

Audit Period: January 1, 2015 – December 31, 2015

Johnson City News & Neighbor

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www.jcnewsandneighbor.com

1. Audited Media Platforms

Print Publication:	Average Net Circulation:	30,775 (Print Edition)
Website:	Average Website Unique Visitors:	4,165
Social Media:	Average Facebook Likes:	1,654





2. Publication Information

Number of Editions:	One
Format / Average Page Count:	Broadsheet / 14 Pages
Circulation Cycle:	Weekly
Ownership:	The Shopping News, LLC
Year Established:	1997
Publication Type:	Community Newspaper
Content:	60% Advertising / 40% Editorial
Circulation Paid/Unpaid:	96% Unpaid / 4% Paid / 0% Sponsored
Primary Delivery Methods:	99% Carrier Delivery / <1% Mail 1% Controlled Bulk & Single Copy
Annual Mail Subscription Rate:	\$24.95 (mail) / \$20.00 (carrier delivery)
Cover Price:	\$0.50
Insert Zoning Available:	Yes - Route / ZIP Code
CVC Member Number:	20-0204
DMA/MSA/CBSA:	Tri-Cities, TN-VA / Johnson City-Kingsport-Bristol, TN-MS-VA / Johnson City, TN
Audit Funded By:	Independent Free Papers of America Southeastern Advertising Publishers Association

3. Rate Card and Mechanical Data

Rate Card Effective Date:	January 1, 2016
Mechanical Data:	Six (6) columns x 21.25-inch column depth Full page: 10.825" wide X 21.25" depth.
Open Rate:	Local: \$15.75 per column inch National: \$18.55 per column inch
Insert Open Rate:	\$25.00 per thousand
Classified Rate:	\$10.00 for up to 20 words
Deadline Day & Time:	Friday by 3 PM
Website Rates:	Bottom Banner - \$150.00 per month Vertical - \$65.00 per month

Additional rates may be available from the publisher.

4. Contact Information

Publisher:	Bill Derby	EMAIL: bderby@jcnewsandneighbor.com
Advertising:	Bill Derby	EMAIL: bderby@jcnewsandneighbor.com
Circulation:	Roy Jenkins	EMAIL: circulation@jcnewsandneighbor.com
Marketing:	Jeff Derby	EMAIL: jderby@jcnewsandneighbor.com



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

CVC Account Number: 20-0204	Wednesday	Johnson City News & Neighbor Johnson City, TN
Audit Period Summary		
Average Net Circulation	(5-H)	30,775
Average Gross Distribution	(5-F)	30,775
Average Net Press Run	(5-A)	30,800
Audit Period Detail		
A. Average Net Press Run		30,800
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		29,413
2. Bulk Delivery / Demand Distribution		262
3. Mail		0
4. Requestor Mail		0
5. Waiting Rooms		0
6. Hotels		0
7. Events, Fairs, Festivals and Trade Shows		0
8. Education		0
9. Restock & Office Service		0
Total Average Controlled Distribution		29,675
Controlled Returns		(0)
TOTAL AVERAGE CONTROLLED CIRCULATION		29,675
D. Paid Distribution		
1. Carrier Delivery		1,065
2. Single Copy		17
3. Mail		18
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		1,100
Paid Returns		(0)
TOTAL AVERAGE PAID CIRCULATION		1,100
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Rooms		0
5. Education		0
Total Average Sponsored Distribution		0
Sponsored Returns		(0)
TOTAL AVERAGE SPONSORED CIRCULATION		0
F. Average Gross Distribution		30,775
G. Total Unclaimed / Returns		(0)*
H. Average Net Circulation		30,775

Explanatory – Print

PARAGRAPH FIVE AUDIT PERIOD SUMMARY

AVERAGE NET CIRCULATION: Average net circulation based on quarterly averages for the audit period indicated. (Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G)). See audit period detail (H).

AVERAGE GROSS DISTRIBUTION: Average gross distribution based on quarterly averages for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C)). See audit period detail (F).

NET PRESS RUN: Average net press run based on quarterly averages during the audit period indicated. The net press run average does not include press waste, or start-up copies. See audit period detail (A).

