



FAX

TO: Tom Quinn
 FROM: Tim Bingaman
 DATE: 07/02/2008
 NUMBER OF PAGES (including cover): PDF

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We will send 20 copies of the report after your balance due has been received. You will also receive a PDF of your audit report sent to the email address that appears at the top of your report.

Following is a proof of your circulation audit statement and readership study. Please fill-in incomplete sections, make corrections, and confirm proof approval by fax as soon as possible.

Paragraphs one (1) through four (4) on your audit report should be complete, and list current contact information and rate card data. Please review paragraphs nine through ten closely for unique spelling of local market areas.

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NOT FOR DISCLOSURE

-AUDIT PROOF-

- PRINT AS IS
- MAKE CORRECTIONS THEN PRINT
- RESUBMIT PROOF

PLEASE FAX BACK CORRECTED PAGES ONLY
Name _____ Date _____

Audit Period: July 1, 2007 – March 31, 2008

Community News - Consolidated

(Kockessin, Brandywine East/West, Millcreek & Greenville)

6300 Limestone Road

Hockessin, DE 19707

(302) 239-4644

(302) 239-7033 FAX

EMAIL: joseph.amon@communitypub.com

www.communitypub.com

1. Publication Information

Average Net Circulation:	60,620 (Print Edition)
Number of Editions:	Five
Format / Average Page Count:	Tabloid / 32 Pages
Circulation Cycle:	Weekly
Circulation Day / Time:	Wednesday / By 10 AM
Ownership:	Gatehouse Media Inc.
Year Established:	1967
Publication Type:	Community Newspaper
Content:	50% Advertising / 50% Editorial
Circulation Paid/Unpaid:	99% Unpaid / 1% Paid / 0% Sponsored
Primary Delivery Methods:	80% Home Delivery / 15% Mail / 5% Controlled Bulk
Insert Zoning Available:	No
CVC Member Number:	19-0913
DMA/MSA:	Philadelphia, PA / Philadelphia--Wilmington--Atlantic City, PA
Audit Funded By:	Publisher

2. Rate Card and Mechanical Data

Rate Card Effective Date:	January 1, 2008
Mechanical Data:	Six (6) columns x 16-inch column depth Full page: 10.33" wide X 16" depth.
Open Rate:	Local: \$14.20 per column inch National: \$14.20 per column inch
Insert Open Rate:	\$35.00 per thousand
Classified Rate:	\$25.00 for up to 5 lines

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

3. Contact Information

Publisher:	Tom Quinn	EMAIL: tom.quinn@doverpost.com
Advertising:	Lori Speed	EMAIL: lori.speed@doverpost.com
Circulation:	Kate Erwin	EMAIL: kate.erwin@communitypub.com

4. Circulation Pricing

Community News - Consolidated is a controlled circulation weekly without circulation pricing.
Annual mail subscription rate: \$35.00

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

CVC Account Number: 19-0913		Community News Hockessin, DE
Audit Period Summary		
Average Net Circulation	(5-H)	60,620
Average Gross Distribution	(5-F)	60,620
Average Net Press Run	(5-A)	60,720
Audit Period Detail		
A. Average Net Press Run		60,720
B. Office / File		100
C. Controlled Distribution		
1. Home Delivery		48,217
2. Controlled Bulk Delivery / Demand Distribution		2,617
3. Mail		9,265
4. Restock & Office Service		487
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		60,586
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		34
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		34
E. Sponsored / Voluntary Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE SPONSORED DISTRIBUTION		0
F. Average Gross Distribution		60,620
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		60,620

6A. Audited Average Website Reporting

	Monthly Audit Period Average
Unique Visitors	9,020
Page Views	93,262
Hits	402,202

6B. Audited Online Edition Reporting

	Audit Period Average
Total Online Edition Circulation	Not Applicable
Unique Online Edition Circulation	Not Applicable

7. Explanatory

PARAGRAPH FIVE

AUDIT PERIOD SUMMARY

AVERAGE NET CIRCULATION: See audit period detail (H).

AVERAGE GROSS DISTRIBUTION: See audit period detail (F).

NET PRESS RUN: See audit period detail (A).

