

**Audit Period: October 1, 2016 – September 30, 2017**

**The Southern Tier Shopper**

1 Myrtle Avenue  
Hammondsport, NY 14840  
(607) 569-2622  
(607) 569-2624 FAX

EMAIL: ads@the-shopper.com  
www.the-shopper.com

**1. Audited Media Platforms**

Print Publication:	Average Net Circulation:	22,153 (Print Edition)
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**2. Publication Information**

Number of Editions:	One
Format / Average Page Count:	Tabloid / 20 Pages
Circulation Cycle:	Weekly
Ownership:	Gwen Lee Associates
Year Established:	1954
Publication Type:	Shopper
	100% Controlled / 0% Paid / 0% Sponsor Paid
Content:	100% Advertising / 0% Editorial
Primary Delivery Methods:	96% Mail / 4% Controlled Bulk
Annual Mail Subscription Rate:	Contact Publisher
Insert Zoning Available:	Yes – ZIP Code
CVC Member Number:	19-0068
DMA/CBSA:	Elmira, NY / Corning, NY
Audit Funded By:	Free Community Papers of New York

**3. Rate Card and Mechanical Data**

Rate Card Effective Date:	August 1, 2017
Mechanical Data:	Seven (7) columns X 16" column depth Full page: 10.375" wide X 16" depth.
Open Rate:	Local: \$7.00 per column inch National: \$7.00 per column inch
Insert Open Rate:	Contact Publisher
Classified Rate:	\$7.00 for 10 words
Deadline Day & Time:	Friday by 12 Noon
Additional rates may be available from the publisher.	

**4. Contact Information**

Publisher:	Rita Butters	EMAIL: ads@the-shopper.com
Advertising:	Rita Butters	EMAIL: ads@the-shopper.com
Circulation:	Rita Butters	EMAIL: ads@the-shopper.com

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

CVC Account Number: 19-0068	Tuesday	The Southern Tier Shopper Hammondsport, NY
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>22,153</b>
Average Gross Distribution	(5-F)	22,153
Average Net Press Run	(5-A)	22,192
<b>Audit Period Detail</b>		
A. Average Net Press Run		22,192
B. Office / File		39
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		494
3. Mail		21,359
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		300
Total Average Controlled Distribution		22,153
Controlled Returns		(0)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>		<b>22,153</b>
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)
<b>TOTAL AVERAGE PAID CIRCULATION</b>		<b>0</b>
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Rooms		0
5. Education		0
Total Average Sponsored Distribution		0
Sponsored Returns		(0)
<b>TOTAL AVERAGE SPONSORED CIRCULATION</b>		<b>0</b>
F. Average Gross Distribution		22,153
G. Total Unclaimed / Returns		(0)*
<b>H. Average Net Circulation</b>		<b>22,153</b>

## 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 and professional offices.

**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:** Edition distributed in the controlled distribution category, returned to the publisher 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 educational copy 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 sponsored or 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 educational copy 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. 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. TOTAL 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. 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.the-shopper.com - Not Reported**

**6B. Audited Online/Digital Edition Reporting - Not Reported**

**6C. Text Media - Not Reported**

**6D. Social Media - Not Reported**

**6E. Email Media - Not Reported**

**6F. Video & Podcast Media - Not Reported**

**7. Average Print Circulation History**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/17-12/31/17	CVC	22,272	21,975	21,975	-
01/01/16-12/31/16	CVC	22,219	22,225	22,375	22,390
01/01/15-12/31/15	CVC	22,866	22,866	22,343	22,219
01/01/14-12/31/14	CVC	No Reporting	23,075	23,075	23,077
01/01/08-12/31/13	No Reporting	No Reporting	No Reporting	No Reporting	No Reporting
01/01/07-12/31/07	CVC	22,800	22,738	No Reporting	No Reporting
01/01/04-12/31/06	Prior CVC	-	-	-	-

**8. Distribution by Zip Code (6/27/2017 Edition) Tuesday**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
14807	Arkport	Steuben	NY	0	73	798	0	871
14809	Avoca	Steuben	NY	0	0	1,113	0	1,113
14810	Bath	Steuben	NY	0	30	5,835	0	5,865
14814	Big Flats	Chemung	NY	0	60	0	0	60
14815	Bradford	Schuyler	NY	0	0	417	0	417
14819	Cameron	Steuben	NY	0	0	15	0	15
14820	Cameron Mills	Steuben	NY	0	0	556	0	556
14821	Campbell	Steuben	NY	0	35	1,457	0	1,492
14823	Canisteo	Steuben	NY	0	45	614	0	659
14826	Cohocton	Steuben	NY	0	0	860	0	860
14827	Coopers Plains	Steuben	NY	0	0	74	0	74
14830	Corning	Steuben	NY	0	55	0	0	55
14840	Hammondsport	Steuben	NY	0	40	1,636	0	1,676
14843	Hornell	Steuben	NY	0	25	1,462	0	1,487
14845	Horseheads	Chemung	NY	0	50	0	0	50
14856	Kanona	Steuben	NY	0	0	100	0	100
14870	Painted Post	Steuben	NY	0	55	4,090	0	4,145
14873	Prattsburgh	Steuben	NY	0	0	1,151	0	1,151
14874	Pulteney	Steuben	NY	0	0	142	0	142
14879	Savona	Steuben	NY	0	0	926	0	926
TOTAL				0	468	21,246	0	21,714



