

Audit Period: April 1, 2010 – March 31, 2011

KAPP Advertising Services, Inc.

100 E. Cumberland Street (PO Box 840)
Lebanon, PA 17042
(717) 273-8127
(717) 273-0420 FAX

EMAIL: sales@themerchandiser.com
www.themerchandiser.com

1. Publication Information

Average Net Circulation: 299,514 (Print Edition)
Number of Editions: Eleven
Format / Average Page Count: Tabloid / 32 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: See Paragraphs 5 – 5K
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: March 1, 2011
Mechanical Data: Five (5) columns x 16-inch column depth
Full page: 10.25" wide X 16" depth.
Open Rate: Local: \$6.15 - \$107.05 per column inch
National: \$6.15 - \$107.05 per column inch
Insert Open Rate: \$26.00 - \$46.00 per thousand
Classified Rate: \$59.50 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@themerchandiser.com
Advertising: James Snyder EMAIL: jims@themerchandiser.com
Circulation: Joanne Walkinshaw EMAIL: joanne@themerchandiser.com

4. Circulation Pricing

KAPP Advertising Services, Inc. publications 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. - Consolidated Lebanon, PA
Audit Period Summary		
Average Net Circulation	(5-H)	299,514
Average Gross Distribution	(5-F)	299,514
Average Net Press Run	(5-A)	299,789
Audit Period Detail		
A. Average Net Press Run		299,789
B. Office / File		275
C. Controlled Distribution		
1. Home Delivery		280,981
2. Controlled Bulk Delivery / Demand Distribution		11,595
3. Mail		0
4. Restock & Office Service		6,938
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		299,514
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		299,514
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		299,514



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

CVC Account Number: 13-0036		Dauphin/Schuylkill Area Merchandiser Lebanon, PA
Audit Period Summary		
Average Net Circulation	(5-H)	18,432
Average Gross Distribution	(5-F)	18,432
Average Net Press Run	(5-A)	18,457
Audit Period Detail		
A. Average Net Press Run		18,457
B. Office / File		25
C. Controlled Distribution		
1. Home Delivery		16,312
2. Controlled Bulk Delivery / Demand Distribution		1,770
3. Mail		0
4. Restock & Office Service		350
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		18,432
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		18,432
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		18,432



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

CVC Account Number: 13-0037		Gettysburg Area Merchandiser Lebanon, PA
Audit Period Summary		
Average Net Circulation	(5-H)	23,175
Average Gross Distribution	(5-F)	23,175
Average Net Press Run	(5-A)	23,200
Audit Period Detail		
A. Average Net Press Run		23,200
B. Office / File		25
C. Controlled Distribution		
1. Home Delivery		22,295
2. Controlled Bulk Delivery / Demand Distribution		292
3. Mail		0
4. Restock & Office Service		588
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		23,175
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		23,175
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		23,175



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

CVC Account Number: 13-0038		Greater Reading Merchandiser Eastern Edition Lebanon, PA
Audit Period Summary		
Average Net Circulation	(5-H)	29,364
Average Gross Distribution	(5-F)	29,364
Average Net Press Run	(5-A)	29,389
Audit Period Detail		
A. Average Net Press Run		29,389
B. Office / File		25
C. Controlled Distribution		
1. Home Delivery		28,403
2. Controlled Bulk Delivery / Demand Distribution		682
3. Mail		0
4. Restock & Office Service		279
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		29,364
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		29,364
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		29,364



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

CVC Account Number: 13-0213		Greater Reading Merchandiser Northern Edition Lebanon, PA
Audit Period Summary		
Average Net Circulation	(5-H)	30,096
Average Gross Distribution	(5-F)	30,096
Average Net Press Run	(5-A)	30,121
Audit Period Detail		
A. Average Net Press Run		30,121
B. Office / File		25
C. Controlled Distribution		
1. Home Delivery		28,839
2. Controlled Bulk Delivery / Demand Distribution		603
3. Mail		0
4. Restock & Office Service		654
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		30,096
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		30,096
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		30,096