AUDIT PERIOD DETAIL

A. 1. NET PRESS RUN: Average net press run based on quarterly averages 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 5G 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. REQUESTOR MAIL: Editions delivered on a requestor basis by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses, and/or post office boxes. Qualified requestor circulation and other mail permit qualifications are audited by the United States Postal Service and not determined by CVC.

5. CONTROLLED WAITING ROOMS: Editions delivered to the waiting areas of local business and office buildings, including, but not limited to salons, medical and professional offices.

6. CONTROLLED HOTELS: Editions distributed to area hotels and available to individual readers. Subject to paragraph 5G returns.

7. EVENTS, FAIRS, FESTIVALS and TRADE SHOWS: Editions distributed to attendees and members of conventions, local fairs, festivals, trade shows and available to individual readers. Subject to paragraph 5G returns.

8. CONTROLLED EDUCATION: Editions distributed to area schools or educational institutions and available to individual readers. Subject to paragraph 5G returns.

9. 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 5G returns.

CONTROLLED RETURNS: Edition distributed in the controlled distribution category, returned to the publisher unclaimed during the edition cycle *(See paragraph 11 for CVC return/unclaimed confirmation.) Publications with greater than 25% returnable source distribution must report returns or unclaimed copies to qualify for net circulation reporting.

D. PAID DISTRIBUTION: Editions distributed by the publisher through paid subscription or other monetary exchange with individual readers.

1. CARRIER DELIVERY: See C1 for explanation of carrier home delivery. See paragraph 12 for paid reporting analysis.

2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5G returns. See paragraph 12 for paid reporting analysis.

3. MAIL: See C3 for explanation of mail distribution. See paragraph 12 for paid reporting analysis.

4. PAID WAITING ROOMS: See C5 for explanation of waiting room distribution.

5. PAID HOTELS: See C6 for explanation of hotel distribution.

6. PAID EDUCATION: See C8 for explanation of educational copy distribution.

7. RESTOCK / OFFICE SERVICE: See C9 for explanation of restock and office distribution.

PAID RETURNS: See section C: controlled returns for explanation of returns reporting. *(See paragraph 11 for CVC return/unclaimed confirmation.)

E. SPONSORED / VOLUNTARY PAID DISTRIBUTION: Editions distributed by the publisher that are sponsored by a third party monetary exchange or voluntary reader payment system.

1. CARRIER DELIVERY: See C1 for explanation of carrier home delivery.

2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers on a sponsored or voluntary pay basis. Subject to paragraph 5G returns.

3. MAIL: See C3 for explanation of mail distribution.

4. SPONSORED WAITING ROOMS: See C5 for explanation of waiting room distribution.

5. SPONSORED EDUCATION: See C8 for explanation of educational copy distribution.

6. RESTOCK / OFFICE SERVICE: See C9 for explanation of restock and office distribution.

SPONSORED RETURNS: See section C: controlled returns for explanation of returns reporting *(See paragraph 11 for CVC return/unclaimed confirmation.)

F. AVERAGE GROSS DISTRIBUTION: Average gross distribution based on quarterly averages for the audit period indicated. Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C).

G. TOTAL UNCLAIMED / RETURNS: Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle. *(See paragraph 11 for CVC return/unclaimed confirmation.)

H. 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).

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

	Monthly Audit Period Average
Website Unique Visitors	4,165
Website Visitors	5,667
Percent of New Visitors	65.93%
Website Page Views	7,901
Pages Per Visit	1.39
Average Time Spent on Website	00:00:08
Bounce Rate	83.52%

Explanatory – Website

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.

VISITORS: The total number of visitors, expressed as a monthly average, to a publication’s website regardless of unique status, as expressed above.

PERCENT NEW VISITORS: The percentage of visitors that have visited the publication’s website for the first time through the course of the month and are considered unique and are differentiated from multiple returning visits.

PAGE VIEWS: The transmittal of a full page contained within the website to the user’s browser.

PAGES PER VISIT: The average number of page views per session, expressed as a monthly average.

AVG. TIME SPENT: The average amount of time spent on a website during a single visit, expressed in hours, minutes and seconds.

