

Audit Period: January 1, 2014 – June 30, 2015

Pennywise

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1. Audited Media Platforms

Print Publication:	Average Net Circulation:	26,182 (Print Edition)
Website:	Average Website Unique Visitors:	7,887
Social Media:	Average Facebook Likes:	2,729
	Average Twitter Followers:	428

2. Publication Information

Number of Editions:	Four
Format / Average Page Count:	Digest / 48 Pages
Circulation Cycle:	Weekly
Ownership:	PFW Publications, Ltd.
Year Established:	1975
Publication Type:	Shopper
Content:	95% Advertising / 5% Editorial
Circulation Paid/Unpaid:	100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods:	90% Mail / 10% Controlled Bulk & Single Copy
Annual Mail Subscription Rate:	\$107.00
Insert Zoning Available:	Yes - Zone
CVC Member Number:	19-0901
DMA/MSA/CBSA:	Kaslo, BC / Kaslo, BC / Kaslo, BC
Audit Funded By:	Pacific Northwest Association of Want Ad Newspapers

3. Rate Card and Mechanical Data

Rate Card Effective Date:	January 1, 2015
Mechanical Data:	Two (2) columns x 9.7-inch column depth Full page: 6.75" wide X 9.7" depth.
Open Rate:	Local: \$271.33 Full Page - \$59.31 1/8 th Page National: \$271.33 Full Page - \$59.31 1/8 th Page
Insert Open Rate:	\$90.00 per thousand
Classified Rate:	\$3.50 for up to 15 words
Deadline Day & Time:	Wednesday by 3 PM

Additional rates may be available from the publisher.

4. Contact Information

Publisher:	Patty Axenroth	EMAIL: patty@pennywiseads.com
Advertising:	Larissa Scott	EMAIL: larissa@pennywiseads.com
Circulation:	Julie Wilson	EMAIL: julie@pennywiseads.com

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

CVC Account Number: 19-0901	Tuesday	Pennywise - Consolidated Kaslo, BC
Audit Period Summary		
Average Net Circulation	(5-H)	26,182
Average Gross Distribution	(5-F)	26,182
Average Net Press Run	(5-A)	26,382
Audit Period Detail		
A. Average Net Press Run		26,382
B. Office / File		200
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		2,561
3. Mail		23,621
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		26,182
Controlled Returns		(0)
TOTAL AVERAGE CONTROLLED CIRCULATION		26,182
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		0
Paid Returns		(0)
TOTAL AVERAGE PAID CIRCULATION		0
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Rooms		0
Total Average Sponsored Distribution		0
Sponsored Returns		(0)
TOTAL AVERAGE SPONSORED CIRCULATION		0
F. Average Gross Distribution		26,182
G. Total Unclaimed / Returns		(0)*
H. Average Net Circulation		26,182



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

CVC Account Number: 19-0225	Tuesday	Pennywise – Castlegar / Slocan Valley Kaslo, BC
Audit Period Summary		
Average Net Circulation	(5-H)	8,515
Average Gross Distribution	(5-F)	8,515
Average Net Press Run	(5-A)	8,565
Audit Period Detail		
A. Average Net Press Run		8,565
B. Office / File		50
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		1,209
3. Mail		7,306
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		8,515
Controlled Returns		(0)
TOTAL AVERAGE CONTROLLED CIRCULATION		8,515
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		0
Paid Returns		(0)
TOTAL AVERAGE PAID CIRCULATION		0
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Rooms		0
Total Average Sponsored Distribution		0
Sponsored Returns		(0)
TOTAL AVERAGE SPONSORED CIRCULATION		0
F. Average Gross Distribution		8,515
G. Total Unclaimed / Returns		(0)*
H. Average Net Circulation		8,515

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

CVC Account Number: 19-0224	Tuesday	Pennywise – Kootenay Lake Kaslo, BC
Audit Period Summary		
Average Net Circulation	(5-H)	3,505
Average Gross Distribution	(5-F)	3,505
Average Net Press Run	(5-A)	3,555
Audit Period Detail		
A. Average Net Press Run		3,555
B. Office / File		50
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		537
3. Mail		2,968
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		3,505
Controlled Returns		(0)
TOTAL AVERAGE CONTROLLED CIRCULATION		3,505
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		0
Paid Returns		(0)
TOTAL AVERAGE PAID CIRCULATION		0
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Rooms		0
Total Average Sponsored Distribution		0
Sponsored Returns		(0)
TOTAL AVERAGE SPONSORED CIRCULATION		0
F. Average Gross Distribution		3,505
G. Total Unclaimed / Returns		(0)*
H. Average Net Circulation		3,505



