:	90% Advertising / 10% Editorial
Circulation Paid/Unpaid:	100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods:	100% Mail
Annual Mail Subscription Rate:	\$24.00
Insert Zoning Available:	Yes - ZIP Code
CVC Member Number:	10-0093
DMA/MSA/CBSA:	Chicago, IL / Chicago-Gary-Kenosha, IL-IN / Chicago-Naperville-Joliet, IL-IN-WI
Audit Funded By:	Midwest Free Community Papers Independent Free Papers of America Community Papers of Indiana & Illinois

3. Rate Card and Mechanical Data

Rate Card Effective Date:	January 1, 2015
Mechanical Data:	Four (4) columns x 10-inch column depth Full page: 7.5" wide X 10" depth.
Open Rate:	Local: \$996.00 Full Page - \$454.00 1/4 th Page National: \$996.00 Full Page - \$454.00 1/4 th Page
Insert Open Rate:	\$50.00 per thousand
Classified Rate:	\$20.00 - up to 20 words
Deadline Day & Time:	20 th of the month
Website Rates:	See FamilyFlyer.com

Additional rates may be available from the publisher.

4. Contact Information

Publisher:	Sharon Foreman	EMAIL: ffpublisher10@yahoo.com
Advertising:	Sharon Foreman	EMAIL: info@familyflyer.com
Circulation:	Sharon Foreman	EMAIL: marsha@familyflyer.com

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

CVC Account Number: 10-0093	Monthly	Family Flyer - Lake County Crown Point, IN
Audit Period Summary		
Average Net Circulation	(5-H)	55,475
Average Gross Distribution	(5-F)	55,475
Average Net Press Run	(5-A)	55,500
Audit Period Detail		
A. Average Net Press Run		55,500
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		0
3. Mail		55,195
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		280
Total Average Controlled Distribution		55,475
Controlled Returns		(0)
TOTAL AVERAGE CONTROLLED CIRCULATION		55,475
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		55,475
G. Total Unclaimed / Returns		(0)*
H. Average Net Circulation		55,475

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 offices and professional firms.

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: Distributed editions, in the controlled distribution categories, returned to the publisher unsold and/or 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 NIE 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 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 NIE 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. 1. 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. 1. 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. 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)).



6A. Audited Average Website Reporting - www.familyflyer.com - Not Reported

6B. Audited Online/Digital Edition Reporting - Not Reported

6C. Text Media - Not Reported

6D. Social Media - Not Reported

6E. Email Media - Not Reported

6F. Video & Podcast Media - Not Reported

7. Average Print Circulation History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/15-12/31/15	CVC	55,475	55,475	-	-
01/01/14-12/31/14	CVC	No Reporting	No Reporting	No Reporting	55,473
01/01/13-12/31/13	CVC	55,475	55,475	54,475	54,475
01/01/12-12/31/12	CVC	55,475	55,475	55,475	55,475
01/01/11-12/31/11	CVC	55,475	55,475	55,475	55,475
01/01/10-12/31/10	CVC	No Reporting	No Reporting	55,475	55,475
01/01/09-12/31/09	CVC	52,739	58,567	58,567	63,233
01/01/08-12/31/08	CVC	54,900	54,900	54,900	54,567
01/01/07-12/31/07	CVC	53,900	53,900	54,567	54,900
01/01/06-12/31/06	CVC	52,900	52,166	53,900	53,950
01/01/05-12/31/05	CVC	51,900	52,067	52,400	52,900
01/01/02-12/31/04	Prior CVC	-	-	-	-

8. Distribution by Zip Code (June 2015 Edition) Monthly

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
46303	Cedar Lake	Lake	IN	0	0	5,253	0	5,253
46307	Crown Point	Lake	IN	0	0	23,976	0	23,976
46311	Dyer	Lake	IN	0	0	4,500	0	4,500
46341	Hebron	Porter	IN	0	0	1,145	0	1,145
46356	Lowell	Lake	IN	0	0	6,583	0	6,583
46373	Saint John	Lake	IN	0	0	5,292	0	5,292
46375	Schererville	Lake	IN	0	0	4,042	0	4,042
46376	Schneider	Lake	IN	0	0	193	0	193
46377	Shelby	Lake	IN	0	0	198	0	198
46410	Merriville	Lake	IN	0	0	4,011	0	4,011
Misc.	Assorted	Assorted	-	0	0	0	307	307
TOTAL				0	0	55,193	307	55,500



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9. Distribution by County (June 2015 Edition) Monthly

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Lake	Cedar Lake Crown Point Dyer Lowell Merriville Saint John Schererville Schneider Shelby	IN	0	0	54,048	0	54,048
Porter	Hebron	IN	0	0	1,145	0	1,145
	Assorted	-	0	0	0	307	307
TOTAL			0	0	55,193	307	55,500

10. Verification of Distribution – Mail and Carrier Delivery Distribution

Family Flyer - Lake County reported an average mail distribution of 55,195 during the audit period. Mail distribution is verified through the review of mail statements and additional publisher support documents. Family Flyer - Lake County did not report carrier delivery distribution during the audit period. Carrier delivery is verified through the review of carrier statements and 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, and/or social media surveys. Delivery verification source data can include, but is not limited to, residential phone listings, cell phone exchanges, publisher delivery lists, opt-in email databases, online, and/or social media databases. The purpose of the verification is to report individuals who receive 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 Family Flyer - Lake County on a regular basis to substantiate the publisher’s distribution claims.

