

Audit Period: January 1, 2007 – December 31, 2007

Dover Post

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Dover, DE 19901
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www.doverpost.com

1. Publication Information

Average Net Circulation: 30,816 (Print Edition)
Number of Editions: One
Format / Average Page Count: Tabloid / 112 Pages
Circulation Cycle: Weekly
Circulation Day / Time: Wednesday / By 4 PM
Ownership: GateHouse Media
Year Established: 1975
Publication Type: Community Newspaper
Content: 60% Advertising / 40% Editorial
Circulation Paid/Unpaid: 92% Unpaid / 8% Paid / 0% Sponsored
Primary Delivery Methods: 86% Home Delivery / 1% Mail / 13% Controlled Bulk
Insert Zoning Available: Yes - Route
CVC Member Number: 19-0023
DMA/MSA: PHILADELPHIA PA / "DOVER, DE MSA"
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: \$17.40 per column inch
National: \$17.40 per column inch
Insert Open Rate: \$37.00-\$53.00 per thousand
Classified Rate: \$12.60 for up to 3 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: Mary Wessel EMAIL: mary.wessel@doverpost.com

4. Circulation Pricing

Dover Post is a paid and controlled circulation weekly with a cover price of \$0.50. Annual mail subscription rate: \$39.00



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

CVC Account Number: 19-0023		Dover Post Dover, DE
Audit Period Summary		
Average Net Circulation	(5-H)	30,816
Average Gross Distribution	(5-F)	31,557
Average Net Press Run	(5-A)	32,593
Audit Period Detail		
A. Average Net Press Run		32,593
B. Office / File		1,036
C. Controlled Distribution		
1. Home Delivery		27,136
2. Controlled Bulk Delivery / Demand Distribution		1,694
3. Mail		73
4. Restock & Office Service		97
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		29,000
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		2,241
3. Mail		316
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		2,557
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		31,557
G. Unclaimed / Returns		(741)*
H. Average Net Circulation		30,816

6A. Audited Average Website Reporting

	Audit Period Average
Unique Visitors	Not Reported
Page Views	Not Reported
Hits	Not Reported

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.
- 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
01/01/07-12/31/07	CVC	30,269	31,766	30,550	30,679
01/01/06-12/31/06	CVC	-	-	30,800	30,632

9. Distribution by Zip Code (12/26/2007 Edition)

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
19901	Dover	Kent	9,476	900	9	627	11,012
19904	Dover	Kent	11,344	762	6	0	12,112
19934	Camden Wyoming	Kent	2,552	107	1	0	2,660
19936	Cheswold	Kent	150	0	0	0	150
19938	Clayton	Kent	0	41	0	0	41
19942	Farmington	Sussex	0	15	0	0	15
19943	Felton	Kent	1,740	111	4	0	1,855
19946	Frederica	Kent	780	51	0	0	831
19952	Harrington	Kent	0	83	0	0	83
19953	Hartly	Kent	50	145	3	0	198
19955	Kenton	Kent	50	0	1	0	51
19962	Magnolia	Kent	2,436	83	1	0	2,520
19963	Milford	Sussex	0	133	3	0	136
19977	Smyrna	Kent	505	358	0	0	863
21639	Greensboro	Caroline, MD	0	40	0	0	40
21649	Marydel	Caroline, MD	0	80	0	0	80
Misc.	Assorted	Assorted	0	195	48	0	243
TOTAL			29,083	3,104	76	627	32,890

10. Distribution by County (12/26/2007 Edition)

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Kent	Camden Wyoming	29,083	2,641	25	627	32,376
	Cheswold					
	Clayton					
	Dover					
	Felton					
	Frederica					
	Harrington					
	Hartly					
	Kenton					
	Magnolia					
Smyrna						
Sussex	Farmington	0	148	3	0	151
	Milford					
Caroline, MD	Greensboro	0	120	0	0	120
	Marydel					
Misc.	Assorted	0	195	48	0	243
TOTAL		29,083	3,104	76	627	32,890



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11. Verification of Receivership & Readership

Controlled Home Delivery and Mail Distribution

The Circulation Verification Council interviewed 519 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. Dover Post is distributed regularly in your area. Do you receive Dover Post on a regular basis?
2. (If response to #1 was YES) Do you or someone in your household regularly read or look through Dover Post?