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

CVC Account Number: 13-0212		Greater Reading Merchandiser Western Edition Lebanon, PA
Audit Period Summary		
Average Net Circulation	(5-H)	38,590
Average Gross Distribution	(5-F)	38,590
Average Net Press Run	(5-A)	38,615
Audit Period Detail		
A. Average Net Press Run		38,615
B. Office / File		25
C. Controlled Distribution		
1. Home Delivery		36,531
2. Controlled Bulk Delivery / Demand Distribution		1,112
3. Mail		0
4. Restock & Office Service		947
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		38,590
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		38,590
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		38,590



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

CVC Account Number: 13-0415		Hampstead/Manchester Area Merchandiser Lebanon, PA
Audit Period Summary		
Average Net Circulation	(5-H)	13,845
Average Gross Distribution	(5-F)	13,845
Average Net Press Run	(5-A)	13,870
Audit Period Detail		
A. Average Net Press Run		13,870
B. Office / File		25
C. Controlled Distribution		
1. Home Delivery		13,006
2. Controlled Bulk Delivery / Demand Distribution		204
3. Mail		0
4. Restock & Office Service		635
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		13,845
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		13,845
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		13,845



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

CVC Account Number: 13-0039		Hanover Area Merchandiser Lebanon, PA
Audit Period Summary		
Average Net Circulation	(5-H)	37,828
Average Gross Distribution	(5-F)	37,828
Average Net Press Run	(5-A)	37,853
Audit Period Detail		
A. Average Net Press Run		37,853
B. Office / File		25
C. Controlled Distribution		
1. Home Delivery		36,522
2. Controlled Bulk Delivery / Demand Distribution		320
3. Mail		0
4. Restock & Office Service		986
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		37,828
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		37,828
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		37,828



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

CVC Account Number: 13-0040		Hershey Area Merchandiser Lebanon, PA
Audit Period Summary		
Average Net Circulation	(5-H)	23,831
Average Gross Distribution	(5-F)	23,831
Average Net Press Run	(5-A)	23,856
Audit Period Detail		
A. Average Net Press Run		23,856
B. Office / File		25
C. Controlled Distribution		
1. Home Delivery		20,643
2. Controlled Bulk Delivery / Demand Distribution		2,891
3. Mail		0
4. Restock & Office Service		297
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		23,831
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		23,831
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		23,831



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

CVC Account Number: 13-0042		Lebanon Valley Area Merchandiser Lebanon, PA
Audit Period Summary		
Average Net Circulation	(5-H)	37,907
Average Gross Distribution	(5-F)	37,907
Average Net Press Run	(5-A)	37,932
Audit Period Detail		
A. Average Net Press Run		37,932
B. Office / File		25
C. Controlled Distribution		
1. Home Delivery		35,252
2. Controlled Bulk Delivery / Demand Distribution		1,675
3. Mail		0
4. Restock & Office Service		980
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		37,907
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		37,907
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		37,907



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

CVC Account Number: 13-0043		Myerstown Area Merchandiser Lebanon, PA
Audit Period Summary		
Average Net Circulation	(5-H)	22,671
Average Gross Distribution	(5-F)	22,671
Average Net Press Run	(5-A)	22,696
Audit Period Detail		
A. Average Net Press Run		22,696
B. Office / File		25
C. Controlled Distribution		
1. Home Delivery		20,369
2. Controlled Bulk Delivery / Demand Distribution		1,602
3. Mail		0
4. Restock & Office Service		700
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		22,671
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		22,671
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		22,671



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

CVC Account Number: 13-0044		Northern Adams/York Area Merchandiser Lebanon, PA
Audit Period Summary		
Average Net Circulation	(5-H)	23,775
Average Gross Distribution	(5-F)	23,775
Average Net Press Run	(5-A)	23,800
Audit Period Detail		
A. Average Net Press Run		23,800
B. Office / File		25
C. Controlled Distribution		
1. Home Delivery		22,809
2. Controlled Bulk Delivery / Demand Distribution		444
3. Mail		0
4. Restock & Office Service		522
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		23,775
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		23,775
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		23,775

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

	Monthly Audit Period Average
Website Unique Visitors	13,420
Website Page Views	195,231

6B. Audited Online Edition Reporting

	Monthly Audit Period Average
Unique Digital Edition Visitors	1,342
Digital Edition Page Views	4,315

