

**Audit Period: July 1, 2008 – June 30, 2009**

**Columbus Messenger**

3500 Sullivant Avenue  
Columbus, OH 43204  
(614) 272-5422  
(614) 272-0684 FAX

EMAIL: phildaubel@columbusmessenger.com  
www.columbusmessenger.com

**1. Publication Information**

Average Net Circulation:	See Paragraphs 5 – 5D
Number of Editions:	Five
Format / Average Page Count:	Tabloid / 20 Pages
Circulation Cycle:	1 Weekly & 4 Bi-Weekly**
Circulation Day / Time:	Monday / by 4 PM
Ownership:	Columbus Messenger Company
Year Established:	1974
Publication Type:	Community Newspaper
Content:	65% Advertising / 35% Editorial
Circulation Paid/Unpaid:	100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods:	100% Home Delivery / 0% Mail / 0% Controlled Bulk
Insert Zoning Available:	Yes – ZIP Code / Zone / Route
CVC Member Number:	See Paragraphs 5 – 5D
DMA/MSA:	Columbus, OH / Columbus, OH
Audit Funded By:	Mid-Atlantic Community Papers Association Independent Free Papers of America

**2. Rate Card and Mechanical Data**

Rate Card Effective Date:	November 1, 2008
Mechanical Data:	Eight (8) columns x 11.5-inch column depth Full page: 10.5" wide X 11.5" depth.
Open Rate:	Local: \$50.65 per column inch National: \$59.55 per column inch
Insert Open Rate:	\$56.00 per thousand
Classified Rate:	\$1.00 per line
Volume, frequency, contract, color, and other rates may be available from the publisher.	

**3. Contact Information**

Publisher:	Philip Daubel	EMAIL: phildaubel@columbusmessenger.com
Advertising:	Fred Schenk	EMAIL: fred@columbusmessenger.com
Circulation:	Doug Henry	EMAIL: doughenry@columbusmessenger.com

**4. Circulation Pricing**

Columbus Messenger is a controlled circulation bi-weekly without circulation pricing. Annual mail subscription rate: \$39.00 - \$78.00



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

CVC Account Number: 13-0216		Bi-Weekly	Columbus Messenger - Eastside Messenger Columbus, OH
<b>Audit Period Summary</b>			
<b>Average Net Circulation</b>	<b>(5-H)</b>		<b>21,135</b>
Average Gross Distribution	(5-F)		21,288
Average Net Press Run	(5-A)		21,863
<b>Audit Period Detail</b>			
A. Average Net Press Run			21,863
B. Office / File			575
C. Controlled Distribution			
1. Home Delivery			21,242
2. Controlled Bulk Delivery / Demand Distribution			46
3. Mail			0
4. Restock & Office Service			0
5. Other:			0
<b>TOTAL AVERAGE CONTROLLED DISTRIBUTION</b>			<b>21,288</b>
D. Paid Distribution			
1. Home Delivery			0
2. Single Copy			0
3. Mail			0
4. Restock & Office Service			0
5. Other:			0
<b>TOTAL AVERAGE PAID DISTRIBUTION</b>			<b>0</b>
E. Sponsored / Voluntary Paid Distribution			
1. Home Delivery			0
2. Single Copy			0
3. Mail			0
4. Restock & Office Service			0
5. Other:			0
<b>TOTAL AVERAGE SPONSORED DISTRIBUTION</b>			<b>0</b>
F. Average Gross Distribution			21,288
G. Unclaimed / Returns			(153)*
<b>H. Average Net Circulation</b>			<b>21,135</b>



