

Audit Period: April 1, 2008 – March 31, 2009

KAPP Advertising Services, Inc.

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Lebanon, PA 17042
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EMAIL: sales@themerchandise.com
www.themerchandise.com

1. Publication Information

Average Net Circulation:	301,390 (Print Edition)
Number of Editions:	Eleven
Format / Average Page Count:	Tabloid / 36 Pages
Circulation Cycle:	Weekly
Circulation Day / Time:	Wednesday / by 12 Noon
Ownership:	Kapp Advertising Services Inc.
Year Established:	1948
Publication Type:	Shopper
Content:	90% Advertising / 10% Editorial
Circulation Paid/Unpaid:	100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods:	94% Home Delivery / 0% Mail / 6% Controlled Bulk
Insert Zoning Available:	Yes - ZIP Code / Route / Zone
CVC Member Number:	13-0905
DMA/MSA:	Harrisburg, PA / York, PA
Audit Funded By:	Mid-Atlantic Community Paper Association Independent Free Papers of America

2. Rate Card and Mechanical Data

Rate Card Effective Date:	August 1, 2008
Mechanical Data:	Five (5) columns x 16-inch column depth Full page: 10.25" wide X 16" depth.
Open Rate:	Local: \$5.70 - \$99.70 per column inch National: \$5.70 - \$99.70 per column inch
Insert Open Rate:	\$26.00 - \$46.00 per thousand
Classified Rate:	\$51.50 for up to 20 words (all zones)

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

3. Contact Information

Publisher:	Valerie Stokes	EMAIL: vals@themerchandise.com
Advertising:	James Snyder	EMAIL: jims@themerchandise.com
Circulation:	Joanne Walkinshaw	EMAIL: joanne@themerchandise.com

4. Circulation Pricing

KAPP Advertising Services, Inc. are controlled circulation weeklies without circulation pricing.
Annual mail subscription rate: Contact Publisher

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

CVC Account Number: 13-0905		KAPP Advertising Services, Inc. Lebanon, PA
Audit Period Summary		
Average Net Circulation	(5-H)	301,390
Average Gross Distribution	(5-F)	301,390
Average Net Press Run	(5-A)	301,940
Audit Period Detail		
A. Average Net Press Run		301,940
B. Office / File		550
C. Controlled Distribution		
1. Home Delivery		282,354
2. Controlled Bulk Delivery / Demand Distribution		12,604
3. Mail		0
4. Restock & Office Service		6,432
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		301,390
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		301,390
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		301,390



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

CVC Account Number: 13-0036 Wednesday		Dauphin/Schuylkill Area Merchandiser Lebanon, PA
Audit Period Summary		
Average Net Circulation	(5-H)	18,535
Average Gross Distribution	(5-F)	18,535
Average Net Press Run	(5-A)	18,585
Audit Period Detail		
A. Average Net Press Run		18,585
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		16,350
2. Controlled Bulk Delivery / Demand Distribution		1,860
3. Mail		0
4. Restock & Office Service		325
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		18,535
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		18,535
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		18,535



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

CVC Account Number: 13-0037 Wednesday		Gettysburg Area Merchandiser Lebanon, PA
Audit Period Summary		
Average Net Circulation	(5-H)	23,144
Average Gross Distribution	(5-F)	23,144
Average Net Press Run	(5-A)	23,194
Audit Period Detail		
A. Average Net Press Run		23,194
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		22,202
2. Controlled Bulk Delivery / Demand Distribution		376
3. Mail		0
4. Restock & Office Service		566
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		23,144
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		23,144
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		23,144



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

CVC Account Number: 13-0038 Wednesday		Greater Reading Merchandiser - Eastern Edition Lebanon, PA
Audit Period Summary		
Average Net Circulation	(5-H)	29,498
Average Gross Distribution	(5-F)	29,498
Average Net Press Run	(5-A)	29,548
Audit Period Detail		
A. Average Net Press Run		29,548
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		28,494
2. Controlled Bulk Delivery / Demand Distribution		676
3. Mail		0
4. Restock & Office Service		328
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		29,498
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		29,498
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		29,498