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**9. Distribution by County (6/27/2017 Edition) Tuesday**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Chemung	Big Flats Horseheads	NY	0	110	0	0	110
Schuyler	Bradford	NY	0	0	417	0	417
Steuben	Arkport Avoca Bath Cameron Cameron Mills Campbell Canisteo Cohocton Coopers Plains Corning Hammondsport Hornell Kanona Painted Post Prattsburgh Pulteney Savona	NY	0	358	20,829	0	21,187
TOTAL			0	468	21,246	0	21,714

**10. Verification of Distribution – Mail and Carrier Delivery Distribution**

The Southern Tier Shopper reported an average mail distribution of 21,359 during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. The Southern Tier Shopper did not report carrier delivery distribution during the audit period. Carrier delivery is verified through the review of carrier statements and/or 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, USPS surveys, in-person interviews and/or social media surveys. Delivery verification source data can include, but is not limited to, residential phone listings, cell phone exchanges, delivery lists, opt-in email databases, online, and/or social media databases. The purpose of the verification is to substantiate receipt of 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 Southern Tier Shopper on a regular basis to substantiate the publisher’s distribution claims. CVC verification confirms that 274 of 361 or 78.2% report they regularly read or look through The Southern Tier Shopper.**

\*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 +/-4%.

**11. Verification of Distribution**

**Controlled Bulk / Demand Distribution / Single Copy**

The Southern Tier Shopper did not report significant controlled bulk / demand distribution, or single copy distribution during the audit cycle. Distribution locations received an average 494 copies per edition during the audit cycle.

**12. Paid Reporting Analysis – Not Applicable**

**Optional Publisher Reporting - Special Section / Special Edition Reporting**

SPECIAL SECTION TITLE	DEADLINE MONTH	EDITION MONTH
Summer Guide	May	June - September

**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, if applicable, 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 September 30, 2019.**  
 If this report is presented after September 30, 2019 please call the toll-free number listed below.  
 The next FCPNY sponsored audit will be for the 24 month period October 1, 2017 – September 30, 2019.



The Southern Tier Shopper - Hammondspport, NY - 19-0068 - Supplemental Readership Study

The Circulation Verification Council surveyed The Southern Tier Shopper 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 are 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 consist 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 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 circumstances. 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 +/-4% at the 95% confidence level. 274 Survey respondents were interviewed during the verification of carrier 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. 27 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: 1.7**  
\*Readership estimates compiled from 2017 CVC circulation & readership study data.

1. The Southern Tier Shopper is distributed regularly in your area. Do you regularly read or look through The Southern Tier Shopper?

YES 301 Survey Respondents

2. Do you frequently purchase products or services from ads seen in The Southern Tier Shopper?

YES 232 77.1%  
NO 69 22.9%

3. How long do you keep The Southern Tier Shopper before discarding it?

44% 1-2 Days  
31% 3-4 Days  
10% 5-6 Days  
15% 1 Week or More

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

Reader Demographics	Market Demographics	
41%	50%	Male Readers
59%	50%	Female Readers



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5. What range best describes your age.

Reader Demographics	Market Demographics
01%	04% 18 - 20
02%	06% 21 - 24
12%	14% 25 - 34
17%	15% 35 - 44
22%	20% 45 - 54
22%	19% 55 - 64
16%	12% 65 - 74
07%	08% 75 - 84
01%	03% 85 years or older

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

Reader Demographics	Market Demographics
01%	11% under \$15,000
05%	12% \$15,000 - \$24,999
10%	11% \$25,000 - \$34,999
21%	14% \$35,000 - \$49,999
24%	19% \$50,000 - \$74,999
15%	12% \$75,000 - \$99,999
12%	08% \$100,000 - \$124,999
06%	05% \$125,000 - \$149,999
04%	04% \$150,000 - \$199,999
02%	03% over \$200,000

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

Reader Demographics	Market Demographics
00%	11% Some High School or Less
43%	34% Graduated High School
32%	33% Some College
16%	12% Graduated College
06%	08% Completed Master Degree
02%	01% Completed Professional Degree
01%	01% Completed Doctorate Degree