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

CVC Account Number: 13-0011		Weekly	Columbus Messenger - Madison Messenger Columbus, OH
<b>Audit Period Summary</b>			
<b>Average Net Circulation</b>	<b>(5-H)</b>		<b>14,581</b>
Average Gross Distribution	(5-F)		14,684
Average Net Press Run	(5-A)		15,198
<b>Audit Period Detail</b>			
A. Average Net Press Run			15,198
B. Office / File			514
C. Controlled Distribution			
1. Home Delivery			14,634
2. Controlled Bulk Delivery / Demand Distribution			50
3. Mail			0
4. Restock & Office Service			0
5. Other:			0
<b>TOTAL AVERAGE CONTROLLED DISTRIBUTION</b>			<b>14,684</b>
D. Paid Distribution			
1. Home Delivery			0
2. Single Copy			0
3. Mail			0
4. Restock & Office Service			0
5. Other:			0
<b>TOTAL AVERAGE PAID DISTRIBUTION</b>			<b>0</b>
E. Sponsored / Voluntary Paid Distribution			
1. Home Delivery			0
2. Single Copy			0
3. Mail			0
4. Restock & Office Service			0
5. Other:			0
<b>TOTAL AVERAGE SPONSORED DISTRIBUTION</b>			<b>0</b>
F. Average Gross Distribution			14,684
G. Unclaimed / Returns			(103)*
<b>H. Average Net Circulation</b>			<b>14,581</b>



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

CVC Account Number: 13-0217		Bi-Weekly	Columbus Messenger - Southeast Columbus, OH
<b>Audit Period Summary</b>			
<b>Average Net Circulation</b>	<b>(5-H)</b>		<b>20,070</b>
Average Gross Distribution	(5-F)		20,252
Average Net Press Run	(5-A)		20,999
<b>Audit Period Detail</b>			
A. Average Net Press Run			20,999
B. Office / File			747
C. Controlled Distribution			
1. Home Delivery			20,171
2. Controlled Bulk Delivery / Demand Distribution			81
3. Mail			0
4. Restock & Office Service			0
5. Other:			0
<b>TOTAL AVERAGE CONTROLLED DISTRIBUTION</b>			<b>20,252</b>
D. Paid Distribution			
1. Home Delivery			0
2. Single Copy			0
3. Mail			0
4. Restock & Office Service			0
5. Other:			0
<b>TOTAL AVERAGE PAID DISTRIBUTION</b>			<b>0</b>
E. Sponsored / Voluntary Paid Distribution			
1. Home Delivery			0
2. Single Copy			0
3. Mail			0
4. Restock & Office Service			0
5. Other:			0
<b>TOTAL AVERAGE SPONSORED DISTRIBUTION</b>			<b>0</b>
F. Average Gross Distribution			20,252
G. Unclaimed / Returns			(182)*
<b>H. Average Net Circulation</b>			<b>20,070</b>



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

CVC Account Number: 13-0218		Bi-Weekly	Columbus Messenger - Southwest Columbus, OH
<b>Audit Period Summary</b>			
<b>Average Net Circulation</b>	<b>(5-H)</b>		<b>20,297</b>
Average Gross Distribution	(5-F)		20,511
Average Net Press Run	(5-A)		21,149
<b>Audit Period Detail</b>			
A. Average Net Press Run			21,149
B. Office / File			638
C. Controlled Distribution			
1. Home Delivery			20,477
2. Controlled Bulk Delivery / Demand Distribution			34
3. Mail			0
4. Restock & Office Service			0
5. Other:			0
<b>TOTAL AVERAGE CONTROLLED DISTRIBUTION</b>			<b>20,511</b>
D. Paid Distribution			
1. Home Delivery			0
2. Single Copy			0
3. Mail			0
4. Restock & Office Service			0
5. Other:			0
<b>TOTAL AVERAGE PAID DISTRIBUTION</b>			<b>0</b>
E. Sponsored / Voluntary Paid Distribution			
1. Home Delivery			0
2. Single Copy			0
3. Mail			0
4. Restock & Office Service			0
5. Other:			0
<b>TOTAL AVERAGE SPONSORED DISTRIBUTION</b>			<b>0</b>
F. Average Gross Distribution			20,511
G. Unclaimed / Returns			(214)*
<b>H. Average Net Circulation</b>			<b>20,297</b>