BOUNCE RATE: Bounce rate reports the percentage of visits that view only one page before exiting a site. This number is presented as a monthly average.

6B. Audited Online/Digital Edition Reporting - Not Reported

6C. Text Media - Not Reported

6D. Social Media

Social Media Source	Media Usage
Facebook - www.facebook.com/jcnewsandneighbor	1,654 Likes
Twitter - @	Not Applicable

Explanatory – Social Media

PARAGRAPH SIX (D)

FACEBOOK LIKES: The average number of likes as expressed by followers of the Facebook page. Information sourced at regular intervals from the publications page on Facebook.com or third party measurement sources.

6E. Email Media - Not Reported

6F. Video & Podcast Media - Not Reported

7. Average Print Circulation History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/15-12/31/15	CVC	30,775	30,775	30,775	30,775
01/01/14-12/31/14	CVC	30,790	30,790	30,790	30,790
01/01/13-12/31/13	CVC	30,780	30,780	30,780	30,780
01/01/12-12/31/12	CVC	30,780	30,780	30,780	30,780
01/01/11-12/31/11	CVC	30,780	30,780	30,780	30,780
01/01/10-12/31/10	CVC	30,650	30,650	30,650	30,650
01/01/09-12/31/09	CVC	30,950	30,696	30,650	30,650
01/01/08-12/31/08	CVC	30,941	30,942	30,945	30,950
01/01/07-12/31/07	CVC	30,496	30,740	30,932	30,944
01/01/06-12/31/06	CVC	30,525	30,533	30,525	30,556
10/01/02-12/31/05	Prior CVC	-	-	-	-



8. Distribution by Zip Code (12/30/2015 Edition) Wednesday

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
37601	Johnson City	Washington	TN	8,456	25	0	25	8,506
37604	Johnson City	Washington	TN	12,052	100	4	0	12,156
37615	Gray	Washington	TN	5,992	30	4	0	6,026
37659	Jonesboro	Washington	TN	2,697	45	3	0	2,745
37681	Limestone	Washington	TN	0	0	5	0	5
37682	Milligan	Carter	TN	0	20	2	0	22
37686	Piney Flats	Sullivan	TN	1,298	42	0	0	1,340
TOTAL				30,495	262	18	25	30,800

9. Distribution by County (12/30/2015 Edition) Wednesday

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Carter	Milligan	TN	0	20	2	0	22
Sullivan	Piney Flats	TN	1,298	42	0	0	1,340
Washington	Gray Johnson City Jonesboro Limestone	TN	29,197	200	16	25	29,438
TOTAL			30,495	262	18	25	30,800

10. Verification of Distribution – Mail and Carrier Delivery Distribution

Johnson City News & Neighbor reported an average mail distribution of 18 during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. Johnson City News & Neighbor reported an average carrier delivery distribution of 30,478 during the audit period. Carrier delivery is verified through the review of carrier statements and/or additional publisher support documents. The Circulation Verification Council performed a delivery & readership verification in the primary market areas indicated in paragraph nine. Delivery verification is performed using multi-source methodologies considered necessary under the circumstances of the audit. Delivery verification can include, but is not limited to, residential and cell phone interviews, online surveys, email surveys, USPS surveys, in-person interviews and/or social media surveys. Delivery verification source data can include, but is not limited to, residential phone listings, cell phone exchanges, delivery lists, opt-in email databases, online, and/or social media databases. The purpose of the verification is to substantiate receipt of the publication, and further identify individuals who read or look through the publication.

CVC review indicates that a sufficient number of individuals reported that they receive Johnson City News & Neighbor on a regular basis to substantiate the publisher’s distribution claims.

CVC verification confirms that 340 of 423 or 80.4% report they regularly read or look through Johnson City News & Neighbor.

*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 +/-4%.

11. Verification of Distribution – Controlled Bulk / Demand Distribution / Single Copy

Controlled Bulk / Demand Distribution / Single Copy

Johnson City News & Neighbor did not report significant controlled bulk / demand distribution, or single copy distribution during the audit cycle. Distribution locations received an average 262 copies per edition during the audit cycle.