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

CVC Account Number: 13-0213 Wednesday		Greater Reading Merchandiser - Northern Edition Lebanon, PA
Audit Period Summary		
Average Net Circulation	(5-H)	30,170
Average Gross Distribution	(5-F)	30,170
Average Net Press Run	(5-A)	30,220
Audit Period Detail		
A. Average Net Press Run		30,220
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		29,203
2. Controlled Bulk Delivery / Demand Distribution		582
3. Mail		0
4. Restock & Office Service		385
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		30,170
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		30,170
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		30,170



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

CVC Account Number: 13-0212 Wednesday		Greater Reading Merchandiser - Western Edition Lebanon, PA
Audit Period Summary		
Average Net Circulation	(5-H)	38,772
Average Gross Distribution	(5-F)	38,772
Average Net Press Run	(5-A)	38,822
Audit Period Detail		
A. Average Net Press Run		38,822
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		36,765
2. Controlled Bulk Delivery / Demand Distribution		1,105
3. Mail		0
4. Restock & Office Service		902
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		38,772
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		38,772
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		38,772



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

CVC Account Number: 13-0415 Wednesday		Hampstead/Manchester Area Merchandiser Lebanon, PA
Audit Period Summary		
Average Net Circulation	(5-H)	13,940
Average Gross Distribution	(5-F)	13,940
Average Net Press Run	(5-A)	13,990
Audit Period Detail		
A. Average Net Press Run		13,990
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		13,109
2. Controlled Bulk Delivery / Demand Distribution		226
3. Mail		0
4. Restock & Office Service		605
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		13,940
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		13,940
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		13,940



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

CVC Account Number: 13-0039 Wednesday		Hanover Area Merchandiser Lebanon, PA
Audit Period Summary		
Average Net Circulation	(5-H)	37,625
Average Gross Distribution	(5-F)	37,625
Average Net Press Run	(5-A)	37,675
Audit Period Detail		
A. Average Net Press Run		37,675
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		36,357
2. Controlled Bulk Delivery / Demand Distribution		354
3. Mail		0
4. Restock & Office Service		914
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		37,625
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		37,625
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		37,625



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

CVC Account Number: 13-0040 Wednesday		Hershey Area Merchandiser Lebanon, PA
Audit Period Summary		
Average Net Circulation	(5-H)	25,408
Average Gross Distribution	(5-F)	25,408
Average Net Press Run	(5-A)	25,458
Audit Period Detail		
A. Average Net Press Run		25,458
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		21,627
2. Controlled Bulk Delivery / Demand Distribution		3,474
3. Mail		0
4. Restock & Office Service		307
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		25,408
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		25,408
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		25,408



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

CVC Account Number: 13-0042 Wednesday		Lebanon Valley Area Merchandiser Lebanon, PA
Audit Period Summary		
Average Net Circulation	(5-H)	38,000
Average Gross Distribution	(5-F)	38,000
Average Net Press Run	(5-A)	38,050
Audit Period Detail		
A. Average Net Press Run		38,050
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		35,319
2. Controlled Bulk Delivery / Demand Distribution		1,747
3. Mail		0
4. Restock & Office Service		934
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		38,000
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		38,000
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		38,000



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

CVC Account Number: 13-0043 Wednesday		Myerstown Area Merchandiser Lebanon, PA
Audit Period Summary		
Average Net Circulation	(5-H)	22,692
Average Gross Distribution	(5-F)	22,692
Average Net Press Run	(5-A)	22,742
Audit Period Detail		
A. Average Net Press Run		22,742
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		20,272
2. Controlled Bulk Delivery / Demand Distribution		1,746
3. Mail		0
4. Restock & Office Service		674
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		22,692
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		22,692
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		22,692