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

CVC Account Number: 13-0215		Bi-Weekly	Columbus Messenger - Westside Messenger Columbus, OH
<b>Audit Period Summary</b>			
<b>Average Net Circulation</b>	<b>(5-H)</b>		<b>24,677</b>
Average Gross Distribution	(5-F)		24,869
Average Net Press Run	(5-A)		25,887
<b>Audit Period Detail</b>			
A. Average Net Press Run			25,887
B. Office / File			1,018
C. Controlled Distribution			
1. Home Delivery			24,549
2. Controlled Bulk Delivery / Demand Distribution			320
3. Mail			0
4. Restock & Office Service			0
5. Other:			0
<b>TOTAL AVERAGE CONTROLLED DISTRIBUTION</b>			<b>24,869</b>
D. Paid Distribution			
1. Home Delivery			0
2. Single Copy			0
3. Mail			0
4. Restock & Office Service			0
5. Other:			0
<b>TOTAL AVERAGE PAID DISTRIBUTION</b>			<b>0</b>
E. Sponsored / Voluntary Paid Distribution			
1. Home Delivery			0
2. Single Copy			0
3. Mail			0
4. Restock & Office Service			0
5. Other:			0
<b>TOTAL AVERAGE SPONSORED DISTRIBUTION</b>			<b>0</b>
F. Average Gross Distribution			24,869
G. Unclaimed / Returns			(192)*
<b>H. Average Net Circulation</b>			<b>24,677</b>

**6A. Audited Average Website Reporting - www.columbusmessenger.com**

	Monthly Audit Period Average
Website Unique Visitors	28,247
Website Page Views	36,677

**6B. Audited Online Edition Reporting**

	Audit Period Average
Unique Digital Edition Visitors	Not Applicable
Digital Edition Page Views	Not Applicable

## 7. Explanatory

### PARAGRAPH FIVE AUDIT PERIOD SUMMARY

**\*\* Effective February 9, 2009 the Eastside, Southeast, Westside and Southwest Messengers changed publishing frequency to bi-weekly distribution. The Madison Messenger remains a weekly distribution cycle. Website content is updated weekly on all editions.**

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.
- 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.
- 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 - Eastside Messenger**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/09-12/31/09	CVC	20,946	21,131	-	-
01/01/08-12/31/08	CVC	26,746	25,584	21,368	21,095
01/01/07-12/31/07	CVC	29,800	30,909	30,909	26,959
01/01/06-12/31/06	CVC	40,424	30,017	30,933	30,338
01/01/05-12/31/05	CVC	42,092	42,084	42,110	42,562
01/01/04-12/31/04	CVC	42,078	42,189	42,279	42,057

**8A. Average Print Circulation History – Madison Messenger**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/09-12/31/09	CVC	14,518	14,736	-	-
01/01/08-12/31/08	CVC	14,477	14,457	14,516	14,554
01/01/07-12/31/07	CVC	13,739	14,462	14,463	14,477
01/01/06-12/31/06	CVC	13,804	13,797	14,488	14,118
01/01/05-12/31/05	CVC	12,862	12,676	12,889	13,404
01/01/04-12/31/04	CVC	12,153	12,156	12,311	12,709

**8B. Average Print Circulation Histories – Southeast Messenger**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/09-12/31/09	CVC	20,028	20,327	-	-
01/01/08-12/31/08	CVC	24,067	22,899	19,941	19,986
01/01/07-12/31/07	CVC	27,828	28,887	29,032	24,325
01/01/06-12/31/06	CVC	33,171	27,715	28,701	28,518
01/01/05-12/31/05	CVC	33,214	33,970	33,998	33,911
01/01/04-12/31/04	CVC	32,260	32,483	34,004	33,049

**8C. Average Print Circulation History – Southwest Messenger**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/09-12/31/09	CVC	20,218	20,294	-	-
01/01/08-12/31/08	CVC	20,152	20,171	20,339	20,336
01/01/07-12/31/07	CVC	20,582	21,358	21,431	20,371
01/01/06-12/31/06	CVC	20,560	20,037	21,044	21,052
01/01/05-12/31/05	CVC	20,434	20,639	20,764	20,761
01/01/04-12/31/04	CVC	19,319	19,342	19,617	19,982

