

Audit Period: April 1, 2013 – March 31, 2015

The Press

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1. Audited Media Platforms

Print Publication:	Average Net Circulation:	33,882 (Print Edition)
Website:	Average Website Unique Visitors:	15,167
Social Media:	Average Facebook Likes:	1,953
	Average Twitter Followers:	446

2. Publication Information

Number of Editions:	One (two zones)
Format / Average Page Count:	Tabloid / 32 Pages
Circulation Cycle:	Weekly
Ownership:	Douthit Communications, Inc.
Year Established:	1972
Publication Type:	Community Newspaper
Content:	60% Advertising / 40% Editorial
Circulation Paid/Unpaid:	100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods:	88% Carrier Delivery / 1% Mail / 11% Controlled Bulk & Single Copy
Annual Mail Subscription Rate:	\$31.00
Insert Zoning Available:	Yes - Zip Code / Route / Zone
CVC Member Number:	19-0076
DMA/MSA/CBSA:	Toledo, OH / Toledo, OH / Toledo, OH
Audit Funded By:	Independent Free Papers of America

3. Rate Card and Mechanical Data

Rate Card Effective Date:	November 10, 2014
Mechanical Data:	Six (6) columns x 16-inch column depth Full page: 10.25" wide X 16" depth.
Open Rate:	Local: \$30.25 per column inch National: \$33.60 per column inch
Insert Open Rate:	\$40.00 - \$71.00 per thousand
Classified Rate:	\$2.40 per line
Deadline Day & Time:	Thursday by 12 Noon

Additional rates may be available from the publisher.

4. Contact Information

Publisher:	John Szozda	EMAIL: zoz@presspublications.com
Advertising:	John Szozda	EMAIL: zoz@presspublications.com
Circulation:	Jordan Szozda	EMAIL: jordan@presspublications.com

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

CVC Account Number: 19-0076	Monday	The Press Millbury, OH
Audit Period Summary		
Average Net Circulation	(5-H)	33,882
Average Gross Distribution	(5-F)	33,930
Average Net Press Run	(5-A)	34,030
Audit Period Detail		
A. Average Net Press Run		34,030
B. Office / File		100
C. Controlled Distribution		
1. Carrier Delivery		29,813
2. Bulk Delivery / Demand Distribution		3,824
3. Mail		218
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		75
Total Average Controlled Distribution		33,930
Controlled Returns		(48)
TOTAL AVERAGE CONTROLLED CIRCULATION		33,882
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		33,930
G. Total Unclaimed / Returns		(48)*
H. Average Net Circulation		33,882

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 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.presspublications.com

	Monthly Audit Period Average
Website Unique Visitors	15,167
Website Visitors	19,523
Percent of New Visitors	76.92%
Website Page Views	36,496
Pages Per Visit	1.87
Average Time Spent on Website	00:01:04
Bounce Rate	76.01%

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 Applicable

6C. Text Media - Not Applicable

6D. Social Media

Social Media Source	Media Usage
Facebook - www.facebook.com/pressnewspapers	1,953 Likes
Twitter - @pressnewspapers	446 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 Applicable

6F. Video & Podcast Media - Not Applicable



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7. Average Print Circulation History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/15-12/31/15	CVC	34,031	-	-	-
01/01/14-12/31/14	CVC	33,715	33,895	34,022	34,119
01/01/13-12/31/13	CVC	33,685	33,726	33,841	33,809
01/01/12-12/31/12	CVC	34,377	33,883	33,834	33,743
01/01/11-12/31/11	CVC	35,937	35,893	36,127	35,961
01/01/10-12/31/10	CVC	35,120	35,465	35,707	35,958
01/01/09-12/31/09	CVC	34,561	34,721	34,815	34,951
01/01/08-12/31/08	CVC	38,013	38,150	38,150	37,166
01/01/07-12/31/07	No Reporting	No Reporting	No Reporting	No Reporting	No Reporting
01/01/06-12/31/06	CVC	37,963	38,100	38,100	38,100
01/01/05-12/31/05	CVC	37,963	37,947	37,970	37,968
01/01/04-12/31/04	CVC	38,241	37,970	37,975	37,973
01/01/03-12/31/03	CVC	37,950	37,974	38,161	38,242