12. Paid Reporting Analysis

CARRIER DELIVERY	Basic Rates: \$20.00 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	1,065
Over 75% of basic rate	0
Over 50% of basic rate	0
Over 25% of basic rate	0
1%-24% of basic rate	0
Less than 1% of basic rate*	0
MAIL	Basic Rates: \$24.95 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	18
Over 75% of basic rate	0
Over 50% of basic rate	0
Over 25% of basic rate	0
1%-24% of basic rate	0
Less than 1% of basic rate*	0
SPONSORED	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
SINGLE COPY	COVER PRICE: \$0.50
	AVERAGE WHOLESALE RATE: \$0.25

Optional Publisher Reporting - Special Section / Special Edition Reporting

SPECIAL SECTION TITLE	DEADLINE MONTH	EDITION MONTH
Head to Toe Woman's Magazine (Bridal Edition)	January	January
Consumer "How To" Guide	March	March
Spring Home & Garden Edition	April	April
"Half Mile Heat" Magazine for Bristol Motor Speedway	April	April
Head to Toe Woman's Magazine (Mother's Day)	May	May
Summer Recreation Edition	June	June
Family Owned Edition	July	July
"Half Mile Heat" Magazine for Bristol Motor Speedway	August	August
East Tennessee State University "Pride Week" Edition	August	August
Heat to Toe Woman's Magazine (Fall Travel Edition)	September	September
Fall Home & Garden Edition	October	October
Home for the Holidays Head to Toe Edition	November	November
Thanksgiving Holiday Edition	November	November
"Twas the Night" Christmas Edition	December	December



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13. Council Audit Statement

Circulation Verification Council (CVC) reviewed the printing, distribution, circulation, technology, 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 Regulations. In our opinion, this report fairly and accurately represents the publication's printing, distribution, circulation, and technology reporting, if applicable, for the period indicated. The publication has sworn that the information presented for this audit reporting is accurate and supplied CVC with general business records substantiating the information under audit review. This report is released subject to the provisions of the CVC Rules & Regulations which are hereby incorporated by reference. CVC Rules & Regulations may be amended from time to time without notice at the sole discretion of CVC. In no event shall CVC be liable for indirect, incidental, consequential, special, or punitive damages, or damages for lost profits, lost income, or lost savings arising by negligence, intended conduct, breach of contract, or otherwise. CVC reports and data are released for the sole use of advertising purchase evaluations and any use for valuations or determination of value is strictly prohibited. CVC reports may not be used for USPS requestor or other permit qualifications. This report is subject to copyright laws and may only be reproduced by the publisher.



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The current status of this report expires March 31, 2017.

If this report is presented after March 31, 2017 please call the toll-free number listed below.

Johnson City News & Neighbor - Johnson City, TN - 20-0204 - Supplemental Readership Study

The Circulation Verification Council surveyed Johnson City News & Neighbor readers in the primary market areas indicated in publication's CVC audit report. The purpose was to identify the number of individuals who indicate they have read at least two of the last four issues of the publication, and gather study information solely for advertising purchase evaluations. Market statistics estimates appearing in CVC reports, when available, are obtained from EASI Software. CVC study sources can include, but are not limited to, residential and cell phone surveys, online surveys, email surveys, and/or social media surveys. Study source data can include, but are not limited to, residential phone listings, cell phone exchanges, publisher delivery lists, opt-in email, online and/or social media databases. Residential and cell phone survey populations consist of adults age 18 and over, living in households within the survey area. Within this area, each individual had a known (or "non-zero") probability of being selected for the random sample. Surveys were conducted solely with pre-designated respondents and no substitutions were permitted. Initial survey attempts were spread evenly across all survey days (i.e., Tuesday through Saturday). A minimum of 250 completed surveys, or 2.5% of net circulation for publications under 10,000 circulation is required with no more than one survey per household. Survey Procedures: To ensure the highest degree of comparability and to facilitate the survey process, a standard, consistent, specified list of questions was asked. Surveys were conducted over a minimum period of three weeks to minimize the impact of weather and/or special circumstances. Every effort was made to ensure that surveys were assigned randomly by day and that an approximately equal number of surveys were completed on each survey 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. Every effort was made to surmount language, cultural, behavioral and other barriers to a successful survey; and to the extent feasible, contact attempts were scheduled on a random basis. During the survey process, no questions were asked prior to the readership question, with the exception of a qualifying question designed to determine the ZIP code of the individual; and a general warm-up call explanation designed to put the respondent at ease. Warm-up questions did not include any reference to a publication itself or the nature of the study information. The study followed recommended guidelines developed in part from established media usage and evaluation 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 +/-4% at the 95% confidence level. 340 Survey respondents were interviewed during the verification of carrier delivery and mail distribution. Three (3) survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution. 32 Survey respondents responded to a geo-coded outbound email verification. This publication did not participate in the CVC online research program.