8. Average Print Circulation History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/11-12/31/11	CVC	299,511	-	-	-
01/01/10-12/31/10	CVC	299,236	299,236	299,511	299,511
01/01/09-12/31/09	CVC	284,890	299,619	299,409	299,240
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 (3/31/2011 Edition) Dauphin/Schuylkill Area Merchandiser - Wed

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	1,496	70	0	0	1,566
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
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	3,778	780	0	0	4,558
17968	Sacramento	Schuylkill	79	25	0	0	104
17972	Schuylkill Haven	Schuylkill	1,017	635	0	0	1,652
17980	Tower City	Schuylkill	1,704	65	0	0	1,769
17981	Tremont	Schuylkill	1,080	35	0	0	1,115
17983	Valley View	Schuylkill	845	165	0	0	1,010
TOTAL			14,987	3,095	0	0	18,082

9B. Distribution by Zip Code (3/31/2011 Edition) Gettysburg Area Merchandiser - Wednesday

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
17303	Arendtsville	Adams	280	0	0	0	280
17304	Aspers	Adams	864	0	0	0	864
17306	Bendersville	Adams	180	0	0	0	180
17307	Biglerville	Adams	1,934	0	0	0	1,934
17310	Cashtown	Adams	85	0	0	0	85
17320	Fairfield	Adams	2,839	35	0	0	2,874
17324	Gardners	Adams	686	40	0	0	726
17325	Gettysburg	Adams	9,939	240	0	0	10,179
17343	Mc Knightstown	Adams	70	0	0	0	70



9B. Distribution by Zip Code (3/31/2011 Edition) Gettysburg Area Merchandiser – Wed (cont.)

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
17353	Orrtanna	Adams	1,142	15	0	0	1,157
17372	York Springs	Adams	1,575	15	0	0	1,590
21727	Emmitsburg	Frederick, MD	1,594	0	0	0	1,594
21778	Rocky Ridge	Frederick, MD	380	0	0	0	380
21788	Thurmont	Frederick, MD	637	60	0	0	697
TOTAL			22,205	405	0	0	22,610

9C. Distribution by Zip Code (3/31/2011 Edition) Greater Reading Merchandiser Eastern Edition - Wed

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
19508	Birdsboro	Berks	5,373	45	0	0	5,418
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	4,807	350	0	0	5,157
19606	Mount Penn	Berks	11,431	195	0	0	11,626
TOTAL			28,118	950	0	0	29,068

9D. Distribution by Zip Code (3/31/2011 Edition) Greater Reading Merchandiser Northern Edition - Wed

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	2,530	95	0	0	2,625
19560	Temple	Berks	2,884	80	0	0	2,964
19601	Reading	Berks	7,885	495	0	0	8,380
19604	Reading	Berks	7,446	90	0	0	7,536
19605	Laureldale	Berks	5,818	160	0	0	5,978
TOTAL			28,445	1,070	0	0	29,515

9E. Distribution by Zip Code (3/31/2011 Edition) Greater Reading Merchandiser Western Edition - Wed

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
17569	Reinholds	Lancaster	607	25	0	0	632
19540	Mohnton	Berks	4,139	55	0	0	4,194
19551	Robesonia	Berks	1,977	100	0	0	2,077
19565	Wernersville	Berks	2,959	55	0	0	3,014
19607	Shillington	Berks	7,567	275	0	0	7,842
19608	Sinking Spring	Berks	7,265	370	0	0	7,635
19609	West Lawn	Berks	3,870	50	0	0	3,920
19610	Wyomissing	Berks	4,771	452	0	0	5,223
19611	West Reading	Berks	2,817	130	0	0	2,947
TOTAL			35,972	1,512	0	0	37,484

9F. Distribution by Zip Code (3/31/2011 Edition) Hampstead/Manchester Area Merchandiser - Wed

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
21048	Finksburg	Carroll, MD	964	0	0	0	964
21074	Hampstead	Carroll, MD	5,398	75	0	0	5,473
21102	Manchester	Carroll, MD	3,893	65	0	0	3,958
21155	Upperco	Baltimore, MD	903	40	0	0	943
21157	Westminster	Carroll, MD	1,848	10	0	0	1,858
TOTAL			13,006	190	0	0	13,196