**8D. Average Print Circulation History – Westside Messenger**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/09-12/31/09	CVC	23,431	24,711	-	-
01/01/08-12/31/08	CVC	32,745	32,238	27,326	23,237
01/01/07-12/31/07	CVC	36,084	35,454	33,859	33,022
01/01/06-12/31/06	CVC	38,373	34,237	38,812	38,264
01/01/05-12/31/05	CVC	41,906	41,718	41,818	41,936
01/01/04-12/31/04	CVC	41,796	42,205	42,854	41,911

**9. Distribution by Zip Code (6/29/2009 Edition) Eastside**

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
43068	Reynoldsburg	Franklin	10,863	0	0	0	10,863
43147	Pickerington	Franklin	4,568	0	0	0	4,568
43209	Bexley	Franklin	5,515	0	0	0	5,515
TOTAL			20,946	0	0	0	20,946

**9A. Distribution by Zip Code (6/29/2009 Edition) Madison**

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
43064	Plain City	Madison	2,218	0	0	0	2,218
43119	Galloway	Franklin	133	0	0	0	133
43140	London	Madison	7,441	0	0	0	7,441
43143	Mount Sterling	Madison	1,490	0	0	0	1,490
43153	South Solon	Madison	326	0	0	0	326
43162	West Jefferson	Madison	2,928	0	0	0	2,928
<b>TOTAL</b>			<b>14,536</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>14,536</b>

**9B. Distribution by Zip Code (6/29/2009 Edition) Southeast**

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
43068	Reynoldsburg	Franklin	2,155	0	0	0	2,155
43110	Canal Winchester	Franklin	8,632	0	0	0	8,632
43125	Groveport	Franklin	3,961	0	0	0	3,961
43209	Columbus	Franklin	1,084	0	0	0	1,084
43232	Columbus	Franklin	4,170	0	0	0	4,170
<b>TOTAL</b>			<b>20,002</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>20,002</b>

**9C. Distribution by Zip Code (6/29/2009 Edition) Southwest**

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
43123	Grove City	Franklin	18,233	0	0	0	18,233
43140	London	Madison	132	0	0	0	132
43146	Orient	Pickaway	829	0	0	0	829
<b>TOTAL</b>			<b>19,194</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>19,194</b>

**9D. Distribution by Zip Code (6/29/2009 Edition) Westside**

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
43119	Galloway	Franklin	6,445	0	0	0	6,445
43204	Columbus	Franklin	5,492	0	0	0	5,492
43223	Columbus	Franklin	1,236	0	0	0	1,236
43228	Columbus	Franklin	10,258	0	0	0	10,258
<b>TOTAL</b>			<b>23,431</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>23,431</b>

**10. Distribution by County (6/29/2009 Edition) Eastside**

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Franklin	Bexley Peckerington Reynoldsburg	20,946	0	0	0	20,946
<b>TOTAL</b>		<b>20,946</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>20,946</b>

**10A. Distribution by County (6/29/2009 Edition) Madison**

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Franklin	Galloway	133	0	0	0	133
Madison	London Mount Sterling Plain City South Solon West Jefferson	14,403	0	0	0	14,403
<b>TOTAL</b>		<b>14,536</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>14,536</b>



**10B. Distribution by County (6/29/2009 Edition) Southeast**

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Franklin	Canal Winchester Columbus Groveport Reynoldsburg	20,002	0	0	0	20,002
TOTAL		20,002	0	0	0	20,002

**10C. Distribution by County (6/29/2009 Edition) Southwest**

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Franklin	Grove City	18,233	0	0	0	18,233
Madison	London	132	0	0	0	132
Pickaway	Orient	829	0	0	0	829
TOTAL		19,194	0	0	0	19,194

**10D. Distribution by County (6/29/2009 Edition) Westside**

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Franklin	Columbus Galloway	23,431	0	0	0	23,431
TOTAL		23,431	0	0	0	23,431

**11. Verification of Receivership & Readership**

**Controlled Home Delivery and Mail Distribution**

The Circulation Verification Council interviewed 779 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. Columbus Messenger s distributed regularly in your area. Do you receive Columbus Messenger on a regular basis?
2. (If response to #1 was YES) Do you or someone in your household regularly read or look through Columbus Messenger?

