

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

About Families

100 E Cumberland St
Lebanon, PA 17042
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EMAIL: advertising@aboutfamiliespa.com
www.aboutfamiliespa.com

1. Publication Information

Average Net Circulation:	41,754 (Print Edition)
Number of Editions:	Two
Format / Average Page Count:	Tabloid / 20 Pages
Circulation Cycle:	Monthly
Circulation Day / Time:	1st of the month / by 4 PM
Ownership:	Kapp Advertising Services Inc.
Year Established:	1995
Publication Type:	Parenting Publication
Content:	40% Advertising / 60% Editorial
Circulation Paid/Unpaid:	100% Unpaid / <1% Paid / 0% Sponsored
Primary Delivery Methods:	0% Home Delivery / 1% Mail / 99% Controlled Bulk
Insert Zoning Available:	No
CVC Member Number:	01-0209
DMA/MSA:	Harrisburg, PA / Harrisburg--Lebanon--Carlisle, PA
Audit Funded By:	Mid-Atlantic Community Paper Association Independent Free Papers of America

2. Rate Card and Mechanical Data

Rate Card Effective Date:	December 1, 2010
Mechanical Data:	Four (4) columns x 11.75-inch column depth Full page: 10.25" wide X 11.75" depth.
Open Rate:	Berks County: \$1,125.00 Full Page - \$200.00 1/8th page Lebanon County: \$760.00 Full Page - \$135.00 1/8th page
Insert Open Rate:	Contact Publisher
Classified Rate:	N/A

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

About Families is a controlled circulation monthly without circulation pricing. Annual mail subscription rate: \$18.00



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

CVC Account Number: 01-0209		About Families Lebanon, PA
Audit Period Summary		
Average Net Circulation	(5-H)	41,754
Average Gross Distribution	(5-F)	43,514
Average Net Press Run	(5-A)	43,539
Audit Period Detail		
A. Average Net Press Run		43,539
B. Office / File		25
C. Controlled Distribution		
1. Home Delivery		0
2. Controlled Bulk Delivery / Demand Distribution		42,563
3. Mail		77
4. Restock & Office Service		872
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		43,512
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		2
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		43,514
G. Unclaimed / Returns		(1,760)*
H. Average Net Circulation		41,754

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

*January 1, 2011 – March 31, 2011	Monthly Audit Period Average
Website Unique Visitors	214
Website Page Views	593
Average Time Spent on Website	00:01:46

6B. Audited Online Edition Reporting

*January 1, 2011 – March 31, 2011	Monthly Audit Period Average
Unique Digital Edition Visitors	171
Digital Edition Page Views	1,398

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, 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.
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.

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

PARAGRAPH SIX (B)

UNIQUE DIGITAL EDITION VISITORS: Unique visitors to a digital edition publication where the user registers or where the user is identified or marked by a cookie, IP address, or other ID, within a defined time period (i.e. day, week or month). A unique visitor counts once within the timescale. A visitor can make multiple visits. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.

DIGITAL EDITION PAGE VIEWS: Requests for files whose types are defined as pages; transmittals of full pages contained within the digital edition publication to the user's browser. Several page views are expected to be logged per Visit/Session.



8. Average Print Circulation History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/11-12/31/11	CVC	46,501	-	-	-
01/01/10-12/31/10	CVC	46,949	46,556	25,835	46,915
01/01/09-12/31/09	CVC	46,935	47,414	25,861	47,454
01/01/08-12/31/08	CVC	45,988	46,712	25,644	47,177
01/01/07-12/31/07	CVC	47,303	47,524	27,753	46,491
01/01/06-12/31/06	CVC	45,236	45,619	27,526	46,947
01/01/05-12/31/05	CVC	39,864	41,336	28,246	43,106
01/01/04-12/31/04	CVC	32,959	34,601	25,203	37,779
01/01/03-12/31/03	CVC	31,329	31,506	18,973	30,845
01/01/02-12/31/02	CVC	-	32,057	17,779	30,849
01/01/01-12/31/01	CVC	33,239	32,914	-	-
10/01/00-12/31/00	CVC	-	-	-	32,892