9G. Distribution by Zip Code (3/31/2011 Edition) Hanover Area Merchandiser - Wednesday

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
17327	Glen Rock	York	485	10	0	0	495
17329	Glenville	York	972	40	0	0	1,012
17331	Hanover	York	21,193	50	0	0	21,243
17340	Littlestown	Adams	4,121	0	0	0	4,121
17344	Mc Sherrystown	Adams	1,603	0	0	0	1,603
21074	Hampstead	Carroll, MD	0	10	0	0	10
21102	Manchester	Carroll, MD	0	15	0	0	15
21157	Westminster	Carroll, MD	4,246	125	0	0	4,371
21787	Taneytown	Carroll, MD	3,934	55	0	0	3,989
TOTAL			36,554	305	0	0	36,859

9H. Distribution by Zip Code (3/31/2011 Edition) Hershey Area Merchandiser - Wednesday

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
17010	Campbelltown	Lebanon	750	125	0	0	875
17028	Grantville	Dauphin	970	470	0	0	1,440
17033	Hershey	Dauphin	5,295	808	0	0	6,103
17036	Hummelstown	Dauphin	4,517	752	0	0	5,269
17041	Lawn	Lebanon	50	0	0	0	50
17057	Middletown	Dauphin	717	150	0	0	867
17078	Palmyra	Lebanon	6,851	775	0	0	7,626
17111	Harrisburg	Dauphin	1,180	150	0	0	1,330
TOTAL			20,330	3,230	0	0	23,560

9I. Distribution by Zip Code (3/31/2011 Edition) Lebanon Valley Area Merchandiser - Wednesday

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
17003	Annville	Lebanon	4,089	210	0	0	4,299
17016	Cornwall	Lebanon	460	85	0	0	545
17026	Fredericksburg	Lebanon	1,275	195	0	0	1,470
17038	Jonestown	Lebanon	2,847	365	0	0	3,212
17042	Lebanon	Lebanon	13,919	942	0	0	14,861
17046	Lebanon	Lebanon	11,069	686	0	0	11,755
17064	Mount Gretna	Lebanon	60	40	0	0	100
17083	Quentin	Lebanon	210	40	0	0	250
17085	Rexmont	Lebanon	300	0	0	0	300
17545	Manheim	Lancaster	0	130	0	0	130
TOTAL			34,229	2,693	0	0	36,922



9J. Distribution by Zip Code (3/31/2011 Edition) Myerstown Area Merchandiser Wednesday

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
17039	Kleinfeltersville	Lebanon	60	40	0	0	100
17067	Myerstown	Lebanon	5,752	358	0	0	6,110
17073	Newmanstown	Lebanon	1,675	65	0	0	1,740
17087	Richland	Lebanon	1,055	70	0	0	1,125
17088	Schaefferstown	Lebanon	375	55	0	0	430
19506	Bernville	Berks	2,559	300	0	0	2,859
19507	Bethel	Berks	1,247	165	0	0	1,412
19544	Mount Aetna	Berks	135	35	0	0	170
19550	Rehrersburg	Berks	181	20	0	0	201
19551	Robesonia	Berks	1,977	70	0	0	2,047
19554	Shartlesville	Berks	180	200	0	0	380
19559	Strausstown	Berks	172	30	0	0	202
19565	Wernersville	Berks	2,959	55	0	0	3,014
19567	Womelsdorf	Berks	1,972	208	0	0	2,180
TOTAL			20,299	1,671	0	0	21,970

9K. Distribution by Zip Code (3/31/2011 Edition) Northern Adams/York Area Merchandiser - Wed

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	190	20	0	0	210
17315	Dover	York	2,672	195	0	0	2,867
17316	East Berlin	Adams	2,735	55	0	0	2,790
17350	New Oxford	Adams	4,459	160	0	0	4,619
17360	Seven Valleys	York	1,109	0	0	0	1,109
17362	Spring Grove	York	4,960	135	0	0	5,095
17364	Thomasville	York	1,460	0	0	0	1,460
17371	York New Salem	York	140	0	0	0	140
17404	West York	York	3,186	45	0	0	3,231
17408	York	York	265	0	0	0	265
TOTAL			22,681	610	0	0	23,291

10A. Distribution by County (3/31/2011 Edition) Dauphin/Schuylkill Area Merchandiser - Wed

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Dauphin	Berrysburg Elizabethville Gratz Halifax Lykens Millersburg Wiconisco Williamstown	4,598	980	0	0	5,578

10A. Distribution by County (3/31/2011 Edition) Dauphin/Schuylkill Area Merchandiser – Wed (cont.)