• **Average estimated readers per edition during the audit period: 1.9**

*Readership estimates compiled from 2015 CVC circulation & readership study data.

1. Johnson City News & Neighbor is distributed regularly in your area. Do you regularly read or look through Johnson City News & Neighbor?

YES	375	Survey Respondents
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2. Do you frequently purchase products or services from ads seen in Johnson City News & Neighbor?

YES	309	82.4%
NO	66	17.6%

3. How long do you keep Johnson City News & Neighbor before discarding it?

42%	1-2 Days
32%	3-4 Days
05%	5-6 Days
21%	1 Week or More

4. Reader Gender (Voice recognition - Gender Bias Rotation)

Reader Demographics	Market Demographics
45%	49% Male Readers
55%	51% Female Readers



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5. What range best describes your age.

Reader Demographics	Market Demographics
00%	06% 18 - 20
04%	09% 21 - 24
14%	15% 25 - 34
18%	16% 35 - 44
20%	18% 45 - 54
21%	17% 55 - 64
17%	11% 65 - 74
06%	05% 75 - 84
01%	03% 85 years or older

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

Reader Demographics	Market Demographics
01%	16% under \$15,000
05%	11% \$15,000 - \$24,999
16%	12% \$25,000 - \$34,999
19%	15% \$35,000 - \$49,999
20%	17% \$50,000 - \$74,999
14%	11% \$75,000 - \$99,999
12%	07% \$100,000 - \$124,999
05%	04% \$125,000 - \$149,999
04%	03% \$150,000 - \$199,999
04%	04% over \$200,000

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

Reader Demographics	Market Demographics
01%	12% Some High School or Less
29%	27% Graduated High School
29%	31% Some College
28%	18% Graduated College
10%	07% Completed Master Degree
02%	02% Completed Professional Degree
01%	02% Completed Doctorate Degree



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

- 15% New Automobile, Truck or SUV
- 25% Used Automobile, Truck or SUV
- 17% Antiques or Auctions
- 45% Furniture or Home Furnishings
- 18% Major Home Appliance
- 17% Computers, Tablets or Laptops
- 34% Home Improvements or Home Improvement Supplies
- 25% Television or Electronics
- 16% Carpet or Flooring
- 51% Automobile Accessories (tires, brakes or service)
- 44% Lawn & Garden Supplies
- 25% Florist or Gift Shops
- 18% Home Heating & Air Conditioning (service, new equipment)
- 61% Vacations or Travel
- 10% Real Estate
- 59% Men's Apparel
- 68% Women's Apparel
- 46% Children's Apparel
- 01% Boats or Personal Watercraft
- 15% Art & Crafts Supplies
- 13% Childcare
- 18% Education or Classes
- 06% Attorney
- 29% Veterinarian
- 14% Chiropractor
- 23% Financial Planner (Retirement, Investing)
- 55% Tax Advisor or Tax Services
- 24% Health Club or Exercise Class
- 31% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
- 05% Weight Loss
- 29% Lawn Care Service (Maintenance & Landscaping)
- 27% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
- 54% Pharmacist or Prescription Service
- 25% Cell Phone or Smart Phone (New Service or Update Service)
- 79% Dining & Entertainment
- 22% Jewelry
- 08% Wedding Supplies
- 27% Athletic & Sports Equipment
- 10% Motorcycles or ATV's

(% = Positive respondents)



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