9. Distribution by Zip Code (6/1/2010 Edition)

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
17003	Annville	Lebanon	0	690	0	0	690
17010	Campbelltown	Lebanon	0	95	0	0	95
17015	Harrisburg	Dauphin	0	10	0	0	10
17016	Cornwall	Lebanon	0	645	0	0	645
17026	Fredericksburg	Lebanon	0	399	0	0	399
17038	Jonestown	Lebanon	0	1,072	0	0	1,072
17042	Lebanon	Lebanon	0	4,172	0	125	4,297
17046	Lebanon	Lebanon	0	2,916	0	0	2,916
17064	Mount Gretna	Lebanon	0	120	0	0	120
17067	Myerstown	Lebanon	0	1,062	0	0	1,062
17073	Newmanstown	Lebanon	0	338	0	0	338
17078	Palmyra	Lebanon	0	2,121	0	0	2,121
17083	Quentin	Lebanon	0	41	0	0	41
17087	Richland	Lebanon	0	87	0	0	87
17088	Schaefferstown	Lebanon	0	393	0	0	393
17517	Denver	Lancaster	0	130	0	0	130
17519	East Earl	Lancaster	0	100	0	0	100
17569	Reinholds	Lancaster	0	15	20	0	35
17601	Lancaster	Lancaster	0	0	20	0	20
17603	Lancaster	Lancaster	0	0	20	0	20
19464	Pottstown	Montgomery	0	190	0	0	190
19501	Adamstown	Lancaster	0	620	0	0	620
19505	Bechtelsville	Berks	0	40	0	0	40
19506	Bernville	Berks	0	950	0	0	950
19508	Birdsboro	Berks	0	2,852	0	0	2,852
19510	Blandon	Berks	0	856	0	0	856
19512	Boyertown	Berks	0	240	0	0	240
19518	Douglassville	Berks	0	180	0	0	180
19520	Elverson	Chester	0	509	0	0	509
19522	Fleetwood	Berks	0	630	0	0	630
19525	Gilbertsville	Montgomery	0	15	0	0	15
19526	Hamburg	Berks	0	907	0	0	907

9. Distribution by Zip Code (6/1/2010 Edition)

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
19530	Kutztown	Berks	0	970	0	0	970
19533	Leesport	Berks	0	993	0	0	993
19539	Mertztown	Berks	0	220	0	0	220
19540	Mohnton	Berks	0	410	0	0	410
19541	Mohrsville	Berks	0	110	0	0	110
19543	Morgantown	Berks	0	15	0	0	15
19547	Oley	Berks	0	25	0	0	25
19551	Robesonia	Berks	0	85	0	0	85
19555	Shoemakersville	Berks	0	390	0	0	390
19559	Strausstown	Berks	0	110	0	0	110
19560	Temple	Berks	0	95	0	0	95
19562	Topton	Berks	0	380	0	0	380
19565	Wernersville	Berks	0	794	0	0	794
19567	Womelsdorf	Berks	0	585	0	0	585
19601	Reading	Berks	0	1,760	0	0	1,760
19602	Reading	Berks	0	700	0	0	700
19604	Reading	Berks	0	4,165	0	0	4,165
19605	Laureldale	Berks	0	1,180	0	0	1,180
19606	Mount Penn	Berks	0	3,940	0	0	3,940
19607	Shillington	Berks	0	1,731	0	0	1,731
19608	Sinking Spring	Berks	0	2,350	0	0	2,350
19609	West Lawn	Berks	0	555	0	0	555
19610	Wyomissing	Berks	0	1,788	0	110	1,898
19611	West Reading	Berks	0	906	0	0	906
TOTAL			0	46,652	60	235	46,947

10. Distribution by County (6/1/2010 Edition)

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Berks	Bechtelsville Bernville Birdsboro Blandon Boyertown Douglassville Fleetwood Hamburg Kutztown Laureldale Leesport Mertztown Mohnton Mohrsville Morgantown Mount Penn Oley Reading Robesonia Shillington Shoemakersville Sinking Spring Strausstown Temple	0	30,912	0	110	31,022

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: \$18.00 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	2
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.