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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. 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.
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.
- 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.
5. OTHER:
- 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.
5. OTHER:
- 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 Circulation History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/09-12/31/09	CVC	284,890	-	-	-
01/01/08-12/31/08	CVC	302,974	301,972	300,712	300,796
01/01/07-12/31/07	CVC	301,521	302,101	302,828	302,821
01/01/06-12/31/06	CVC	294,124	299,966	300,069	300,546
01/01/05-12/31/05	CVC	289,510	290,299	291,676	292,639
01/01/04-12/31/04	CVC	286,675	286,586	287,813	288,827
01/01/03-12/31/03	CVC	281,633	283,325	285,366	286,360
01/01/02-12/31/02	CVC	279,436	279,814	280,423	281,355
07/01/01-12/31/01	CVC	-	-	278,673	278,673

9A. Distribution by Zip Code (6/25/2008 Edition) Dauphin/Schuylkill Area Merchandiser

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
17005	Berrysburg	Dauphin	150	10	0	0	160
17023	Elizabethville	Dauphin	1,043	160	0	0	1,203
17030	Gratz	Dauphin	272	85	0	0	357
17032	Halifax	Dauphin	0	300	0	0	300
17048	Lykens	Dauphin	1,523	70	0	0	1,593
17061	Millersburg	Dauphin	0	325	0	0	325
17097	Wiconisco	Dauphin	435	0	0	0	435
17098	Williamstown	Dauphin	1,202	30	0	0	1,232
17331	Hanover	York	0	0	0	375	375
17901	Pottsville	Schuylkill	0	50	0	0	50
17922	Auburn	Schuylkill	500	0	0	0	500
17929	Cressona	Schuylkill	0	150	0	0	150
17933	Friedensburg	Schuylkill	157	135	0	0	292
17938	Hegins	Schuylkill	1,074	75	0	0	1,149
17957	Muir	Schuylkill	155	0	0	0	155
17963	Pine Grove	Schuylkill	3,748	810	0	0	4,558
17968	Sacramento	Schuylkill	79	25	0	0	104
17972	Schuylkill Haven	Schuylkill	1,129	635	0	0	1,764
17980	Tower City	Schuylkill	1,677	65	0	0	1,742
17981	Tremont	Schuylkill	1,080	35	0	0	1,115
17983	Valley View	Schuylkill	845	165	0	0	1,010
TOTAL			15,069	3,125	0	375	18,569

9B. Distribution by Zip Code (6/30/2008 Edition) Gettysburg Area Merchandiser

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
17303	Arendtsville	Adams	280	40	0	0	320
17304	Aspers	Adams	859	0	0	0	859
17306	Bendersville	Adams	180	0	0	0	180
17307	Biglerville	Adams	1,919	0	0	0	1,919
17310	Cashtown	Adams	85	30	0	0	115
17320	Fairfield	Adams	2,849	45	0	0	2,894
17324	Gardners	Adams	628	70	0	0	698
17325	Gettysburg	Adams	10,049	145	0	0	10,194
17331	Hanover	York	0	0	0	588	588
17343	Mc Knightstown	Adams	70	0	0	0	70

9B. Distribution by Zip Code (6/30/2008 Edition) Gettysburg Area Merchandiser CONTINUED

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
17353	Orrtanna	Adams	1,077	15	0	0	1,092
17372	York Springs	Adams	1,575	40	0	0	1,615
21727	Emmitsburg	Frederick	1,594	0	0	0	1,594
21778	Rocky Ridge	Frederick	380	0	0	0	380
21788	Thurmont	Frederick	602	80	0	0	682
TOTAL			22,147	465	0	588	23,200

9C. Distribution by Zip Code (6/25/2008 Edition) Greater Reading Merchandiser - Eastern Edition

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
19508	Birdsboro	Berks	5,262	45	0	0	5,307
19518	Douglassville	Berks	4,003	100	0	0	4,103
19543	Morgantown	Berks	1,120	210	0	0	1,330
19547	Oley	Berks	1,384	50	0	0	1,434
19602	Reading	Berks	5,411	80	0	0	5,491
19606	Mount Penn	Berks	11,371	190	0	0	11,561
19610	Wyomissing	Berks	0	0	0	239	239
TOTAL			28,551	675	0	239	29,465