AUDIT PERIOD DETAIL

- A. 1. NET PRESS RUN: Average net press run during the audit period indicated. The net press run average does not include press waste, or start-up copies.
- B. 1. OFFICE / FILE: Undistributed editions maintained by the publisher for office purposes. Office / File editions do not qualify as controlled, paid, or sponsored distribution.
- C. CONTROLLED DISTRIBUTION (NON-PAID): Editions distributed by the publisher free of charge.
1. HOME DELIVERY: Editions delivered by private carrier to single family residences, and/or multi-family residences, and/or businesses.
2. CONTROLLED BULK / DEMAND DISTRIBUTION: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5E returns.
3. MAIL: Editions delivered by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses.
4. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5E returns.
5. OTHER:
- D. PAID DISTRIBUTION: Editions distributed by the publisher through paid subscription or other monetary exchange with individual readers.
1. HOME DELIVERY: Editions distributed by private carrier to paid subscribers in single family residences, and/or multi family residences, and/or businesses.
2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5E returns.
3. MAIL: Editions delivered by United States Postal Service mail to paid subscribers in single family residences, and/or multi-family residences, and/or businesses.
4. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5E returns.
5. OTHER:
- E. SPONSORED / VOLUNTARY PAID DISTRIBUTION: Editions distributed by the publisher that are sponsored by a third party monetary exchange.
1. HOME DELIVERY: Editions delivered by private carrier to sponsored subscribers in single family residences, and/or multi-family residences, and/or businesses.
2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers on a voluntary pay basis. Subject to paragraph 5E returns.
3. MAIL: Editions delivered by United States Postal Service mail to sponsored subscribers in single family residences, and/or multi-family residences, and/or businesses.
4. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of voluntary or sponsored newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5E returns.
5. OTHER:
- F. 1. AVERAGE GROSS DISTRIBUTION: Average gross distribution for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C)).
- G. 1. UNCLAIMED / RETURNS: Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle *(See paragraph 12 for CVC return/unclaimed confirmation.)
- H. 1. AVERAGE NET CIRCULATION: Average net circulation for the audit period indicated. (Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G)).

PARAGRAPH SIX (A)

UNIQUE VISITORS: A unique visitor to a website where the user registers or where the user is identified or marked by a cookie, IP address, or other ID that is attached to the browser within the defined cycle. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.

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

HITS: The successful transmission of a file contained within a web-page. A single web-page can consist of multiple files which are counted as a hit as the page is downloaded.

PARAGRAPH SIX (B)

TOTAL ONLINE EDITION READERS: Registered and/or non-registered users who open and read one or more pages of the online edition during the edition cycle.

UNIQUE ONLINE EDITION READERS: Registered users who have supplied CVC verification information to validate the online edition reader is not a duplicated print edition reader.

8. Average Print Circulation History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/08-12/31/08	CVC	60,620	-	-	-
01/01/07-12/31/07	CVC	-	-	60,620	60,620

9. Distribution by Zip Code (10/2/2007 Edition)

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
17109	Harrisburg	Dauphin, PA	0	0	10	0	10
19013	Chester	Delaware, PA	0	0	2	0	2
19061	Garnet Valley	Delaware, PA	0	0	4	0	4
19102	Philadelphia	Philadelphia, PA	0	0	3	0	3
19311	Avondale	Chester, PA	0	0	6	0	6
19312	Berwyn	Chester, PA	0	0	1	0	1
19317	Chadds Ford	Delaware, PA	0	0	4,526	0	4,526
19331	Concordville	Delaware, PA	0	0	2	0	2
19341	Exton	Chester, PA	0	0	1	0	1
19342	Glen Mills	Delaware, PA	0	0	2	0	2
19344	Honey Brook	Chester, PA	0	0	1	0	1
19345	Immaculata	Chester, PA	0	0	1	0	1
19347	Kemblesville	Chester, PA	0	0	2	0	2
19348	Kennett Square	Chester, PA	0	0	14	0	14
19350	Landenberg	Chester, PA	800	0	3	0	803
19357	Mendenhall	Chester, PA	0	0	241	0	241
19375	Unionville	Chester, PA	0	0	1	0	1
19380	West Chester	Chester, PA	0	0	2	0	2
19382	West Chester	Chester, PA	0	0	3	0	3
19390	West Grove	Chester, PA	0	0	9	0	9
19702	Newark	New Castle	0	0	4	0	4
19703	Claymont	New Castle	1,800	340	13	0	2,153
19707	Hockessin	New Castle	5,072	512	814	0	6,398
19709	Middletown	New Castle	0	0	3	0	3
19710	Montchanin	New Castle	0	0	419	0	419
19711	Newark	New Castle	7,450	0	425	0	7,875
19713	Newark	New Castle	0	0	22	0	22
19716	Newark	New Castle	0	0	4	0	4
19720	New Castle	New Castle	0	0	25	0	25
19732	Rockland	New Castle	0	0	328	0	328
19733	Saint Georges	New Castle	0	0	1	0	1
19735	Winterthur	New Castle	0	0	20	0	20
19736	Yorklyn	New Castle	0	0	94	0	94
19801	Wilmington	New Castle	0	0	107	0	107
19802	Wilmington	New Castle	0	0	23	0	23
19803	Wilmington	New Castle	7,160	690	93	0	7,943
19804	Wilmington	New Castle	200	0	38	0	238
19805	Wilmington	New Castle	0	0	66	0	66
19806	Wilmington	New Castle	1,650	0	143	0	1,793
19807	Wilmington	New Castle	1,925	425	1,318	0	3,668
19808	Wilmington	New Castle	11,550	250	318	0	12,118
19809	Wilmington	New Castle	3,160	400	54	0	3,614