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Schuylkill	Auburn	10,389	2,115	0	0	12,504
	Cressona					
	Friedensburg					
	Hegins					
	Muir					
	Pine Grove					
	Pottsville					
	Sacramento					
	Schuylkill Haven					
	Tower City					
Tremont						
Valley View						
TOTAL		14,987	3,095	0	0	18,082

10B. Distribution by County (3/31/2011 Edition) Gettysburg Area Merchandiser - Wednesday

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Adams	Arendtsville	19,594	345	0	0	19,939
	Aspers					
	Bendersville					
	Biglerville					
	Cashtown					
	Fairfield					
	Gardners					
	Gettysburg					
	Mc Knightstown					
	Orrtanna					
York Springs						
Frederick, MD	Emmitsburg	2,611	60	0	0	2,671
	Rocky Ridge					
	Thurmont					
TOTAL		22,205	405	0	0	22,610

10C. Distribution by County (3/31/2011 Edition) Greater Reading Merchandiser Eastern Edition - Wed

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Berks	Birdsboro	28,118	950	0	0	29,068
	Douglasville					
	Morgantown					
	Mount Penn					
	Oley					
	Reading					
TOTAL		28,118	950	0	0	29,068

10D. Distribution by County (3/31/2011 Edition) Greater Reading Merchandiser Northern Edition - Wed

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Berks	Blandon	28,445	1,070	0	0	29,515
	Fleetwood					
	Kutztown					
	Laureldale					
	Leesport					
	Reading					
Temple						
TOTAL		28,445	1,070	0	0	29,515



10E. Distribution by County (3/31/2011 Edition) Greater Reading Merchandiser Western Edition - Wed

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Berks	Mohnton	35,365	1,487	0	0	36,852
	Robesonia					
	Shillington					
	Sinking Spring					
	Wernersville					
	West Lawn					
	West Reading					
Wyomissing						
Lancaster	Reinholds	607	25	0	0	632
TOTAL		35,972	1,512	0	0	37,484

10F. Distribution by County (3/31/2011 Edition) Hampstead/Manchester Area Merchandiser - Wed

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Baltimore, MD	Upperco	903	40	0	0	943
Carroll, MD	Finksburg	12,103	150	0	0	12,253
	Hampstead					
	Manchester					
	Westminster					
TOTAL		13,006	190	0	0	13,196

10G. Distribution by County (3/31/2011 Edition) Hanover Area Merchandiser - Wednesday

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Adams	Littlestown Mc Sherrystown	5,724	0	0	0	5,724
York	Glen Rock Glennville Hanover	22,650	100	0	0	22,750
Carroll, MD	Hampstead Manchester Taneytown Westminster	8,180	205	0	0	8,385
TOTAL		36,554	305	0	0	36,859

10H. Distribution by County (3/31/2011 Edition) Hershey Area Merchandiser - Wednesday

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Dauphin	Grantville Harrisburg Hershey Hummelstown Middletown	12,679	2,330	0	0	15,009
Lebanon	Campbelltown Lawn Palmyra	7,651	900	0	0	8,551
TOTAL		20,330	3,230	0	0	23,560

10I. Distribution by County (3/31/2011 Edition) Lebanon Valley Area Merchandiser - Wednesday

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Lancaster	Manheim	0	130	0	0	130
Lebanon	Annville Cornwall Fredericksburg Jonestown Lebanon Mount Gretna Quentin Rexmont	34,229	2,563	0	0	36,792
TOTAL		34,229	2,693	0	0	36,922

10J. Distribution by County (3/31/2011 Edition) Myerstown Area Merchandiser - Wednesday