9D. Distribution by Zip Code (6/25/2008 Edition) Greater Reading Merchandiser - Northern Edition

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
19510	Blandon	Berks	1,882	70	0	0	1,952
19522	Fleetwood	Berks	0	35	0	0	35
19530	Kutztown	Berks	0	45	0	0	45
19533	Leesport	Berks	2,421	75	0	0	2,496
19560	Temple	Berks	2,854	80	0	0	2,934
19601	Reading	Berks	8,593	60	0	0	8,653
19604	Reading	Berks	7,329	60	0	0	7,389
19605	Laureldale	Berks	6,002	145	0	0	6,147
19610	Wyomissing	Berks	0	0	0	339	339
TOTAL			29,081	570	0	339	29,990

9E. Distribution by Zip Code (6/25/2008 Edition) Greater Reading Merchandiser - Western Edition

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
17569	Reinholds	Lancaster	607	0	0	0	607
19540	Mohnton	Berks	4,219	55	0	0	4,274
19551	Robesonia	Berks	1,977	130	0	0	2,107
19565	Wernersville	Berks	2,959	40	0	0	2,999
19607	Shillington	Berks	7,818	195	0	0	8,013
19608	Sinking Spring	Berks	7,390	315	0	0	7,705
19609	West Lawn	Berks	3,913	35	0	0	3,948
19610	Wyomissing	Berks	4,943	315	0	0	5,258
19611	West Reading	Berks	2,923	10	0	0	2,933
Misc.	Assorted	Assorted	0	0	0	996	996
TOTAL			36,749	1,095	0	996	38,840



9F. Distribution by Zip Code (6/30/2008 Edition) Hampstead/Manchester Area Merchandiser

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
17331	Hanover	York	0	0	0	612	612
21048	Finksburg	Carroll	994	0	0	0	994
21074	Hampstead	Carroll	5,213	130	0	0	5,343
21102	Manchester	Carroll	4,018	85	0	0	4,103
21155	Upperco	Baltimore	983	0	0	0	983
21157	Westminster	Carroll	1,935	20	0	0	1,955
TOTAL			13,143	235	0	612	13,990

9G. Distribution by Zip Code (6/30/2008 Edition) Hanover Area Merchandiser

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
17327	Glen Rock	York	485	0	0	0	485
17329	Glenville	York	1,002	0	0	0	1,002
17331	Hanover	York	20,985	110	0	871	21,966
17340	Littlestown	Adams	4,086	0	0	0	4,086
17344	Mc Sherrystown	Adams	1,603	0	0	0	1,603
21074	Hampstead	Carroll	0	15	0	0	15
21102	Manchester	Carroll	0	20	0	0	20
21157	Westminster	Carroll	4,256	180	0	0	4,436
21787	Taneytown	Carroll	3,929	40	0	0	3,969
TOTAL			36,346	365	0	871	37,582

9H. Distribution by Zip Code (6/25/2008 Edition) Hershey Area Merchandiser

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
17010	Campbelltown	Lebanon	800	305	0	0	1,105
17028	Grantville	Dauphin	882	470	0	0	1,352
17033	Hershey	Dauphin	5,405	793	0	0	6,198
17036	Hummelstown	Dauphin	4,584	665	0	0	5,249
17041	Lawn	Lebanon	50	0	0	0	50
17057	Middletown	Dauphin	817	300	0	0	1,117
17078	Palmyra	Lebanon	6,751	730	0	0	7,481
17111	Harrisburg	Dauphin	1,210	660	0	0	1,870
17331	Hanover	York	0	0	0	350	350
TOTAL			20,499	3,923	0	350	24,772

9I. Distribution by Zip Code (6/25/2008 Edition) Lebanon Valley Area Merchandiser

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
17003	Annville	Lebanon	3,939	160	0	0	4,099
17016	Cornwall	Lebanon	492	0	0	0	492
17026	Fredericksburg	Lebanon	1,230	195	0	0	1,425
17038	Jonestown	Lebanon	2,730	405	0	0	3,135
17042	Lebanon	Lebanon	14,084	682	0	0	14,766
17042	Colebrook	Lebanon	50	0	0	0	50
17046	Lebanon	Lebanon	11,666	281	0	0	11,947
17064	Mount Gretna	Lebanon	480	35	0	0	515
17083	Quentin	Lebanon	210	40	0	0	250
17085	Rexmont	Lebanon	275	0	0	0	275