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

CVC Account Number: 19-0004	Tuesday	Pennywise – Nelson / Salmo Kaslo, BC
Audit Period Summary		
Average Net Circulation	(5-H)	5,561
Average Gross Distribution	(5-F)	5,561
Average Net Press Run	(5-A)	5,611
Audit Period Detail		
A. Average Net Press Run		5,611
B. Office / File		50
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		447
3. Mail		5,108
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		5,561
Controlled Returns		(0)
TOTAL AVERAGE CONTROLLED CIRCULATION		5,561
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		0
Paid Returns		(0)
TOTAL AVERAGE PAID CIRCULATION		0
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Rooms		0
Total Average Sponsored Distribution		0
Sponsored Returns		(0)
TOTAL AVERAGE SPONSORED CIRCULATION		0
F. Average Gross Distribution		5,561
G. Total Unclaimed / Returns		(0)*
H. Average Net Circulation		5,561



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

CVC Account Number: 19-0226	Tuesday	Pennywise – Trail / Beaver Valley Kaslo, BC
Audit Period Summary		
Average Net Circulation	(5-H)	8,607
Average Gross Distribution	(5-F)	8,607
Average Net Press Run	(5-A)	8,657
Audit Period Detail		
A. Average Net Press Run		8,657
B. Office / File		50
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		368
3. Mail		8,239
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		8,607
Controlled Returns		(0)
TOTAL AVERAGE CONTROLLED CIRCULATION		8,607
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		0
Paid Returns		(0)
TOTAL AVERAGE PAID CIRCULATION		0
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Rooms		0
Total Average Sponsored Distribution		0
Sponsored Returns		(0)
TOTAL AVERAGE SPONSORED CIRCULATION		0
F. Average Gross Distribution		8,607
G. Total Unclaimed / Returns		(0)*
H. Average Net Circulation		8,607

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 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 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 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 offices and professional firms.

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: Distributed editions, in the controlled distribution categories, returned to the publisher unsold and/or 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 NIE 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 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 NIE 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. 1. 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. 1. 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. 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)).



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

	Monthly Audit Period Average
Website Unique Visitors	7,887
Website Visitors	13,916
Percent of New Visitors	42.08%
Website Page Views	39,438
Pages Per Visit	2.83
Average Time Spent on Website	00:03:00
Bounce Rate	43.74%

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 HH:MM:SS

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/PennywiseWorks	2,729 Likes
Twitter – @pennywiseads	428 Followers

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.

TWITTER FOLLOWERS: The average number of Followers as expressed by members of the Twitter community. Information sourced at regular intervals from the publications page on Twitter.com or third party measurement sources.

6E. Email Media – Not Reported

6F. Video & Podcast Media – Not Reported



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7. Average Print Circulation History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/15-12/31/15	CVC	26,026	26,048	-	-
01/01/14-12/31/14	CVC	27,207	25,849	25,906	26,016
01/01/13-12/31/13	CVC	26,716	26,716	27,314	27,314
01/01/12-12/31/12	CVC	26,820	26,631	26,716	26,716
01/01/11-12/31/11	CVC	26,820	26,820	26,820	26,820
01/01/10-12/31/10	CVC	26,901	26,837	26,801	26,790
01/01/09-12/31/09	CVC	25,264	25,264	26,368	26,368
01/01/08-12/31/08	CVC	27,654	27,654	27,654	26,727
01/01/07-12/31/07	CVC	25,537	27,668	27,668	27,668
01/01/06-12/31/06	CVC	25,385	25,963	27,549	27,549
01/01/05-12/31/05	CVC	25,370	25,370	25,370	25,370
07/01/04-12/31/04	CVC	-	-	25,370	25,385

8A. Distribution by Postal Code (6/30/2015 Edition) Tuesday – Pennywise – Castlegar / Slokan Valley