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Berks	Bernville Bethel Mount Aetna Rehrersburg Robesonia Shartlesville Strausstown Wernersville Womelsdorf	11,382	1,083	0	0	12,465
Lebanon	Kleinfeltersville Myerstown Newmanstown Richland Schaefferstown	8,917	588	0	0	9,505
TOTAL		20,299	1,671	0	0	21,970

10K. Distribution by County (3/31/2011 Edition) Northern Adams/York Area Merchandiser - Wed

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Adams	Abbottstown East Berlin New Oxford	8,699	215	0	0	8,914
York	Codorus Dover Seven Valleys Spring Grove Thomasville West York York York New Salem	13,982	395	0	0	14,377
TOTAL		22,681	610	0	0	23,291



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11. Verification of Receivership & Readership

Controlled Home Delivery and Mail Distribution

KAPP Advertising Services, Inc reported an average home delivery distribution of 280,981 during the audit period. Home delivery distribution was verified through the review of carrier statements and additional publisher support documents. KAPP Advertising Services, Inc did not report substantial mail distribution during the audit period. Mail distribution is verified through the review of USPS mail statements and additional publisher support documents. The Circulation Verification Council interviewed residents in the primary market areas indicated in paragraph nine. The purpose was to identify the number of residents who indicate they receive the publication on a regular basis, and further identify the number of residents who read or look through the publication. The interviews took place throughout the audit period between the hours of 5:30 PM-8:30 PM and 10:00 AM-2:00 PM. All respondents identified themselves as 18 or older.

1. 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 1,577 of 1,616 households or 97.6% indicated they receive the (appropriate KAPP Advertising Services, Inc. publication) on a regular basis.

CVC interviews indicate that 1,298 of 1,577 or 82.3% 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
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.



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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.



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

The Circulation Verification Council interviewed 1,616 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. *1,298 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: 1.75***
*Readership estimates compiled from 2010 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	1,577	97.6%
NO	39	02.4%

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

YES	1,298	82.3%
NO	279	17.7%

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

YES	1,143	88.1%
NO	155	11.9%

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

60%	1-2 Days
27%	3-4 Days
04%	5-6 Days
09%	1 Week or More

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

Reader Demographics	Market Demographics
02%	05% 18 - 20
06%	07% 21 - 24
19%	16% 25 - 34
22%	19% 35 - 44
24%	20% 45 - 54
17%	15% 55 - 64
07%	09% 65 - 74
03%	09% 75 years or older



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

Reader Demographics	Market Demographics	
10%	19%	Under \$25,000
26%	26%	\$25,001 - \$49,999
26%	22%	\$50,000 - \$74,999
19%	16%	\$75,000 - \$99,999
13%	12%	\$100,000 - \$149,999
06%	05%	Over \$150,000

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

Reader Demographics	Market Demographics	
06%	18%	Some High School or Less
39%	41%	Graduated High School
28%	21%	Some College
21%	13%	Graduated College
06%	07%	Completed Post Graduate

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

- 13% New Automobile
- 16% Used Automobile
- 20% Antiques / Auctions
- 41% Furniture / Home Furnishings
- 18% Major Home Appliance
- 09% Home Computers
- 35% Home Improvements / Supplies
- 49% Television / Electronics
- 16% Carpet / Flooring
- 67% Automobile Accessories (tires, brakes & service)
- 49% Lawn & Garden
- 38% Florist / Gift Shops
- 31% Home Heating / Air Conditioning (service, new equipment)
- 56% Vacations / Travel
- 06% Real Estate
- 75% Men's Apparel
- 84% Women's Apparel
- 42% Children's Apparel
- 01% Boats / Personal Watercraft
- 11% Art & Crafts Supplies
- 19% Childcare
- 29% Education / Classes
- 13% Attorney
- 27% Veterinarian
- 15% Chiropractor
- 21% Financial Planner (Retirement, Investing)
- 70% Tax Advisor / Services
- 23% Health Club / Exercise Class
- 30% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
- 05% Weight Loss
- 28% Lawn Care Service (Maintenance & Landscaping)
- 39% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
- 82% Pharmacist / Prescription Service
- 30% Cellular Phone New/Update Service
- 88% Dining & Entertainment
- 23% Jewelry
- 10% Wedding Supplies
- 41% Athletic & Sports Equipment

(% = Positive respondents)