**CVC interviews indicate that 754 of 779 households or 96.8% indicated they receive Columbus Messenger on a regular basis.**

**CVC interviews indicate that 581 of 754 or 77.1% indicate they regularly read or look through Columbus Messenger.**

\*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**

**Columbus Messenger did not report significant controlled bulk / demand distribution or single copy distribution during the audit cycle.**



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**13. Paid Reporting Analysis**

<b>HOME DELIVERY</b>	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
<b>MAIL</b>	Basic Rates: \$39.00 - \$78.00 / 1-Yearly
	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
<b>SINGLE COPY</b>	COVER PRICE: N/A
	AVERAGE WHOLESALE RATE: N/A
<b>OTHER:</b>	

**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](http://www.cvcaudit.com)

**The current status of this report expires March 31, 2011.**

If this report is presented after March 31, 2011 please call the toll-free number listed below.



**Columbus Messenger – Columbus, OH - 13-0904 Supplemental Readership Study**

The Circulation Verification Council interviewed 779 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. \*581 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: 1.825\***  
\*Readership estimates compiled from 2009 CVC circulation & readership study data.

1. Columbus Messenger is distributed regularly in your area. Does your household regularly receive Columbus Messenger?

YES	754	96.8%
NO	25	03.2%

2. Do you or someone in your household regularly read or look through Columbus Messenger?

YES	581	77.1%
NO	173	22.9%

3. Do you frequently purchase products or services from ads seen in Columbus Messenger?

YES	478	82.3%
NO	103	17.7%

4. How long do you keep Columbus Messenger before discarding it?

60%	1-2 Days
24%	3-4 Days
03%	5-6 Days
13%	1 Week or More

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

Reader Demographics	Market Demographics
01%	06% 18 - 20
05%	08% 21 - 24
21%	21% 25 - 34
25%	20% 35 - 44
24%	19% 45 - 54
15%	13% 55 - 64
07%	07% 65 - 74
02%	06% 75 years or older

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

Reader Demographics	Market Demographics	
12%	20%	Under \$25,000
31%	27%	\$25,001 - \$49,999
24%	22%	\$50,000 - \$74,999
17%	15%	\$75,000 - \$99,999
13%	12%	\$100,000 - \$149,999
03%	04%	Over \$150,000

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

Reader Demographics	Market Demographics	
04%	16%	Some High School or Less
36%	35%	Graduated High School
34%	29%	Some College
22%	14%	Graduated College
04%	06%	Completed Post Graduate



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

		(% = Positive respondents)
12%	New Automobile	
11%	Used Automobile	
16%	Antiques / Auctions	
41%	Furniture / Home Furnishings	
21%	Major Home Appliance	
18%	Home Computers	
41%	Home Improvements / Supplies	
39%	Television / Electronics	
18%	Carpet / Flooring	
64%	Automobile Accessories (tires, brakes & service)	
71%	Lawn & Garden	
31%	Florist / Gift Shops	
34%	Home Heating / Air Conditioning (service, new equipment)	
54%	Vacations / Travel	
04%	Real Estate	
75%	Men's Apparel	
94%	Women's Apparel	
51%	Children's Apparel	
01%	Boats / Personal Watercraft	
32%	Art & Crafts Supplies	
18%	Childcare	
38%	Education / Classes	
10%	Attorney	
21%	Veterinarian	
18%	Chiropractor	
24%	Financial Planner (Retirement, Investing)	
59%	Tax Advisor / Services	
35%	Health Club / Exercise Class	
45%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)	
06%	Weight Loss	
48%	Lawn Care Service (Maintenance & Landscaping)	
53%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)	
68%	Pharmacist / Prescription Service	
19%	Cellular Phone New/Update Service	
84%	Dining & Entertainment	
21%	Jewelry	
12%	Wedding Supplies	
45%	Athletic & Sports Equipment	



## Columbus Messenger Columbus, Ohio

### Key to Features

-  County Boundary
-  Zip Code Boundary