9I. Distribution by Zip Code (6/25/2008 Edition) Lebanon Valley Area Merchandiser CONTINUED

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
17331	Hanover	York	0	0	0	985	985
17545	Gretna Springs	Lancaster	130	0	0	0	130
TOTAL			35,286	1,798	0	985	38,069

9J. Distribution by Zip Code (6/25/2008 Edition) Myerstown Area Merchandiser

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
17039	Kleinfeltersville	Lebanon	60	40	0	0	100
17067	Myerstown	Lebanon	5,775	337	0	0	6,112
17073	Newmanstown	Lebanon	1,605	65	0	0	1,670
17087	Richland	Lebanon	1,055	70	0	0	1,125
17088	Schaefferstown	Lebanon	375	75	0	0	450
17331	Hanover	York	0	0	0	725	725
19506	Bernville	Berks	2,535	370	0	0	2,905
19507	Bethel	Berks	1,262	170	0	0	1,432
19544	Mount Aetna	Berks	135	35	0	0	170
19550	Rehrersburg	Berks	181	20	0	0	201
19551	Robesonia	Berks	1,977	115	0	0	2,092
19554	Shartlesville	Berks	180	203	0	0	383
19559	Strausstown	Berks	172	30	0	0	202
19565	Wernersville	Berks	2,959	40	0	0	2,999
19567	Womelsdorf	Berks	1,972	190	0	0	2,162
TOTAL			20,243	1,760	0	725	22,728

9K. Distribution by Zip Code (6/30/2008 Edition) Northern Adams/York Area Merchandiser

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
17301	Abbotstown	Adams	1,505	0	0	0	1,505
17311	Codorus	York	210	0	0	0	210
17315	Dover	York	2,662	245	0	0	2,907
17316	East Berlin	Adams	2,643	20	0	0	2,663
17331	Hanover	York	0	0	0	526	526
17350	New Oxford	Adams	4,574	0	0	0	4,574
17360	Seven Valleys	York	1,109	0	0	0	1,109
17362	Spring Grove	York	4,960	105	0	0	5,065
17364	Thomasville	York	1,460	0	0	0	1,460
17371	York New Salem	York	140	30	0	0	170
17404	West York	York	3,346	65	0	0	3,411
TOTAL			22,609	465	0	526	23,600



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10A. Distribution by County (6/25/2008 Edition) Dauphin/Schuylkill Area Merchandiser

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Dauphin	Berrysburg	4,625	980	0	0	5,605
	Elizabethville					
	Gratz					
	Halifax					
	Lykens					
	Millersburg					
	Wiconisco					
Williamstown						
Schuylkill	Auburn	10,444	2,145	0	0	12,589
	Cressona					
	Friedensburg					
	Hegins					
	Muir					
	Pine Grove					
	Pottsville					
	Sacramento					
	Schuylkill Haven					
	Tower City					
	Tremont					
Valley View						
York	Hanover	0	0	0	375	375
TOTAL		15,069	3,125	0	375	18,569

10B. Distribution by County (6/30/2008 Edition) Gettysburg Area Merchandiser

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Adams	Arendtsville	19,571	385	0	0	19,956
	Aspers					
	Bendersville					
	Biglerville					
	Cashtown					
	Fairfield					
	Gardners					
	Gettysburg					
	Mc Knightstown					
	Orrtanna					
	York Springs					
Frederick	Emmitsburg	2,576	80	0	0	2,656
	Rocky Ridge					
	Thurmont					
York	Hanover	0	0	0	588	588
TOTAL		22,147	465	0	588	23,200

10C. Distribution by County (6/25/2008 Edition) Greater Reading Merchandiser - Eastern Edition

