

Audit Period: January 1, 2009 – September 30, 2009

Riverside Reader

570 N Jefferson Avenue, Suite A (PO Box 771)
Port Allen, LA 70767
(225) 336-0749
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EMAIL: info@riversidereader.com
www.riversidereader.com

1. Publication Information

Average Net Circulation:	23,058 (Print Edition)
Number of Editions:	One
Format / Average Page Count:	Broadsheet / 8 Pages
Circulation Cycle:	Weekly
Circulation Day / Time:	Monday / By 2 PM
Ownership:	Riverside Media Group
Year Established:	1993
Publication Type:	Community Newspaper
Content:	62% Advertising / 38% Editorial
Circulation Paid/Unpaid:	99% Unpaid / 1% Paid / 0% Sponsored
Primary Delivery Methods:	0% Home Delivery / 99% Mail / 1% Controlled Bulk
Insert Zoning Available:	Yes - Route
CVC Member Number:	19-0033
DMA/MSA:	Baton Rouge, LA / Baton Rouge, LA
Audit Funded By:	Southeastern Advertising Publishers Association

2. Rate Card and Mechanical Data

Rate Card Effective Date:	August 1, 2007
Mechanical Data:	Six (6) columns x 20.5-inch column depth Full page: 11.5" wide X 20.5" depth.
Open Rate:	Local: \$15.00 per column inch National: \$15.00 per column inch
Insert Open Rate:	\$90.00 per thousand
Classified Rate:	\$12.00 for up to 10 words

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

3. Contact Information

Publisher:	John Lockhart	EMAIL: johnmichael@riversidereader.com
Advertising:	John Lockhart	EMAIL: johnmichael@riversidereader.com
Circulation:	Josh Ledet	EMAIL: josh@riversidereader.com

4. Circulation Pricing

Riverside Reader is a controlled circulation weekly without circulation pricing. Annual mail subscription rate: \$25.00



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

CVC Account Number: 19-0033		Riverside Reader Port Allen, LA
Audit Period Summary		
Average Net Circulation	(5-H)	23,058
Average Gross Distribution	(5-F)	23,058
Average Net Press Run	(5-A)	23,343
Audit Period Detail		
A. Average Net Press Run		23,343
B. Office / File		285
C. Controlled Distribution		
1. Home Delivery		0
2. Controlled Bulk Delivery / Demand Distribution		0
3. Mail		22,964
4. Restock & Office Service		84
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		23,048
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		10
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		10
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		23,058
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		23,058

6A. Audited Average Website Reporting

	Audit Period Average
Website Unique Visitors	Not Reported
Website Page Views	Not Reported

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

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 PO 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.
- 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

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/09-12/31/09	CVC	23,113	23,113	22,950	-
01/01/08-12/31/08	CVC	27,415	29,408	20,556	24,042
01/01/07-12/31/07	CVC	30,450	29,911	29,147	28,465
01/01/06-12/31/06	CVC	30,635	29,973	30,219	-
04/01/05-12/31/05	CVC	-	30,800	31,242	30,933

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

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
70710	Addis	West Baton Rouge	0	0	1,647	0	1,647
70715	Batchelor	Pointe Coupee	0	0	545	0	545
70719	Brusly	West Baton Rouge	0	0	2,012	0	2,012
70729	Erwinville	West Baton Rouge	0	0	577	0	577
70732	Fordoche	Pointe Coupee	0	0	480	0	480
70736	Glynn	Pointe Coupee	0	0	240	0	240
70740	Grosse Tete	Iberville	0	0	585	0	585
70747	Innis	Pointe Coupee	0	0	138	0	138
70749	Jarreau	Pointe Coupee	0	0	700	0	700
70750	Krotz Springs	Saint Landry	0	0	836	0	836
70752	Lakeland	Pointe Coupee	0	0	280	0	280
70753	Lettsworth	Pointe Coupee	0	0	455	0	455
70755	Livonia	Pointe Coupee	0	0	1,192	0	1,192
70756	Lottie	Pointe Coupee	0	0	205	0	205
70757	Maringouin	Iberville	0	0	1,260	0	1,260
70759	Morganza	Pointe Coupee	0	0	698	0	698
70760	New Roads	Pointe Coupee	0	0	2,943	0	2,943
70762	Oscar	Pointe Coupee	0	0	399	0	399
70767	Port Allen	West Baton Rouge	0	0	6,189	0	6,189
70772	Rosedale	Iberville	0	0	255	0	255
70773	Rougon	Pointe Coupee	0	0	84	0	84
70783	Ventress	Pointe Coupee	0	0	1,185	0	1,185
TOTAL			0	0	22,905	0	22,905

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

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Iberville	Grosse Tete Maringouin Rosedale	0	0	2,100	0	2,100
Pointes Coupee	Batchelor Fordoche Glynn Innis Jarreau Lakeland Lettsworth Livonia Lottie Morganza New Roads Oscar Rougon Ventress	0	0	9,544	0	9,544

10. Distribution by County (6/29/2009 Edition) Monday (continued)

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Saint Landry	Krotz Springs	0	0	836	0	836
West Baton Rouge	Addis Brusly Erwinville Port Allen	0	0	10,425	0	10,425
TOTAL		0	0	22,905	0	22,905

11. Verification of Receivership & Readership

Controlled Home Delivery and Mail Distribution

The Circulation Verification Council interviewed 376 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. Riverside Reader is distributed regularly in your area. Do you receive Riverside Reader on a regular basis?
2. (If response to #1 was YES) Do you or someone in your household regularly read or look through Riverside Reader?

CVC interviews indicate that 364 of 376 households or 96.8% indicated they receive Riverside Reader on a regular basis.

CVC interviews indicate that 255 of 364 or 70.1% indicate they regularly read or look through Riverside Reader.

*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

Riverside Reader did not report significant controlled bulk / demand distribution, or single copy distribution during the audit 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: \$25.00 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	10
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, 2011.
If this report is presented after March 31, 2011 please call the toll-free number listed below.

Riverside Reader - Port Allen, LA - 19-0033 - Supplemental Readership Study

The Circulation Verification Council interviewed 376 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. *255 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 2009 CVC circulation & readership study data.

1. Riverside Reader is distributed regularly in your area. Does your household regularly receive Riverside Reader?

YES	364	96.8%
NO	12	03.2%

2. Do you or someone in your household regularly read or look through Riverside Reader?

YES	255	70.1%
NO	109	29.9%

3. Do you frequently purchase products or services from ads seen in Riverside Reader?

YES	174	68.2%
NO	81	31.8%

4. How long do you keep Riverside Reader before discarding it?

67%	1-2 Days
18%	3-4 Days
04%	5-6 Days
11%	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
19%	16%	25 - 34
25%	20%	35 - 44
26%	20%	45 - 54
20%	15%	55 - 64
04%	08%	65 - 74
01%	07%	75 years or older



Riverside Reader
 Port Allen, Louisiana
 19-0033

Key to Features

-  State Boundary
-  County Boundary
-  Zip Code Boundary

