

Audit Period: April 1, 2012 – December 31, 2013

Hillsboro Free Press

116 S Main St
Hillsboro, KS 67063
(620) 947-5702
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EMAIL: joey@hillsborofreepress.com
www.hillsborofreepress.com

1. Publication Information

Average Net Circulation: 7,073 (Print Edition) / 1,660 (Digital Edition)
 Number of Editions: One
 Format / Average Page Count: Broadsheet / 16 Pages
 Circulation Cycle: Weekly
 Circulation Day / Time: Wednesday / by 11 PM
 Ownership: Kansas Publishing Ventures LLC
 Year Established: 1998
 Publication Type: Community Newspaper
 Content: 40% Advertising / 60% Editorial
 Circulation Paid/Unpaid: 98% Unpaid / 2% Paid / 0% Sponsored
 Primary Delivery Methods: 14% Carrier Delivery / 71% Mail / 15% Controlled Bulk
 Insert Zoning Available: Yes - Route / Zone
 CVC Member Number: 10-0210
 DMA/MSA: Wichita, KS / Wichita, KS
 Audit Funded By: Midwest Free Community Papers

2. Rate Card and Mechanical Data

Rate Card Effective Date: February 1, 2014
 Mechanical Data: Six (6) columns x 21-inch column depth
 Full page: 10" wide X 21" depth.
 Open Rate: Local: \$11.25 per column inch
 National: \$11.25 per column inch
 Insert Open Rate: \$70.00 per thousand
 Classified Rate: \$12.25 (Display) / \$8.50 first 20 words; \$0.40 each additional word

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

3. Contact Information

Publisher: Joey Young EMAIL: joey@hillsborofreepress.com
 Advertising: Natalie Hoffman EMAIL: natalie@hillsborofreepress.com
 Circulation: Nicole Suderman EMAIL: nicole@hillsborofreepress.com

4. Circulation Pricing

Hillsboro Free Press is a controlled circulation weekly without circulation pricing. Annual mail subscription rate: \$50.00



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

CVC Account Number: 10-0210		Hillsboro Free Press Hillsboro, KS
Audit Period Summary		
Average Net Circulation	(5-H)	7,073
Average Gross Distribution	(5-F)	7,238
Average Net Press Run	(5-A)	7,385
Audit Period Detail		
A. Average Net Press Run		7,385
B. Office / File		147
C. Controlled Distribution		
1. Carrier Delivery		1,020
2. Controlled Bulk Delivery / Demand Distribution		1,067
3. Mail		5,012
4. Restock & Office Service		14
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		7,113
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		125
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		125
E. Sponsored / Voluntary Paid Distribution		
1. Carrier 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		7,238
G. Unclaimed / Returns		(165)*
H. Average Net Circulation		7,073

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

	Monthly Audit Period Average
Website Unique Visitors	3,697
Website Page Views	33,445
Average Time Spent on Website	Not Reported

6B. Audited Online Edition Reporting

	Monthly Audit Period Average
Unique Digital Edition Visitors	1,660
Digital Edition Page Views	18,946

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. CARRIER DELIVERY: Editions delivered by private carrier to single family residences, and/or multi-family residences, and/or businesses.
2. CONTROLLED BULK / DEMAND DISTRIBUTION: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 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. CARRIER 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, 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:
- E. SPONSORED / VOLUNTARY PAID DISTRIBUTION: Editions distributed by the publisher that are sponsored by a third party monetary exchange.
1. CARRIER 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, and/or Post Office Boxes.
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 a single 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
01/01/13-12/31/13	CVC	7,010	7,078	7,156	7,197
01/01/12-12/31/12	CVC	7,121	7,076	7,005	6,996
01/01/11-12/31/11	CVC	7,129	7,099	7,110	7,114
01/01/10-12/31/10	CVC	7,208	7,099	7,110	7,100
01/01/09-12/31/09	CVC	7,192	7,182	7,096	7,212
01/01/08-12/31/08	CVC	7,135	7,096	7,127	7,086
01/01/07-12/31/07	CVC	7,222	7,115	7,120	7,076
01/01/06-12/31/06	CVC	8,213	6,992	7,115	7,193
01/01/05-12/31/05	CVC	7,546	7,505	7,282	7,334
01/01/04-12/31/04	CVC	7,559	7,512	7,457	7,546
01/01/03-12/31/03	CVC	7,559	7,512	7,489	7,489
01/01/02-12/31/02	CVC	7,499	7,466	7,528	7,559
01/01/01-12/31/01	CVC	-	-	-	-

9. Distribution by Zip Code (6/26/2013 Edition) Wednesday

ZIP CODE	CITY / AREA	COUNTY	CARRIER DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
66838	Burdick	Morris	0	0	86	0	86
66840	Burns	Marion	0	2	304	0	306
66843	Cedar Point	Chase	0	0	111	0	111
66851	Florence	Marion	0	35	277	0	312
66858	Lincolnton	Marion	0	0	200	0	200
66859	Lost Springs	Marion	0	0	81	0	81
66861	Marion	Marion	0	282	1,604	0	1,886
66866	Peabody	Marion	0	55	755	0	810
67053	Goessel	Marion	0	179	0	0	179
67063	Hillsboro	Marion	1,020	304	518	68	1,910
67073	Lehigh	Marion	0	2	123	0	125
67114	Newton	Harvey	0	0	354	0	354
67151	Walton	Harvey	0	30	0	0	30
67428	Canton	McPherson	0	64	322	0	386
67438	Durham	Marion	0	16	132	0	148
67475	Ramona	Marion	0	0	92	0	92
67483	Tampa	Marion	0	8	151	0	159
Misc.	Mixed States	Assorted	0	0	125	0	125
TOTAL			1,020	977	5,235	68	7,300