CVC verification confirms that 528 of 663 or 79.6% report they regularly read or look through Family Flyer - Lake County.

*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 +/-3.5%.

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

Controlled Bulk / Demand Distribution / Single Copy

Family Flyer - Lake County did not report significant controlled bulk / demand distribution, or single copy distribution during the audit cycle. Distribution locations received an average 0 copies per edition during the audit cycle.

12. Paid Reporting Analysis – Not Applicable



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Optional Publisher Reporting - Special Section / Special Edition Reporting

SPECIAL SECTION TITLE	DEADLINE MONTH	EDITION MONTH
Family Business Photo Album	February 10 th	February/March
Spring into Action Flyer	April 10 th	April/May
Festival Flyer	June 10 th	June/July
Lifestyles Edition	August 10 th	August/September
B/C Directory	October 10 th	October/November
Holiday Traditions Flyer	November 10 th	November/December

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 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 June 30, 2017.
 If this report is presented after June 30, 2017 please call the toll-free number listed below.

Family Flyer - Lake County - Crown Point, IN - 10-0093 - Supplemental Readership Study

The Circulation Verification Council surveyed Family Flyer - Lake County 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 is 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 consisted 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 net 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 three weeks to minimize the impact of weather and/or special news stories. 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 six 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 +/-3.5% at the 95% confidence level. 528 Survey respondents were interviewed during the verification of carrier delivery and mail distribution. 0 Survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution. 0 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: 1.65**
*Readership estimates compiled from 2015 CVC circulation & readership study data.

1. Family Flyer - Lake County is distributed regularly in your area. Do you regularly read or look through Family Flyer - Lake County?

YES	528	Survey Respondents
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2. Do you frequently purchase products or services from ads seen in Family Flyer - Lake County?

YES	427	80.9%
NO	101	19.1%

3. How long do you keep Family Flyer - Lake County before discarding it?

62%	Two weeks or less
03%	Three weeks
25%	One month
10%	More than one month

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

Reader Demographics	Market Demographics
43%	49% Male Readers
57%	51% Female Readers



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

Reader Demographics	Market Demographics
00%	05% 18 - 20
03%	06% 21 - 24
13%	16% 25 - 34
21%	17% 35 - 44
24%	20% 45 - 54
21%	18% 55 - 64
13%	10% 65 - 74
04%	06% 75 - 84
01%	02% 85 years or older

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

Reader Demographics	Market Demographics
00%	07% under \$15,000
03%	07% \$15,000 - \$24,999
06%	08% \$25,000 - \$34,999
16%	12% \$35,000 - \$49,999
22%	20% \$50,000 - \$74,999
21%	16% \$75,000 - \$99,999
13%	12% \$100,000 - \$124,999
08%	08% \$125,000 - \$149,999
07%	06% \$150,000 - \$199,999
04%	05% over \$200,000

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

Reader Demographics	Market Demographics
02%	07% Some High School or Less
30%	33% Graduated High School
35%	33% Some College
23%	19% Graduated College
07%	07% Completed Master Degree
03%	02% Completed Professional Degree
00%	01% Completed Doctorate Graduate



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

- 15% New Automobile (% = Positive respondents)
- 21% Used Automobile
- 18% Antiques / Auctions
- 40% Furniture / Home Furnishings
- 16% Major Home Appliance
- 18% Computers / Tablets / Laptops
- 35% Home Improvements / Home Improvement Supplies
- 30% Television / Electronics
- 16% Carpet / Flooring
- 55% Automobile Accessories (tires, brakes & service)
- 46% Lawn & Garden Supplies
- 30% Florist / Gift Shops
- 18% Home Heating & Air Conditioning (service, new equipment)
- 55% Vacations / Travel
- 08% Real Estate
- 63% Men's Apparel
- 74% Women's Apparel
- 42% Children's Apparel
- 02% Boats / Personal Watercraft
- 11% Art & Crafts Supplies
- 16% Childcare
- 25% Education / Classes
- 10% Attorney
- 27% Veterinarian
- 13% Chiropractor
- 22% Financial Planner (Retirement, Investing)
- 54% Tax Advisor / Services
- 29% Health Club / Exercise Class
- 30% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
- 14% Weight Loss
- 28% Lawn Care Service (Maintenance & Landscaping)
- 31% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
- 62% Pharmacist / Prescription Service
- 26% Cell Phone or Smart Phone (New Service or Update Service)
- 84% Dining & Entertainment
- 21% Jewelry
- 10% Wedding Supplies
- 28% Athletic & Sports Equipment
- 11% Motorcycles / ATV's



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