9. Distribution by Zip Code (10/2/2007 Edition) CONTINUED

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
19810	Wilmington	New Castle	7,450	0	63	0	7,513
19850	Wilmington	New Castle	0	0	4	0	4
19899	Wilmington	New Castle	0	0	11	0	11
19901	Dover	Kent	0	0	2	0	2
19903	Dover	Kent	0	0	3	0	3
19958	Lewes	Sussex	0	0	1	0	1
Misc.	Assorted	Assorted	0	0	15	605	620
TOTAL			48,217	2,617	9,265	605	60,704

10. Distribution by County (10/2/2007 Edition)

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Kent	Dover	0	0	5	0	5
New Castle	Claymont Hockessin Middletown Montchanin New Castle Newark Rockland Saint Georges Wilmington Winterthur Yorklyn	47,417	2,617	4,410	0	54,444
Sussex	Lewes	0	0	1	0	1
Chester, PA	Avondale Berwyn Exton Honey Brook Immaculata Kemblesville Kennett Square Landenberg Mendenhall Unionville West Chester West Grove	800	0	285	0	1,085
Dauphin, PA	Harrisburg	0	0	10	0	10
Delaware, PA	Chadds Ford Chester Concordville Garnet Valley Glen Mills	0	0	4,536	0	4,536
Philadelphia, PA	Philadelphia	0	0	3	0	3
Misc.	Assorted	0	0	15	605	620
TOTAL		48,217	2,617	9,265	605	60,704



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11. Verification of Receivership & Readership

Controlled Home Delivery and Mail Distribution

The Circulation Verification Council interviewed 796 residents in the primary market areas indicated in paragraph nine. The purpose was to identify the number of residents who indicate they receive the publication on a regular basis, and further identify the number of residents who read or look through the publication. The interviews took place throughout the audit period between the hours of 5:30 PM-8:30 PM and 10:00 AM-2:00 PM. All respondents identified themselves as 18 or older.

1. Community News - Consolidated is distributed regularly in your area. Do you receive Community News - Consolidated on a regular basis?

2. (If response to #1 was YES) Do you or someone in your household regularly read or look through Community News - Consolidated?

CVC interviews indicate that 770 of 796 households or 96.7% indicated they receive Community News - Consolidated on a regular basis.

CVC interviews indicate that 592 of 770 or 76.9% indicate they regularly read or look through Community News - Consolidated.

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

The Circulation Verification Council estimates that all the information in this text box has a minimum accuracy level of +/-2.5%.

12. Verification of Distribution

Controlled Bulk / Demand Distribution

The Circulation Verification Council interviewed and/or visited controlled bulk/demand distribution locations chosen randomly from the publication's delivery list. The purpose was to identify the number of locations who indicate they receive the publication on a regular basis, and further verify the number of publications distributed at the beginning of the edition cycle, and the number of editions left unclaimed by readers at the end of the edition cycle.

CVC interviews indicate that 100% of reported controlled bulk drop locations indicated they received Community News - Consolidated on a regular basis.

CVC interviews indicate that less than 15% of Community News - Consolidated's controlled bulk distributed editions are returned to the publisher unclaimed after the edition cycle.

13. Paid Reporting Analysis

HOME DELIVERY	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
Over 75% of basic rate	0
Over 50% of basic rate	0
Under 50% of basic rate	0
MAIL	Basic Rates: \$35.00 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	34
Over 75% of basic rate	0
Over 50% of basic rate	0
Under 50% of basic rate	0
SINGLE COPY	COVER PRICE: N/A
	AVERAGE WHOLESAL RATE: N/A
OTHER:	

14. Council Audit Statement

Circulation Verification Council (CVC) reviewed the printing, distribution, circulation, and general business records of this publication for the purpose of compiling this information. The review was completed using Council audit procedures considered necessary under the circumstances of the audit in compliance with CVC Rules and Requirements. In our opinion, this report fairly and accurately represents the publication's printing, distribution, and circulation for the period indicated.



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The current status of this report expires June 30, 2009.

If this report is presented after June 30, 2009 please call the toll-free number listed below.