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Berks	Birdsboro	28,551	675	0	239	29,465
	Douglasville					
	Morgantown					
	Mount Penn					
	Oley					
	Reading					
Wyomissing						
TOTAL		28,551	675	0	239	29,465

10D. Distribution by County (6/25/2008 Edition) Greater Reading Merchandiser - Northern Edition

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Berks	Blandon Fleetwood Kutztown Laureldale Leesport Reading Temple Wyomissing	29,081	570	0	339	29,990
TOTAL		29,081	570	0	339	29,990

10E. Distribution by County (6/25/2008 Edition) Greater Reading Merchandiser - Western Edition

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Berks	Mohnton Robesonia Shillington Sinking Spring Wernersville West Lawn West Reading Wyomissing	36,142	1,095	0	0	37,237
Lancaster	Reinholds	607	0	0	0	607
Misc.	Assorted	0	0	0	996	996
TOTAL		36,749	1,095	0	996	38,840

10F. Distribution by County (6/30/2008 Edition) Hampstead/Manchester Area Merchandiser

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Baltimore	Upperco	983	0	0	0	983
Carroll	Finksburg Hampstead Manchester Westminster	12,160	235	0	0	12,395
York	Hanover	0	0	0	612	612
TOTAL		13,143	235	0	612	13,990

10G. Distribution by County (6/30/2008 Edition) Hanover Area Merchandiser

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Adams	Littlestown Mc Sherrystown	5,689	0	0	0	5,689
Carroll	Hampstead Manchester Taneytown Westminster	8,185	255	0	0	8,440
York	Glen Rock Glenville Hanover	22,472	110	0	871	23,453
TOTAL		36,346	365	0	871	37,582

10H. Distribution by County (6/25/2008 Edition) Hershey Area Merchandiser

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Dauphin	Grantville Harrisburg Hershey Hummelstown Middletown	12,898	2,888	0	0	15,786



10H. Distribution by County (6/25/2008 Edition) Hershey Area Merchandiser CONTINUED

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Lebanon	Campbelltown Lawn Palmyra	7,601	1,035	0	0	8,636
York	Hanover	0	0	0	350	350
TOTAL		20,499	3,923	0	350	24,772

10I. Distribution by County (6/25/2008 Edition) Lebanon Valley Area Merchandiser

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Lancaster	Getna Springs	130	0	0	0	130
Lebanon	Annvile Colebrook Cornwall Fredericksburg Jonestown Lebanon Mount Getna Quentin Rexmont	35,156	1,798	0	0	36,954
York	Hanover	0	0	0	985	985
TOTAL		35,286	1,798	0	985	38,069

10J. Distribution by County (6/25/2008 Edition) Myerstown Area Merchandiser

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Berks	Bernville Bethel Mount Aetna Rehrersburg Robesonia Shartlesville Strausstown Wernersville Womelsdorf	11,373	1,173	0	0	12,546
Lebanon	Kleinfeltersville Myerstown Newmanstown Richland Schaefferstown	8,870	587	0	0	9,457
York	Hanover	0	0	0	725	725
TOTAL		20,243	1,760	0	725	22,728

10K. Distribution by County (6/30/2008 Edition) Northern Adams/York Area Merchandiser

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Adams	Abbottstown East Berlin New Oxford	8,722	20	0	0	8,742
York	Codorus Dover Hanover Seven Valleys Spring Grove Thomasville West York York New Salem	13,887	445	0	526	14,858
TOTAL		22,609	465	0	526	23,600

11. Verification of Receivership & Readership

Controlled Home Delivery and Mail Distribution

The Circulation Verification Council interviewed 1,814 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. The (appropriate KAPP Advertising Services, Inc. publication) is distributed regularly in your area. Do you receive the (appropriate KAPP Advertising Services, Inc. publication) on a regular basis?
2. (If response to #1 was YES) Do you or someone in your household regularly read or look through the (appropriate KAPP Advertising Services, Inc. publication)?

CVC interviews indicate that 1,783 of 1,814 households or 98.3% indicated they receive the (appropriate KAPP Advertising Services, Inc. publication) on a regular basis.