About Families - Lebanon, PA - 01-0209 - Supplemental Readership Study

The Circulation Verification Council interviewed 411 readers in the primary market areas indicated in publication's CVC audit report. The purpose was to identify the number of residents who indicate they have read at least two of the last four issues of the publication, and gather readership study information useful for advertising purchase decisions. Market statistics estimates appearing in CVC reports are obtained from EASI Software. The population studied consisted of adults age 18 and over, living in households within the survey area. Within this area, each household and each adult within the household had a known (or "non-zero") probability of being selected for the sample. Interviews were conducted solely with pre-designated respondents and no substitutions were permitted. The verification and readership study took place throughout the audit cycle between the hours of 5:30 PM and 8:30 PM and 10:00 AM and 2:00 PM. Initial interview attempts were spread evenly across all survey days (i.e., Tuesday through Saturday). A minimum of 250 completed interviews is required with no more than one interview per household. Interview Procedures: To ensure the highest degree of comparability and to facilitate the auditing process, a standard, consistent, specified list of interview questions was asked. Interviews were conducted by CVC with supervision, interview training, and monitoring capabilities. Interviews were conducted over a minimum period of four weeks to minimize the impact of weather and/or special news stories. Every effort was made to ensure that interviews were assigned randomly by day and that an approximately equal number of interviews were completed on each interviewing day. Where appropriate, data was balanced and/or weighted by ZIP code using up-to-date known demographics: gender, age, number of adults in household and ethnicity in those cases where one minority comprised no less than ten percent of the total population. Non-responses to any single question were eliminated from the survey. In all cases, at least six attempts were made to contact all pre-designated respondents. The telephone rang a minimum of six times each time a number was dialed before the attempt was classified as a "no answer." Each number was dialed at different times and, as necessary, on different days. Every effort was made to surmount language, cultural, behavioral and other barriers to a successful interview; and to the extent feasible, callbacks were scheduled on a random basis. At least one callback attempt per respondent was made on a weekend. During the interview process, no questions were asked prior to the newspaper readership question, with the exception of a qualifying question designed to determine the ZIP code of recipient residence; and a general warm-up call explanation designed to put the respondent at ease. Warm-up questions did not include any reference to the publication itself or the nature of the study. This study followed recommended guidelines developed in part from the Advertising Research Foundation (ARF) newspaper readership guidelines. Survey totals may not equal 100% due to rounding. The Circulation Verification Council estimates that all the information in this survey has a maximum error margin of +/-2.5 at the 95% confidence level. *0 Survey respondents were interviewed during the verification of home delivery and mail distribution. 411 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: 2.15***

*Readership estimates compiled from 2010 CVC circulation & readership study data.

1. About Families is distributed regularly in your area. Do you regularly read or look through About Families?

YES 411 Survey Respondents

2. Do you frequently purchase products or services from ads seen in About Families?

YES 268 65.2%

NO 143 34.8%

3. How long do you keep About Families before discarding it?

66% Two weeks or less

04% Three weeks

22% One month

08% More than one month

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

Reader Demographics	Market Demographics
00%	05% 18 - 20
03%	07% 21 - 24
33%	16% 25 - 34
38%	18% 35 - 44
20%	19% 45 - 54
06%	15% 55 - 64
00%	09% 65 - 74
00%	11% 75 years or older



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

Reader Demographics	Market Demographics	
02%	20%	Under \$25,000
18%	26%	\$25,001 - \$49,999
27%	21%	\$50,000 - \$74,999
27%	15%	\$75,000 - \$99,999
19%	13%	\$100,000 - \$149,999
07%	05%	Over \$150,000

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

Reader Demographics	Market Demographics	
00%	19%	Some High School or Less
24%	39%	Graduated High School
29%	20%	Some College
34%	14%	Graduated College
13%	08%	Completed Post Graduate

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




- 15% New Automobile
- 16% Used Automobile
- 18% Antiques / Auctions
- 44% Furniture / Home Furnishings
- 15% Major Home Appliance
- 09% Home Computers
- 40% Home Improvements / Supplies
- 48% Television / Electronics
- 21% Carpet / Flooring
- 66% Automobile Accessories (tires, brakes & service)
- 61% Lawn & Garden
- 45% Florist / Gift Shops
- 23% Home Heating / Air Conditioning (service, new equipment)
- 59% Vacations / Travel
- 06% Real Estate
- 74% Men's Apparel
- 90% Women's Apparel
- 99% Children's Apparel
- 01% Boats / Personal Watercraft
- 45% Art & Crafts Supplies
- 41% Childcare
- 75% Education / Classes
- 13% Attorney
- 28% Veterinarian
- 14% Chiropractor
- 18% Financial Planner (Retirement, Investing)
- 72% Tax Advisor / Services
- 36% Health Club / Exercise Class
- 40% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
- 05% Weight Loss
- 35% Lawn Care Service (Maintenance & Landscaping)
- 36% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
- 82% Pharmacist / Prescription Service
- 26% Cellular Phone New/Update Service
- 86% Dining & Entertainment
- 23% Jewelry
- 05% Wedding Supplies
- 54% Athletic & Sports Equipment

(% = Positive respondents)



About Families
 Lebanon, Pennsylvania
 01-0209

Key to Features

-  State Boundary
-  County Boundary
-  Zip Code Boundary

