

Audit Period: January 1, 2011 – December 31, 2012

Buyer's Edge of South Central Kansas

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Hillsboro, KS 67063
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www.buyersedgeks.com

1. Publication Information

Average Net Circulation:	19,382 (Print Edition) / 102 (Digital Edition)
Number of Editions:	One
Format / Average Page Count:	Tabloid / 16 Pages
Circulation Cycle:	Monthly
Circulation Day / Time:	Wednesday / by 4 PM
Ownership:	Kansas Publishing Ventures LLC
Year Established:	2005
Publication Type:	Shopper
Content:	70% Advertising / 30% Editorial
Circulation Paid/Unpaid:	100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods:	0% Carrier Delivery / 92% Mail / 8% Controlled Bulk
Insert Zoning Available:	Yes - ZIP Code
CVC Member Number:	19-0308
DMA/MSA:	Wichita, KS / Wichita, KS
Audit Funded By:	Independent Free Papers of America

2. Rate Card and Mechanical Data

Rate Card Effective Date:	January 1, 2011
Mechanical Data:	Five (5) columns x 11.5-inch column depth Full page: 9.567" wide X 11.5" depth.
Open Rate:	Local: \$11.50 per column inch National: \$11.50 per column inch
Insert Open Rate:	\$65.00 per thousand
Classified Rate:	\$5.00 for 15 words (\$0.40 per add words)

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

3. Contact Information

Publisher:	Joel Klaassen	EMAIL: joel@hillsborofreepress.com
Advertising:	Natalie Hoffman	EMAIL: natalie@hillsborofreepress.com
Circulation:	Nicole Suderman	EMAIL: nicole@hillsborofreepress.com

4. Circulation Pricing

Buyer's Edge of South Central Kansas is a controlled circulation monthly without circulation pricing. Annual mail subscription rate: Contact Publisher

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

CVC Account Number: 19-0308		Buyer's Edge of South Central Kansas Hillsboro, KS
Audit Period Summary		
Average Net Circulation	(5-H)	19,382
Average Gross Distribution	(5-F)	19,725
Average Net Press Run	(5-A)	19,750
Audit Period Detail		
A. Average Net Press Run		19,750
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		0
2. Controlled Bulk Delivery / Demand Distribution		1,657
3. Mail		18,068
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		19,725
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		0
E. Sponsored / Voluntary Paid Distribution		
1. Carrier 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		19,725
G. Unclaimed / Returns		(343)*
H. Average Net Circulation		19,382

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

	Monthly Audit Period Average
Website Unique Visitors	Not Applicable
Website Page Views	Not Applicable
Average Time Spent on Website	Not Applicable

6B. Audited Online Edition Reporting

	Monthly Audit Period Average
Unique Digital Edition Visitors	102
Digital Edition Page Views	719

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. 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 5E 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. 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. CARRIER 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, and/or Post Office Boxes.
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. CARRIER 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, and/or Post Office Boxes.
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.

TIME SPENT: The average amount of time spent on a website during a single visit, expressed in HH:MM:SS

PARAGRAPH SIX (B)

UNIQUE DIGITAL EDITION VISITORS: Unique visitors to a digital edition publication where the user registers or where the user is identified or marked by a cookie, IP address, or other ID, within a defined time period (i.e. day, week or month).

A unique visitor counts once within the timescale. A visitor can make multiple visits. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.

DIGITAL EDITION PAGE VIEWS: Requests for files whose types are defined as pages; transmittals of full pages contained within the digital edition publication to the user's browser. Several page views are expected to be logged per Visit/Session.



8. Average Print Circulation History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/12-12/31/12	CVC	19,252	19,350	19,320	19,190
01/01/11-12/31/11	CVC	19,517	19,540	19,477	19,406
01/01/10-12/31/10	CVC	17,075	17,041	16,939	16,941
01/01/09-12/31/09	CVC	37,783	38,366	22,969	17,128
04/01/08-12/31/08	CVC	-	37,809	37,789	37,738

9. Distribution by Zip Code (December 2012 Edition) Wednesday

ZIP CODE	CITY / AREA	COUNTY	CARRIER DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
67020	Burrton	Harvey	0	0	713	0	713
67041	Elbing	Butler	0	25	0	0	25
67056	Halstead	Harvey	0	10	1,209	0	1,219
67062	Hesston	Harvey	0	0	1,669	0	1,669
67063	Hillsboro	Marion	0	0	0	20	20
67107	Moundridge	McPherson	0	0	1,232	0	1,232
67114	Newton	Harvey	0	100	9,097	0	9,197
67117	North Newton	Harvey	0	0	804	0	804
67123	Potwin	Butler	0	75	0	0	75
67135	Sedgwick	Harvey	0	20	1,295	0	1,315
67151	Walton	Harvey	0	0	214	0	214
67154	Whitewater	Butler	0	295	0	0	295
67443	Galva	McPherson	0	25	732	0	757
67460	McPherson	McPherson	0	1,120	0	0	1,120
67546	Inman	McPherson	0	0	1,095	0	1,095
TOTAL			0	1,670	18,060	20	19,750

10. Distribution by County (December 2012 Edition) Wednesday

COUNTY	CITY / AREA	CARRIER DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Butler	Elbing Potwin Whitewater	0	395	0	0	395
Harvey	Burrton Halstead Hesston Newton North Newton Sedgwick Walton	0	130	15,001	0	15,131
Marion	Hillsboro	0	0	0	20	20
McPherson	Galva Inman McPherson Moundridge	0	1,145	3,059	0	4,204
TOTAL		0	1,670	18,060	20	19,750



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11. Verification of Receivership & Readership

Controlled Carrier Delivery and Mail Distribution

Buyer's Edge of South Central Kansas reported an average mail distribution of 18,068 during the audit period. Mail distribution was verified through the review of USPS mail statements and additional publisher support documents. Buyer's Edge of South Central Kansas did not report average 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 interviewed 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. Buyer's Edge of South Central Kansas is distributed regularly in your area. Do you receive Buyer's Edge of South Central Kansas on a regular basis?
2. (If response to #1 was YES) Do you or someone in your household regularly read or look through Buyer's Edge of South Central Kansas?