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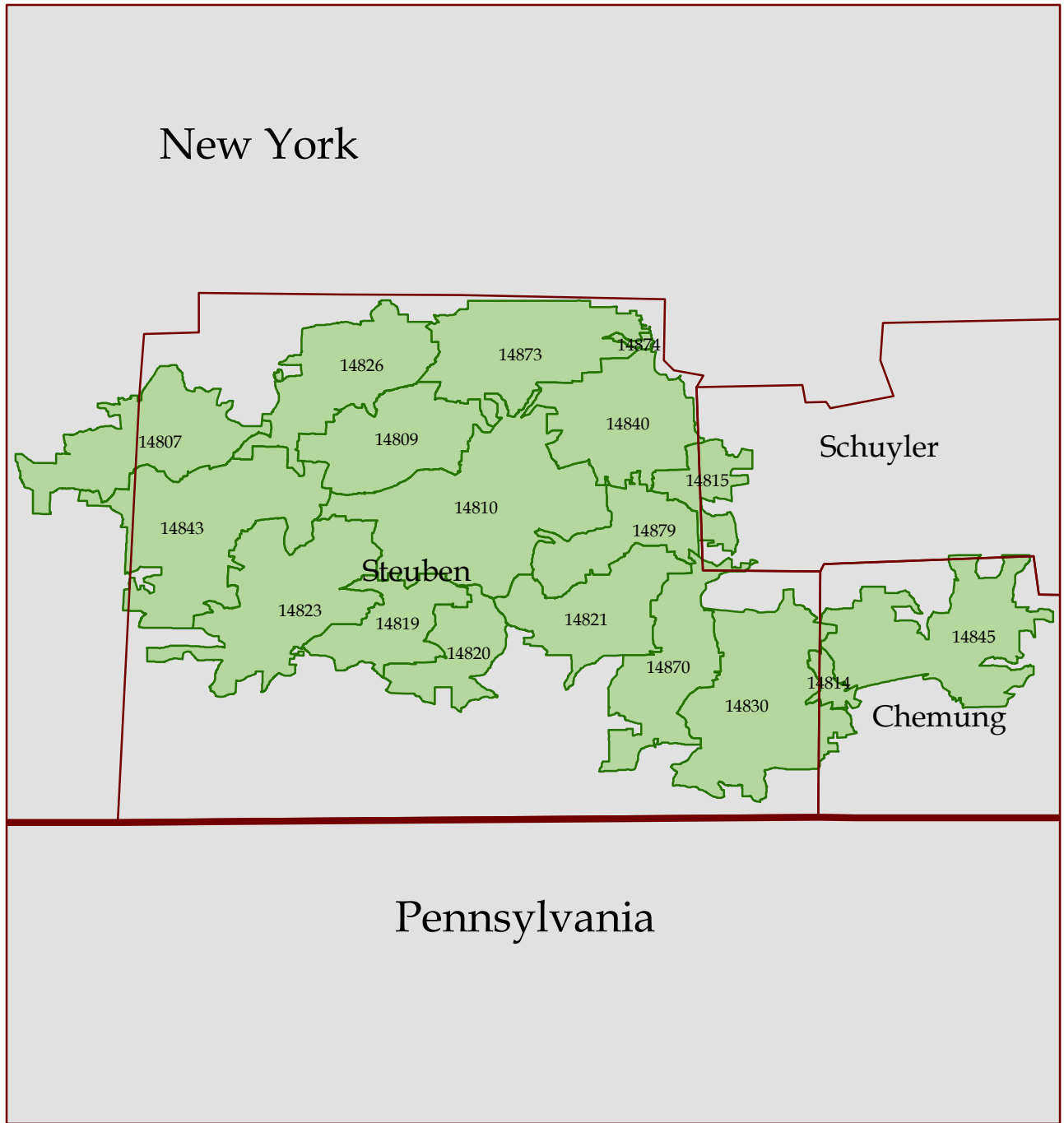


8. Which of the following products or services, if any, do you plan to purchase during the next twelve months?

- (% = Positive respondents)
- 13% New Automobile, Truck or SUV
  - 20% Used Automobile, Truck or SUV
  - 19% Antiques or Auctions
  - 48% Furniture or Home Furnishings
  - 21% Major Home Appliance
  - 23% Computers, Tablets or Laptops
  - 35% Home Improvements or Home Improvement Supplies
  - 30% Television or Electronics
  - 19% Carpet or Flooring
  - 53% Automobile Accessories (tires, brakes or service)
  - 31% Lawn & Garden Supplies
  - 24% Florist or Gift Shops
  - 21% Home Heating & Air Conditioning (service, new equipment)
  - 59% Vacations or Travel
  - 12% Real Estate
  - 65% Men's Apparel
  - 67% Women's Apparel
  - 39% Children's Apparel
  - 01% Boats or Personal Watercraft
  - 22% Art & Crafts Supplies
  - 15% Childcare
  - 18% Education or Classes
  - 06% Attorney
  - 27% Veterinarian
  - 15% Chiropractor
  - 19% Financial Planner (Retirement, Investing)
  - 46% Tax Advisor or Tax Services
  - 28% Health Club or Exercise Class
  - 36% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
  - 15% Weight Loss
  - 29% Lawn Care Service (Maintenance & Landscaping)
  - 31% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
  - 46% Pharmacist or Prescription Service
  - 25% Cell Phone or Smart Phone (New Service or Update Service)
  - 81% Dining & Entertainment
  - 20% Jewelry
  - 06% Wedding Supplies
  - 25% Athletic & Sports Equipment
  - 09% Motorcycles or ATV's
  - 61% Medical / Physicians
  - 29% Pet Supplies






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Southern Tier Shopper  
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 19-0068

Key to Features

-  State Boundary
-  County Boundary
-  ZIP Code Boundary