8. Distribution by Zip Code (6/30/2014 Edition) Monday

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
43408	Clay Center	Ottawa	OH	120	0	0	0	120
43412	Curtice	Ottawa	OH	755	10	0	0	765
43416	Elmore	Ottawa	OH	1,080	85	0	0	1,165
43430	Genoa	Ottawa	OH	2,120	100	0	0	2,220
43431	Gibsonburg	Sandusky	OH	1,375	130	0	0	1,505
43432	Graytown	Ottawa	OH	475	0	0	0	475
43442	Lindsey	Sandusky	OH	365	0	0	0	365
43443	Luckey	Wood	OH	300	0	0	0	300
43445	Martin	Ottawa	OH	300	0	0	0	300
43447	Millbury	Wood	OH	640	25	0	175	840
43449	Oak Harbor	Ottawa	OH	1,555	145	0	0	1,700
43450	Pemberville	Wood	OH	1,025	90	0	0	1,115
43458	Rocky Ridge	Ottawa	OH	0	50	0	0	50
43463	Stony Ridge	Wood	OH	365	35	0	0	400
43465	Walbridge	Wood	OH	2,390	140	0	0	2,530
43468	Williston	Ottawa	OH	180	0	0	0	180
43469	Woodville	Sandusky	OH	1,200	35	0	0	1,235
43551	Perrysburg	Wood	OH	0	25	0	0	25
43605	Toledo	Lucas	OH	4,275	840	0	0	5,115
43616	Oregon	Lucas	OH	7,110	1,895	0	0	9,005
43619	Northwood	Wood	OH	3,095	145	0	0	3,240
Misc.	Assorted	Assorted	-	1,105	40	214	0	1,359
TOTAL				29,830	3,790	214	175	34,009



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9. Distribution by County (6/30/2014 Edition) Monday

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Lucas	Oregon Toledo	OH	11,385	2,735	0	0	14,120
Ottawa	Clay Center Curtice Elmore Genoa Graytown Martin Oak Harbor Rocky Ridge Williston	OH	6,585	390	0	0	6,975
Sandusky	Gibsonburg Lindsey Woodville	OH	2,940	165	0	0	3,105
Wood	Luckey Millbury Northwood Pemberville Perrysburg Stony Ridge Walbridge	OH	7,815	460	0	175	8,450
Misc.	Assorted	-	1,105	40	214	0	1,359
TOTAL			29,830	3,790	214	175	34,009

10. Verification of Distribution – Mail and Carrier Delivery Distribution

The Press reported an average mail distribution of 218 during the audit period. Mail distribution is verified through the review of mail statements and additional publisher support documents. The Press reported an average carrier delivery distribution of 29,813 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 The Press on a regular basis to substantiate the publisher’s distribution claims.

CVC verification confirms that 365 of 443 or 82.4% report they regularly read or look through The Press.

*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%.



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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 substantiates The Press's claim of 48 returnable source distributed editions returned to the publisher unclaimed after the edition cycle.

12. Paid Reporting Analysis – Not Applicable

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 March 31, 2017.

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



The Press - Millbury, OH - 19-0076 - Supplemental Readership Study

The Circulation Verification Council surveyed The Press 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 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 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 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 +/-3.5% at the 95% confidence level. 365 Survey respondents were interviewed during the verification of carrier delivery and mail distribution. 21 Survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution. Three (3) 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: 1.65**
 *Readership estimates compiled from 2015 CVC circulation & readership study data.

1. The Press is distributed regularly in your area. Do you regularly read or look through The Press?
 YES 389 Survey Respondents

2. Do you frequently purchase products or services from ads seen in The Press?
 YES 296 76.1%
 NO 93 23.9%

3. How long do you keep The Press before discarding it?
 49% 1-2 Days
 29% 3-4 Days
 07% 5-6 Days
 15% 1 Week or More

4. Reader Gender (Voice recognition - Gender Bias Rotation)
 Reader Demographics Market Demographics
 42% 49% Male Readers
 58% 51% Female Readers



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

Reader Demographics	Market Demographics
01%	05% 18 - 20
02%	06% 21 - 24
13%	15% 25 - 34
20%	16% 35 - 44
27%	20% 45 - 54
23%	19% 55 - 64
10%	10% 65 - 74
03%	06% 75 - 84
01%	03% 85 years or older

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

Reader Demographics	Market Demographics
01%	12% under \$15,000
05%	10% \$15,000 - \$24,999
06%	10% \$25,000 - \$34,999
15%	14% \$35,000 - \$49,999
23%	19% \$50,000 - \$74,999
23%	14% \$75,000 - \$99,999
10%	08% \$100,000 - \$124,999
08%	05% \$125,000 - \$149,999
05%	04% \$150,000 - \$199,999
04%	03% over \$200,000

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

Reader Demographics	Market Demographics
02%	11% Some High School or Less
37%	34% Graduated High School
31%	33% Some College
21%	15% Graduated College
07%	05% Completed Master Degree
02%	01% Completed Professional Degree
00%	01% Completed Doctorate Graduate