CVC interviews indicate that 504 of 519 households or 97.1% indicated they receive Dover Post on a regular basis.

CVC interviews indicate that 448 of 504 or 88.9% indicate they regularly read or look through Dover Post.

*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 & Single Copy 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 Dover Post on a regular basis.

CVC interviews indicate that less than 19% of Dover Post’s controlled bulk distributed editions are returned to the publisher unclaimed after the edition cycle.

13. Paid Reporting Analysis

HOME DELIVERY	Basic Rates: \$39.00 / 1-Year
	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: \$39.00 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	316
Over 75% of basic rate	0
Over 50% of basic rate	0
Under 50% of basic rate	0
SINGLE COPY	COVER PRICE: \$0.50
	AVERAGE WHOLESALE 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 December 31, 2009.

If this report is presented after December 31, 2009 please call the toll-free number listed below.

Dover Post – Dover, DE – 19-0023 - Supplemental Readership Study

The Circulation Verification Council interviewed 519 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. *519 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: 2.0***
*Readership estimates compiled from 2007 CVC circulation & readership study data.

1. Dover Post is distributed regularly in your area. Does your household regularly receive Dover Post?

YES	504	97.1%
NO	15	02.9%

2. Do you or someone in your household regularly read or look through Dover Post?

YES	448	88.9%
NO	56	11.1%

3. Do you frequently purchase products or services from ads seen in Dover Post?

YES	386	86.2%
NO	62	13.8%

4. How long do you keep Dover Post before discarding it?

41%	1-2 Days
11%	3-4 Days
03%	5-6 Days
45%	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
21%	19%	25 - 34
26%	23%	35 - 44
25%	19%	45 - 54
15%	11%	55 - 64
08%	09%	65 - 74
02%	07%	75 years or older



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

Reader Demographics	Market Demographics
16%	29% Under \$25,000
33%	32% \$25,001 - \$49,999
22%	17% \$50,000 - \$74,999
19%	11% \$75,000 - \$99,999
08%	07% \$100,000 - \$149,999
03%	04% Over \$150,000

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

Reader Demographics	Market Statistics
02%	17% Some High School or Less
30%	40% Graduated High School
34%	24% Some College
25%	13% Graduated College
09%	06% Completed Post Graduate




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

Percentage	Product/Service	Note
23%	New Automobile	(% = Positive respondents)
16%	Used Automobile	
17%	Antiques / Auctions	
63%	Furniture / Home Furnishings	
21%	Major Home Appliance	
17%	Home Computers	
53%	Home Improvements / Supplies	
31%	Television / Electronics	
18%	Carpet / Flooring	
49%	Automobile Accessories (tires, brakes & service)	
65%	Lawn & Garden	
25%	Florist / Gift Shops	
32%	Home Heating / Air Conditioning (service, new equipment)	
51%	Vacations / Travel	
07%	Real Estate	
68%	Men's Apparel	
84%	Women's Apparel	
33%	Children's Apparel	
05%	Boats / Personal Watercraft	
33%	Art & Crafts Supplies	
30%	Childcare	
42%	Education / Classes	
06%	Attorney	
21%	Veterinarian	
14%	Chiropractor	
19%	Financial Planner (Retirement, Investing)	
66%	Tax Advisor / Services	
23%	Health Club / Exercise Class	
39%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)	
06%	Weight Loss	
39%	Lawn Care Service (Maintenance & Landscaping)	
58%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)	
56%	Pharmacist / Prescription Service	
30%	Cellular Phone New/Update Service	
90%	Dining & Entertainment	
21%	Jewelry	
16%	Wedding Supplies	
38%	Athletic & Sports Equipment	



Dover Post
 Dover, Delaware
 19-0023

Key to Features

-  State Boundary
-  Zip Code Boundary
-  County Boundary

