

Audit Period: January 1, 2018 - December 31, 2018

**Johnson City News & Neighbor**

1114 Sunset Drive, Suite 1  
Johnson City, TN 37604  
(423) 979-1300  
(423) 979-1307 FAX

EMAIL: bderby@jcnewsandneighbor.com  
www.jcnewsandneighbor.com

**1. Audited Media Platforms**

Print Publication:	Average Net Circulation:	30,790 (Print Edition)
Website:	Average Website Unique Users:	4,964
Social Media:	Average Facebook Likes:	3,470





**2. Publication Information**

Number of Editions:	One
Format / Average Page Count:	Broadsheet / 12 Pages
Circulation Cycle:	Weekly
Ownership:	The Shopping News, LLC
Year Established:	1997
Publication Type:	Community Newspaper
	96% Controlled / 4% Paid / 0% Sponsor Paid
Content:	60% Advertising / 40% Editorial
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--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, 2019
Mechanical Data:	Six (6) columns X 21.25" column depth Full page: 10.25" wide X 21.25" depth.
Open Rate:	Local: \$12.50 per column inch National: \$14.70 per column inch
Insert Open Rate:	\$27.00 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



www.cvcaudit.com

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

CVC Account Number: 20-0204	Wednesday	Johnson City News & Neighbor Johnson City, TN
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>30,790</b>
Average Gross Distribution	(5-F)	30,790
Average Net Press Run	(5-A)	30,800
<b>Audit Period Detail</b>		
A. Average Net Press Run		30,800
B. Office / File		10
C. Controlled Distribution		
1. Carrier Delivery		29,485
2. Bulk Delivery / Demand Distribution		185
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		20
Total Average Controlled Distribution		29,690
Controlled Returns		(0)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>		<b>29,690</b>
D. Paid Distribution		
1. Carrier Delivery		1,083
2. Single Copy		15
3. Mail		2
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		1,100
Paid Returns		(0)
<b>TOTAL AVERAGE PAID CIRCULATION</b>		<b>1,100</b>
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)
<b>TOTAL AVERAGE SPONSORED CIRCULATION</b>		<b>0</b>
F. Average Gross Distribution		30,790
G. Total Unclaimed / Returns		(0)*
<b>H. Average Net Circulation</b>		<b>30,790</b>

## 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 Users	4,964
Website Sessions	6,206
Percent of New Users	83.30%
Website Page Views	7,980
Pages Per Visit	1.29
Average Time Spent on Website	00:00:05
Bounce Rate	87.4%

**Explanatory – Website**

**PARAGRAPH SIX (A)**

**UNIQUE USERS:** A unique user 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 users. Please see CVC Rules & Regulations for further information.

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

**PERCENT NEW USERS:** The percentage of users 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 users.

**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	Average Media Usage	January 2019
www.facebook.com/jcnewsandneighbor	3,470 Likes	3,588 Likes

**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
01/01/18-12/31/18	CVC	30,790	30,790	30,790	30,790
01/01/17-12/31/17	CVC	30,790	30,790	30,790	30,790
01/01/16-12/31/16	CVC	30,790	30,790	30,790	30,790
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
10/01/02-12/31/08	Prior CVC	-	-	-	-



**8. Distribution by Zip Code (12/26/2018 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	1	20	8,502
37604	Johnson City	Washington	TN	12,052	40	1	0	12,093
37615	Gray	Washington	TN	5,992	30	0	0	6,022
37659	Jonesborough	Washington	TN	2,789	30	0	0	2,819
37682	Milligan	Carter	TN	0	15	0	0	15
37686	Piney Flats	Sullivan	TN	1,304	35	0	0	1,339
<b>TOTAL</b>				<b>30,593</b>	<b>175</b>	<b>2</b>	<b>20</b>	<b>30,790</b>

**9. Distribution by County (12/26/2018 Edition) Wednesday**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Carter	Milligan	TN	0	15	0	0	15
Sullivan	Piney Flats	TN	1,304	35	0	0	1,339
Washington	Gray Johnson City Jonesborough	TN	29,289	125	2	20	29,436
<b>TOTAL</b>			<b>30,593</b>	<b>175</b>	<b>2</b>	<b>20</b>	<b>30,790</b>

**10. Verification of Distribution – Mail and Carrier Delivery Distribution**

Johnson City News & Neighbor reported an average mail distribution of two (2) 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 30,568 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 355 of 444 or 80.0% report they regularly read or look through Johnson City News & Neighbor.**

\*Households reporting stop delivery requests were excluded from the survey.

\*Survey performed during 2017 audit and performed every 24 months.

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**

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 185 copies per edition during the audit cycle.

**12. Paid Reporting Analysis**

<b>CARRIER DELIVERY</b>	Basic Rates: \$20.00 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	1,083
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
<b>MAIL</b>	Basic Rates: \$24.95 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	2
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
<b>SPONSORED</b>	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
<b>SINGLE COPY</b>	COVER PRICE: \$0.50
	AVERAGE WHOLESALE RATE: N/A

**Optional Publisher Reporting - Special Section / Special Edition Reporting**

SPECIAL SECTION TITLE	DEADLINE MONTH	EDITION MONTH
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
Builder's Showcase of Homes	September	October
Fall Home & Garden Edition	October	October
Home for the Holidays Head to Toe Edition	November	November
Thanksgiving Holiday Edition	November	November
"T 'was the Night" Christmas Edition	December	December



www.cvcaudit.com

### 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.



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

**The current status of this report expires March 31, 2020.**

If this report is presented after March 31, 2020 please call the toll-free number listed below.