CVC interviews indicate that 1,437 of 1,783 or 80.6% indicate they regularly read or look through the (appropriate KAPP Advertising Services, Inc. publication).

*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 the (appropriate KAPP Advertising Services, Inc. publication) on a regular basis.

CVC interviews indicate that less than 15% of the (appropriate KAPP Advertising Services, Inc. publication)’s 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: 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
SINGLE COPY	COVER PRICE: N/A
	AVERAGE WHOLESALE RATE: N/A

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.



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The current status of this report expires June 30, 2010.
If this report is presented after June 30, 2010 please call the toll-free number listed below.

KAPP Advertising Services, Inc. – Lebanon, PA – 13-0905 - Supplemental Readership Study

The Circulation Verification Council interviewed 1,814 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. 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 events. 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 publication 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) 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. *1,437 Survey respondents were interviewed during the verification of home 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.

- **Average readers per edition during the audit period: 1.725***
*Readership estimates compiled from 2009 CVC circulation & readership study data.

1. The (appropriate KAPP Advertising Services, Inc. publication) is distributed regularly in your area. Does your household regularly receive the (appropriate KAPP Advertising Services, Inc. publication)?

YES	1,783	98.3%
NO	31	01.7%

2. Do you or someone in your household regularly read or look through the (appropriate KAPP Advertising Services, Inc. publication)?

YES	1,437	80.6%
NO	346	19.4%

3. Do you frequently purchase products or services from ads seen in the (appropriate KAPP Advertising Services, Inc. publication)?

YES	1,303	90.7%
NO	134	09.3%

4. How long do you keep the (appropriate KAPP Advertising Services, Inc. publication) before discarding it?

52%	1-2 Days
24%	3-4 Days
13%	5-6 Days
11%	1 Week or More

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

Reader Demographics	Market Demographics	
01%	05%	18 - 20
06%	07%	21 - 24
19%	16%	25 - 34
24%	19%	35 - 44
26%	20%	45 - 54
18%	15%	55 - 64
06%	09%	65 - 74
01%	09%	75 years or older