CVC interviews indicate that 357 of 364 households or 98.1% indicated they receive Buyer's Edge of South Central Kansas on a regular basis.

CVC interviews indicate that 274 of 357 or 76.8% indicate they regularly read or look through Buyer's Edge of South Central Kansas.

*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 Buyer's Edge of South Central Kansas on a regular basis.

CVC interviews substantiate Buyer's Edge of South Central Kansas' claim of 343 single copy & returnable source distributed editions returned to the publisher unclaimed after the edition cycle.



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13. Paid Reporting Analysis

CARRIER 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: 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
SINGLE COPY	COVER PRICE: N/A
	AVERAGE WHOLESALE RATE: N/A
OTHER:	

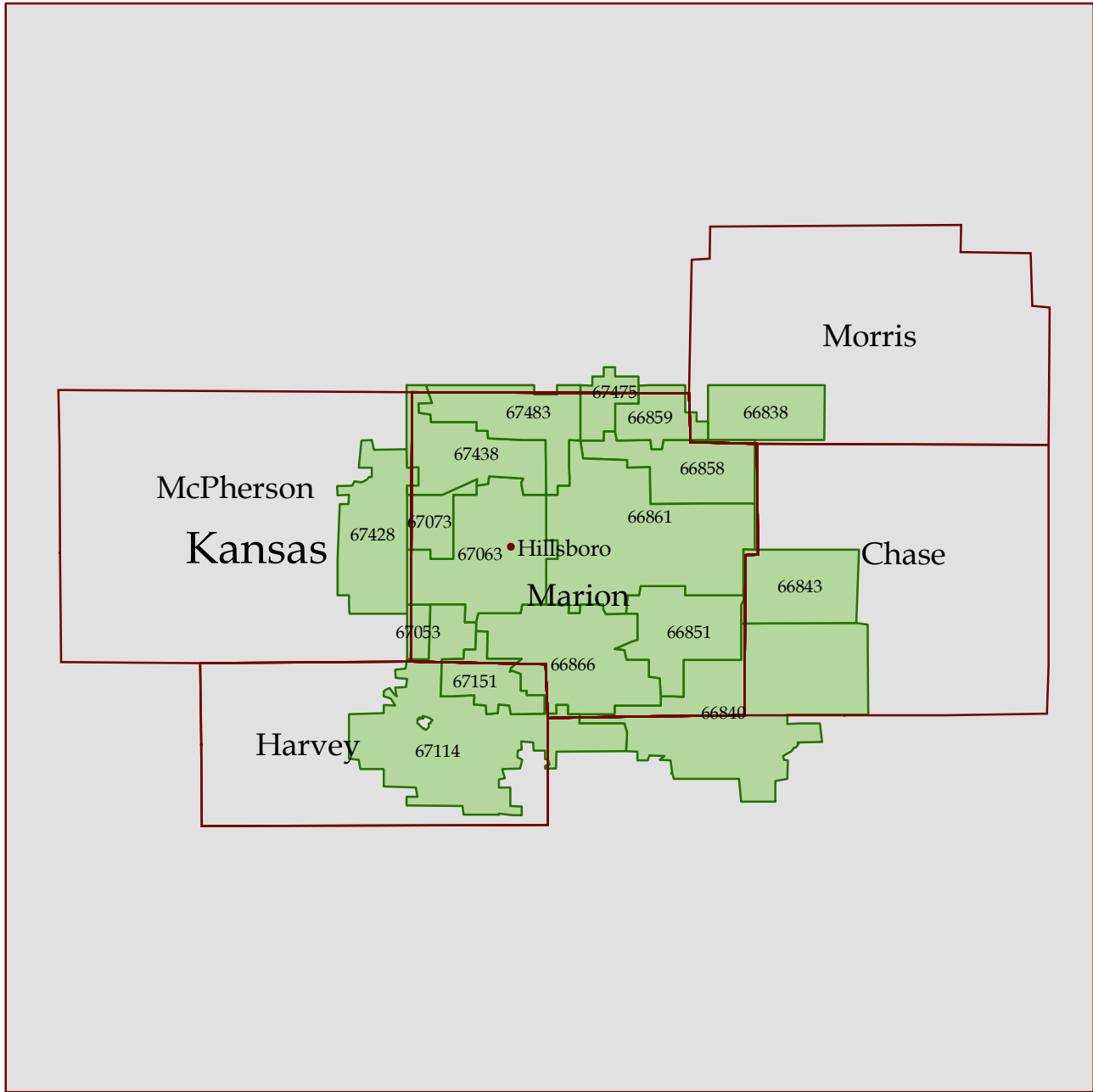
14. Council Audit Statement

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, 2014.
If this report is presented after December 31, 2014 please call the toll-free number listed below.



Hillsboro Free Press
 Hillsboro, Kansas
 10-0210

Key to Features

-  State Boundary
-  County Boundary
-  Zip Code Boundary