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10. Distribution by County (6/26/2013 Edition) Wednesday

COUNTY	CITY / AREA	CARRIER DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Chase	Cedar Point	0	0	111	0	111
Harvey	Newton Walton	0	30	354	0	384
Marion	Burns Durham Florence Goessel Hillsboro Lehigh Lincolntown Lost Springs Marion Peabody Ramona Tampa	1,020	883	4,237	68	6,208
McPherson	Canton	0	64	322	0	386
Morris	Burdick	0	0	86	0	86
Misc.	Mixed States	0	0	125	0	125
TOTAL		1,020	977	5,235	68	7,300

11. Verification of Receivership & Readership

Controlled Carrier Delivery and Mail Distribution

Hillsboro Free Press reported an average carrier delivery distribution of 1,020 during the audit period. Carrier delivery was verified through the review of carrier statements and additional publisher support documents. Hillsboro Free Press reported an average mail distribution of 5,137 during the audit period. Mail distribution was 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. Hillsboro Free Press is distributed regularly in your area. Do you receive Hillsboro Free Press on a regular basis?

2. (If response to #1 was YES) Do you or someone in your household regularly read or look through Hillsboro Free Press?

CVC interviews indicate that 297 of 303 households or 98.0% indicated they receive Hillsboro Free Press on a regular basis.

CVC interviews indicate that 244 of 297 or 82.2% indicate they regularly read or look through Hillsboro Free Press.

*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%.



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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 Hillsboro Free Press on a regular basis.

CVC interviews substantiate Hillsboro Free Press’s claim of 165 single copy & returnable source distributed editions returned to the publisher unclaimed after the edition cycle.

13. Paid Reporting Analysis

CARRIER 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: \$50.00 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	125
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 December 31, 2015.
If this report is presented after December 31, 2015 please call the toll-free number listed below.

Hillsboro Free Press - Hillsboro, KS - 10-0210 - Supplemental Readership Study

The Circulation Verification Council interviewed Hillsboro Free Press 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 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, or 2.5% of net circulation 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. *244 Survey respondents were interviewed during the verification of carrier delivery and mail distribution. 0 Survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution.

- **Average readers per edition during the audit period: 1.75***

*Readership estimates compiled from 2013 CVC circulation & readership study data.

1. Hillsboro Free Press is distributed regularly in your area. Do you or someone in your household regularly read or look through Hillsboro Free Press?

YES 244 Survey Respondents

2. Do you frequently purchase products or services from ads seen in Hillsboro Free Press?

YES 200 82.0%

NO 44 18.0%

3. How long do you keep Hillsboro Free Press before discarding it?

45% 1-2 Days

34% 3-4 Days

03% 5-6 Days

18% 1 Week or More

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

Reader Demographics	Market Demographics
01%	05% 18 - 20
04%	06% 21 - 24
15%	16% 25 - 34
16%	13% 35 - 44
22%	19% 45 - 54
19%	18% 55 - 64
14%	11% 65 - 74
09%	12% 75 years or older

5. Reader Gender? (Voice recognition – Gender Bias Rotation)

45% Male Readers

55% Female Readers



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

Reader Demographics	Market Demographics	
12%	23%	Under \$25,000
29%	28%	\$25,001 - \$49,999
24%	21%	\$50,000 - \$74,999
18%	14%	\$75,000 - \$99,999
13%	11%	\$100,000 - \$149,999
04%	04%	Over \$150,000

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

Reader Demographics	Market Demographics	
03%	13%	Some High School or Less
38%	33%	Graduated High School
33%	31%	Some College
19%	14%	Graduated College
07%	09%	Completed Post Graduate

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

		(% = Positive respondents)
15%	New Automobile	
22%	Used Automobile	
25%	Antiques / Auctions	
36%	Furniture / Home Furnishings	
17%	Major Home Appliance	
16%	Home Computers / Tablets / Laptops	
34%	Home Improvements / Supplies	
32%	Television / Electronics	
18%	Carpet / Flooring	
64%	Automobile Accessories (tires, brakes & service)	
58%	Lawn & Garden	
21%	Florist / Gift Shops	
26%	Home Heating / Air Conditioning (service, new equipment)	
62%	Vacations / Travel	
07%	Real Estate	
71%	Men's Apparel	
73%	Women's Apparel	
46%	Children's Apparel	
02%	Boats / Personal Watercraft	
12%	Art & Crafts Supplies	
17%	Childcare	
24%	Education / Classes	
05%	Attorney	
32%	Veterinarian	
14%	Chiropractor	
21%	Financial Planner (Retirement, Investing)	
63%	Tax Advisor / Services	
24%	Health Club / Exercise Class	
33%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)	
10%	Weight Loss	
29%	Lawn Care Service (Maintenance & Landscaping)	
34%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)	
77%	Pharmacist / Prescription Service	
25%	Cellular Phone New/Update Service	
84%	Dining & Entertainment	
20%	Jewelry	
08%	Wedding Supplies	
23%	Athletic & Sports Equipment	