POSTAL CODE	CITY / AREA	PROVINCE		CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
VOG 1G0	Genelle	British Columbia	Canada	0	0	300	0	300
VOG 1H0	Crescent Valley	British Columbia	Canada	0	0	500	0	500
VOG 20	Winlaw	British Columbia	Canada	0	0	549	0	549
VOG 2C0	Slocan	British Columbia	Canada	0	0	250	0	250
VOG 2E0	Slocan Park	British Columbia	Canada	0	0	183	0	183
VOG 2G0	South Slocan	British Columbia	Canada	0	0	488	0	488
V1N	Castlegar RR1	British Columbia	Canada	0	0	730	0	730
V1N	Castlegar RR2	British Columbia	Canada	0	0	558	0	558
V1N	Castlegar RR3	British Columbia	Canada	0	0	586	0	586
V1N 2B0	Castlegar	British Columbia	Canada	0	1,150	3,169	50	4,369
TOTAL				0	1,150	7,313	50	8,513

8B. Distribution by Postal Code (6/30/2015 Edition) Tuesday – Pennywise – Kootenay Lake

POSTAL CODE	CITY / AREA	PROVINCE		CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
VOB 0B1	Crawford Bay	British Columbia	Canada	0	0	169	0	169
VOB 1S0	Gray Creek	British Columbia	Canada	0	0	48	0	48
VOB 1X0	Kootenay Bay	British Columbia	Canada	0	0	86	0	86
VOB 2B0	Riondel	British Columbia	Canada	0	0	81	0	81
VOG 1A0	Ainsworth	British Columbia	Canada	0	0	50	0	50
VOG 1C0	Balfour	British Columbia	Canada	0	0	132	0	132
VOG 1M0	Kaslo	British Columbia	Canada	0	482	684	50	1,216
VOG 1N 0	Argenta	British Columbia	Canada	0	0	62	0	62
VOG 1N0	Meadow Creek	British Columbia	Canada	0	0	93	0	93
VOG 1V0	Proctor	British Columbia	Canada	0	0	84	0	84
V1L	Nelson	British Columbia	Canada	0	0	1,541	0	1,541
TOTAL				0	482	3,030	50	3,562



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8C. Distribution by Postal Code (6/30/2015 Edition) Tuesday – Pennywise – Nelson / Salmo

POSTAL CODE	CITY / AREA	PROVINCE		CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
VOG 1Z0	Salmo	British Columbia	Canada	0	0	750	0	750
VOG 2K0	Ymir	British Columbia	Canada	0	0	75	0	75
VIL	Nelson	British Columbia	Canada	527	415	3,768	50	4,760
TOTAL				527	415	4,593	50	5,585

8D. Distribution by Postal Code (6/30/2015 Edition) Tuesday – Pennywise – Trail / Beaver Valley

POSTAL CODE	CITY / AREA	PROVINCE		CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
VOG 1L0	Fruitvale	British Columbia	Canada	0	0	1,366	0	1,366
VOG 1P0	Montrose	British Columbia	Canada	0	0	510	0	510
VOG 1Y0	Rossland	British Columbia	Canada	0	0	1,450	0	1,450
V1R	Trail	British Columbia	Canada	0	313	4,874	50	5,237
TOTAL				0	313	8,200	50	8,563

9A. Distribution by Province (6/30/2015 Edition) Tuesday – Pennywise – Castlegar / Slocan Valley

PROVINCE	CITY / AREA		CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
British Columbia	Castlegar Crescent Valley Genelle Slocan Slocan Park South Slocan Winlaw	Canada	0	1,150	7,313	50	8,513
TOTAL			0	1,150	7,313	50	8,513

9B. Distribution by Province (6/30/2015 Edition) Tuesday – Pennywise – Kootenay Lake

PROVINCE	CITY / AREA		CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
British Columbia	Ainsworth Argenta Balfour Crawford Bay Gray Creek Kaslo Kootenay Bay Meadow Creek Nelson Proctor Riondel	Canada	0	482	3,030	50	3,562
TOTAL			0	482	3,030	50	3,562

9C. Distribution by Province (6/30/2015 Edition) Tuesday – Pennywise – Nelson / Salmo

PROVINCE	CITY / AREA		CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
British Columbia	Nelson Salmo Ymir	Canada	0	415	5,120	50	5,585
TOTAL			0	415	5,120	50	5,585

9D. Distribution by Province (6/30/2015 Edition) Tuesday – Pennywise – Trail / Beaver Valley

PROVINCE	CITY / AREA		CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
British Columbia	Fruitvale Montrose Rossland Trail	Canada	0	313	8,200	50	8,563
TOTAL			0	313	8,200	50	8,563

10. Verification of Distribution – Mail and Carrier Delivery Distribution

Pennywise reported an average mail distribution of 23,621 during the audit period. Mail distribution is verified through the review of mail statements and additional publisher support documents. Pennywise did not report carrier delivery distribution during the audit period. Carrier delivery is verified through the review of carrier statements and 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, and/or social media surveys. Delivery verification source data can include, but is not limited to, residential phone listings, cell phone exchanges, publisher delivery lists, opt-in email databases, online, and/or social media databases. The purpose of the verification is to report individuals who receive 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 Pennywise on a regular basis to substantiate the publisher’s distribution claims.