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

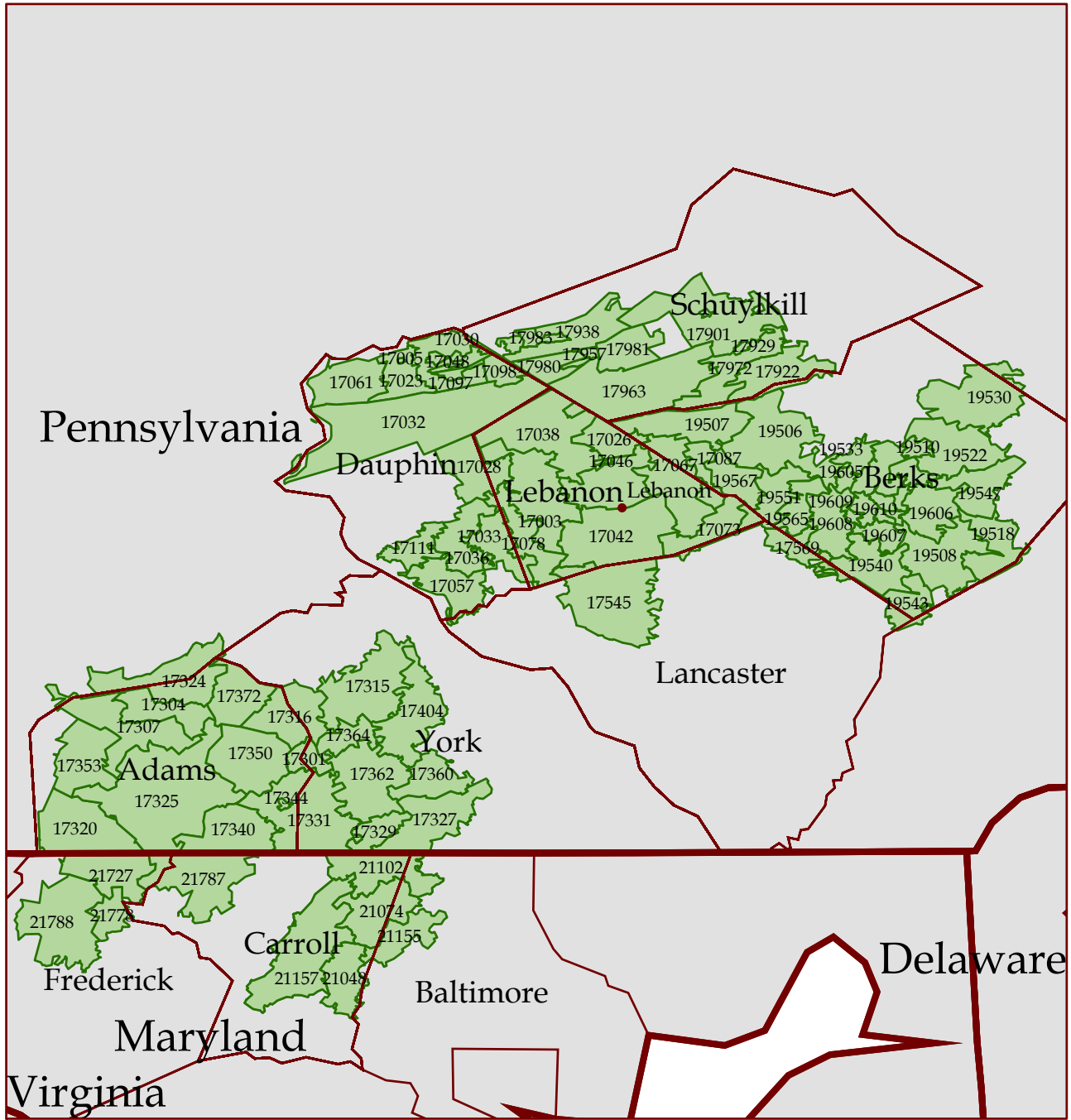
Reader Demographics	Market Demographics	
07%	19%	Under \$25,000
33%	26%	\$25,001 - \$49,999
24%	22%	\$50,000 - \$74,999
17%	16%	\$75,000 - \$99,999
14%	12%	\$100,000 - \$149,999
05%	05%	Over \$150,000

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

Reader Demographics	Market Demographics	
05%	18%	Some High School or Less
40%	41%	Graduated High School
27%	21%	Some College
20%	13%	Graduated College
08%	07%	Completed Post Graduate




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

		(% = Positive respondents)
10%	New Automobile	
12%	Used Automobile	
20%	Antiques / Auctions	
42%	Furniture / Home Furnishings	
19%	Major Home Appliance	
12%	Home Computers	
40%	Home Improvements / Supplies	
35%	Television / Electronics	
14%	Carpet / Flooring	
65%	Automobile Accessories (tires, brakes & service)	
75%	Lawn & Garden	
32%	Florist / Gift Shops	
30%	Home Heating / Air Conditioning (service, new equipment)	
45%	Vacations / Travel	
04%	Real Estate	
76%	Men's Apparel	
88%	Women's Apparel	
58%	Children's Apparel	
02%	Boats / Personal Watercraft	
24%	Art & Crafts Supplies	
26%	Childcare	
48%	Education / Classes	
10%	Attorney	
22%	Veterinarian	
15%	Chiropractor	
19%	Financial Planner (Retirement, Investing)	
55%	Tax Advisor / Services	
32%	Health Club / Exercise Class	
41%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)	
05%	Weight Loss	
33%	Lawn Care Service (Maintenance & Landscaping)	
50%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)	
68%	Pharmacist / Prescription Service	
19%	Cellular Phone New/Update Service	
72%	Dining & Entertainment	
19%	Jewelry	
11%	Wedding Supplies	
43%	Athletic & Sports Equipment	



KAPP Advertising Services, Inc.
 Lebanon, Pennsylvania
 13-0905

Key to Features

-  State Boundary
-  County Boundary
-  Zip Code Boundary