Community News – Hockessin, DE – 19-0913 - Supplemental Readership Study

The Circulation Verification Council interviewed 796 residents in the primary market areas indicated in publication's CVC audit report. The purpose was to identify the number of residents who indicate they receive the publication on a regular basis, identify the number of residents who read or look through the publication, and gather readership study information useful for advertising purchase decisions. Market statistics estimates appearing in CVC reports are obtained from EASI Software. The population studied consisted of adults age 18 and over, living in households within the survey area. Within this area, each household and each adult within the household had a known (or "non-zero") probability of being selected for the sample. Interviews were conducted solely with pre-designated respondents and no substitutions were permitted. The verification and readership study took place throughout the audit cycle between the hours of 5:30 PM and 8:30 PM and 10:00 AM and 2:00 PM. Initial interview attempts were spread evenly across all survey days (i.e., Tuesday through Saturday). A minimum of 250 completed interviews is required with no more than one interview per household. Interview Procedures: To ensure the highest degree of comparability and to facilitate the auditing process, a standard, consistent, specified list of interview questions was asked. Interviews were conducted by CVC with supervision, interview training, and monitoring capabilities. Interviews were conducted over a minimum period of four weeks to minimize the impact of weather and/or special events. Every effort was made to ensure that interviews were assigned randomly by day and that an approximately equal number of interviews were completed on each interviewing day. Where appropriate, data was balanced and/or weighted by ZIP code using up-to-date known demographics: gender, age, number of adults in household and ethnicity in those cases where one minority comprised no less than ten percent of the total population. Non-responses to any single question were eliminated from the survey. In all cases, at least six attempts were made to contact all pre-designated respondents. The telephone rang a minimum of six times each time a number was dialed before the attempt was classified as a "no answer." Each number was dialed at different times and, as necessary, on different days. Every effort was made to surmount language, cultural, behavioral and other barriers to a successful interview; and to the extent feasible, callbacks were scheduled on a random basis. At least one callback attempt per respondent was made on a weekend. During the interview process, no questions were asked prior to the publication readership question, with the exception of a qualifying question designed to determine the ZIP code of recipient residence; and a general warm-up call explanation designed to put the respondent at ease. Warm-up questions did not include any reference to the publication itself or the nature of the study. This study followed recommended guidelines developed in part from the Advertising Research Foundation (ARF) readership guidelines. Survey totals may not equal 100% due to rounding. The Circulation Verification Council estimates that all the information in this survey has a maximum error margin of +/-2.5 at the 95% confidence level. *592 Survey respondents were interviewed during the verification of home delivery and mail distribution. 0 Survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution.

- **Average readers per edition during the audit period: 1.775***
 *Readership estimates compiled from 2008 CVC circulation & readership study data.

1. Community News is distributed regularly in your area. Does your household regularly receive Community News?

YES	770	96.7%
NO	26	03.3%

2. Do you or someone in your household regularly read or look through Community News?

YES	592	76.9%
NO	178	23.1%

3. Do you frequently purchase products or services from ads seen in Community News?

YES	484	81.8%
NO	108	18.2%

4. How long do you keep Community News before discarding it?

46%	1-2 Days
26%	3-4 Days
17%	5-6 Days
11%	1 Week or More

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

Reader Demographics	Market Demographics
01%	05% 18 - 20
03%	07% 21 - 24
17%	18% 25 - 34
28%	24% 35 - 44
25%	19% 45 - 54
14%	10% 55 - 64
10%	09% 65 - 74
02%	08% 75 years or older

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

Reader Demographics	Market Demographics	
07%	20%	Under \$25,000
23%	26%	\$25,001 - \$49,999
23%	19%	\$50,000 - \$74,999
24%	15%	\$75,000 - \$99,999
18%	12%	\$100,000 –\$149,999
05%	08%	Over \$150,000

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

Reader Demographics	Market Demographics	
03%	12%	Some High School or Less
28%	32%	Graduated High School
29%	22%	Some College
34%	23%	Graduated College
06%	11%	Completed Post Graduate

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

(% = Positive respondents)

16%	New Automobile
13%	Used Automobile
17%	Antiques / Auctions
66%	Furniture / Home Furnishings
27%	Major Home Appliance
21%	Home Computers
39%	Home Improvements / Supplies
40%	Television / Electronics
30%	Carpet / Flooring
47%	Automobile Accessories (tires, brakes & service)
62%	Lawn & Garden
34%	Florist / Gift Shops
36%	Home Heating / Air Conditioning (service, new equipment)
57%	Vacations / Travel
04%	Real Estate
84%	Men's Apparel
90%	Women's Apparel
59%	Children's Apparel
04%	Boats / Personal Watercraft
37%	Art & Crafts Supplies
26%	Childcare
31%	Education / Classes
13%	Attorney
18%	Veterinarian
17%	Chiropractor
22%	Financial Planner (Retirement, Investing)
61%	Tax Advisor / Services
33%	Health Club / Exercise Class
59%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
11%	Weight Loss
47%	Lawn Care Service (Maintenance & Landscaping)
71%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
72%	Pharmacist / Prescription Service
23%	Cellular Phone New/Update Service
85%	Dining & Entertainment
24%	Jewelry
12%	Wedding Supplies
51%	Athletic & Sports Equipment