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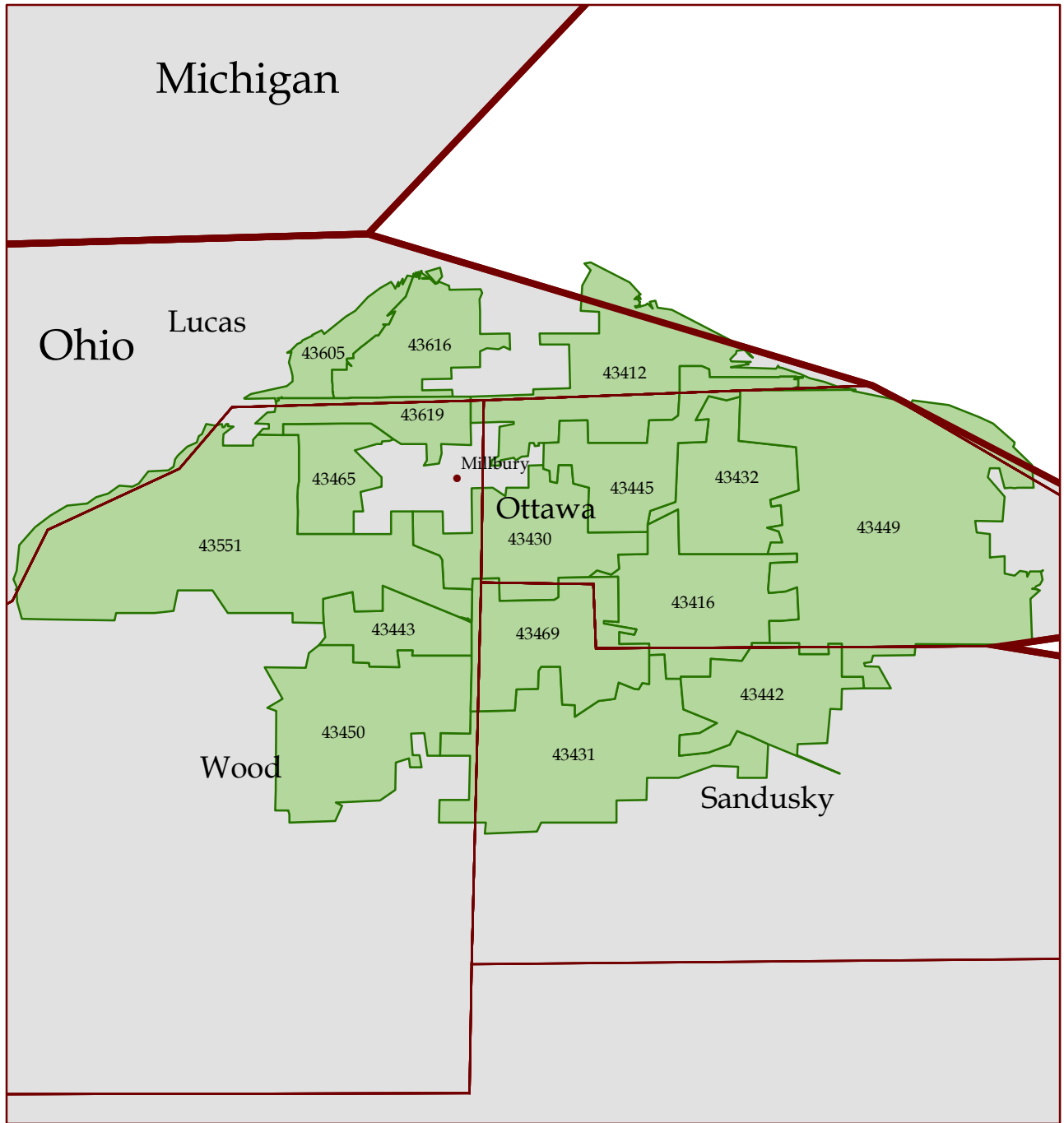
8. Which of the following products or services do you plan to purchase during the next twelve months?

(% = Positive respondents)

- 18% New Automobile
- 24% Used Automobile
- 18% Antiques / Auctions
- 37% Furniture / Home Furnishings
- 15% Major Home Appliance
- 19% Computers / Tablets / Laptops
- 35% Home Improvements / Home Improvement Supplies
- 27% Television / Electronics
- 15% Carpet / Flooring
- 61% Automobile Accessories (tires, brakes & service)
- 44% Lawn & Garden Supplies
- 25% Florist / Gift Shops
- 21% Home Heating & Air Conditioning (service, new equipment)
- 63% Vacations / Travel
- 09% Real Estate
- 65% Men's Apparel
- 71% Women's Apparel
- 48% Children's Apparel
- 01% Boats / Personal Watercraft
- 19% Art & Crafts Supplies
- 16% Childcare
- 35% Education / Classes
- 07% Attorney
- 29% Veterinarian
- 13% Chiropractor
- 19% Financial Planner (Retirement, Investing)
- 60% Tax Advisor / Services
- 25% Health Club / Exercise Class
- 29% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
- 14% Weight Loss
- 29% Lawn Care Service (Maintenance & Landscaping)
- 35% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
- 75% Pharmacist / Prescription Service
- 26% Cell Phone or Smart Phone (New Service or Update Service)
- 85% Dining & Entertainment
- 23% Jewelry
- 08% Wedding Supplies
- 32% Athletic & Sports Equipment
- 09% Motorcycles / ATV's






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The Press
 Millbury, Ohio
 19-0076

Key to Features

-  State Boundary
-  County Boundary
-  ZIP Code Boundary