CVC verification confirms that 281 of 340 or 82.6% report they regularly read or look through Pennywise.

*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 +/-3.5%.

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

The Circulation Verification Council performed delivery verification in the primary market areas indicated in paragraph nine. Delivery verification can include, but is not limited to, on-site verification, business and cell phone interviews, online, email, and/or social media contact. Delivery verification source data can include, but is not limited to, business and cell phone listings, publisher delivery lists, opt-in email, online, and/or social media databases. Circulation Verification Council performed the delivery verification from locations chosen randomly from the publication’s delivery list(s). The purpose was to verify whether the distribution and return quantities reported by the publisher are reasonable and accurate.

CVC verification indicates that less than 15% of Pennywise’s returnable source distributed editions are returned to the publisher unclaimed after the edition cycle.

12. Paid Reporting Analysis – Not Applicable



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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 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 June 30, 2017.

If this report is presented after June 30, 2017 please call the toll-free number listed below.

Pennywise - Kaslo, BC V0G 1M0 - 19-0901 - Supplemental Readership Study

The Circulation Verification Council surveyed Pennywise 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 is 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 consisted of adults age 19 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 net 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 news stories. 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 County 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 County 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 +/-3.5% at the 95% confidence level. 281 Survey respondents were interviewed during the verification of carrier delivery and mail distribution. 11 Survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution. 0 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: 1.75**
*Readership estimates compiled from 2015 CVC circulation & readership study data.

1. Pennywise is distributed regularly in your area. Do you regularly read or look through Pennywise?

YES	292	Survey Respondents
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2. Do you frequently purchase products or services from ads seen in Pennywise?

YES	239	81.8%
NO	53	18.2%

3. How long do you keep Pennywise before discarding it?

44%	1-2 Days
32%	3-4 Days
06%	5-6 Days
18%	1 Week or More

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

44%	Male Readers
56%	Female Readers



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

- 00% 18 - 20
- 02% 21 - 24
- 14% 25 - 34
- 19% 35 - 44
- 25% 45 - 54
- 21% 55 - 64
- 15% 65 - 74
- 04% 75 - 54
- 00% 85 years or older

6. Do you have Internet access or access to the Internet?

- 75% Yes
- 25% No

7. Which of the following best describe how you or anyone in your household visit www.pennywiseads.com?

- 29% Often
- 38% Sometimes
- 33% Never

8. How often do you read the classified advertisements in Pennywise?

- 39% Always
- 29% Often
- 20% Seldom
- 12% Never

9. How often do you read the display advertisements and inserts in Pennywise?

- 60% Always
- 18% Often
- 14% Seldom
- 08% Never

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

- 16% New Automobile (% = Positive respondents)
- 23% Used Automobile
- 18% Antiques / Auctions
- 40% Furniture / Home Furnishings
- 15% Major Home Appliance
- 17% Computers / Tablets / Laptops
- 35% Home Improvements / Home Improvement Supplies
- 27% Television / Electronics
- 15% Carpet / Flooring
- 63% Automobile Accessories (tires, brakes & service)
- 25% Lawn & Garden Supplies
- 19% Florist / Gift Shops
- 29% Home Heating & Air Conditioning (service, new equipment)
- 60% Vacations / Travel
- 08% Real Estate
- 75% Men's Apparel
- 75% Women's Apparel
- 43% Children's Apparel
- 02% Boats / Personal Watercraft
- 15% Art & Crafts Supplies
- 13% Childcare
- 21% Education / Classes
- 10% Attorney
- 31% Veterinarian
- 13% Chiropractor
- 20% Financial Planner (Retirement, Investing)
- 28% Tax Advisor / Services
- 15% Health Club / Exercise Class
- 23% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
- 10% Weight Loss
- 20% Lawn Care Service (Maintenance & Landscaping)
- 25% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
- 57% Pharmacist / Prescription Service
- 24% Cell Phone or Smart Phone (New Service or Update Service)
- 81% Dining & Entertainment
- 19% Jewelry
- 10% Wedding Supplies
- 26% Athletic & Sports Equipment
- 11% Motorcycles / ATV's



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