

Audit Period: July 1, 2014 – June 30, 2015

Columbia Home Magazine

2001 Corporate Place, Suite 100
Columbia, MO 65202
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EMAIL: reneas@businesstimescompany.com
www.columbiahomemagazine.com

1. Audited Media Platforms

Print Publication:	Average Net Circulation:	10,518 (Print Edition)
Website:	Average Website Unique Visitors:	2,126



2. Publication Information

Number of Editions:	One
Format / Average Page Count:	Magazine / 100 Pages
Circulation Cycle:	Bi-Monthly
Ownership:	The Business Times Company
Year Established:	1997
Publication Type:	City & Regional Magazine
Content:	50% Advertising / 50% Editorial
Circulation Paid/Unpaid:	98% Unpaid / 2% Paid / 0% Sponsored
Primary Delivery Methods:	91% Mail / 9% Controlled Bulk & Single Copy
Annual Mail Subscription Rate:	\$12.95
Cover Price:	\$3.99
Insert Zoning Available:	Yes - Zone
CVC Member Number:	01-2497
DMA/MSA/CBSA:	Columbia, MO / Columbia, MO / Columbia, MO
Audit Funded By:	Publisher

3. Rate Card and Mechanical Data

Rate Card Effective Date:	January 1, 2015
Mechanical Data:	Three (3) columns x 9.375-inch column depth Full page: 7.5" wide X 9.375" depth.
Open Rate:	Local: \$1,543.00 Full Page - \$755.00 1/3 rd Page National: \$1,543.00 Full Page - \$755.00 1/3 rd Page
Insert Open Rate:	\$75.00 per thousand
Classified Rate:	Contact Publisher
Deadline Day & Time:	Bi-Monthly by 4 PM

Additional rates may be available from the publisher.

4. Contact Information

Publisher:	Erica Pefferman	EMAIL: erica@businesstimescompany.com
Advertising:	Deb Valo	EMAIL: deb@businesstimescompany.com
Circulation:	Amy Ferrari	EMAIL: amy@businesstimescompany.com





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

CVC Account Number: 01-2497	Bi-Monthly	Columbia Home Magazine Columbia, MO
Audit Period Summary		
Average Net Circulation	(5-H)	10,518
Average Gross Distribution	(5-F)	10,518
Average Net Press Run	(5-A)	10,542
Audit Period Detail		
A. Average Net Press Run		10,542
B. Office / File		24
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		615
3. Mail		9,420
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		325
Total Average Controlled Distribution		10,360
Controlled Returns		(0)
TOTAL AVERAGE CONTROLLED CIRCULATION		10,360
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		158
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		158
Paid Returns		(0)
TOTAL AVERAGE PAID CIRCULATION		158
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
<hr/>		
F. Average Gross Distribution		10,518
G. Total Unclaimed / Returns		(0)*
H. Average Net Circulation		10,518

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

	Monthly Audit Period Average
Website Unique Visitors	2,126
Website Visitors	2,562
Percent of New Visitors	80.92%
Website Page Views	8,687
Pages Per Visit	3.39
Average Time Spent on Website	00:01:02
Bounce Rate	8.24%

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 Reported

6C. Text Media – Not Reported

6D. Social Media

Social Media Source	Media Usage
Facebook - www.facebook.com/columbiamhome	1,691 Likes
Twitter - @ColumbiaHomeMag	1,124 Followers
Instagram:	285 Followers
Pinterest:	265 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

Media Type	Database Recipients
Subscriber Email Database	2,593
Non-Subscriber Email Opt-In Database	Not Applicable

Explanatory – Email Media, E-Newsletters & E-Blasts

PARAGRAPH SIX (E)

MAGAZINE SUBSCRIBER EMAIL DATABASE: Subscribers of the publication who have provided email contact data to receive newsletters, special content, special offers, coupons or redemption codes for use within a specified period of time.

NON-SUBSCRIBER EMAIL OPT-IN DATABASE: Subscribers who have provided email contact data to receive newsletters, special content, special offers, coupons or redemption codes for use within a specified period of time, and are sourced through third party efforts such as trade shows, opt-in email newsletters or surveys.

6F. Video & Podcast Media - Not Reported



7. Average Print Circulation History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/15-12/31/15	CVC	10,425	10,325	-	-
01/01/14-12/31/14	CVC	10,993	10,838	10,833	10,600
01/01/13-12/31/13	CVC	11,993	11,243	10,993	10,992
01/01/12-12/31/12	CVC	11,993	11,843	10,243	11,868
01/01/11-12/31/11	CVC	12,493	12,119	12,493	12,118
01/01/10-12/31/10	CVC	10,950	10,750	10,625	10,650
01/01/09-12/31/09	CVC	12,117	10,700	10,800	10,950
01/01/08-12/31/08	CVC	13,500	13,550	13,450	12,950
01/01/07-12/31/07	CVC	12,450	12,825	13,450	13,325
10/01/06-12/31/06	CVC	-	-	-	12,450

8. Distribution by Zip Code (June 2015 Edition) Bi-Monthly

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
65010	Ashland	Boone	MO	0	0	238	0	238
65101	Jefferson City	Cole	MO	0	0	13	0	13
65109	Jefferson City	Cole	MO	0	0	22	0	22
65201	Columbia	Boone	MO	0	200	1,087	0	1,287
65202	Columbia	Boone	MO	0	40	69	242	351
65203	Columbia	Boone	MO	0	358	7,568	0	7,926
65205	Columbia	Boone	MO	0	0	18	0	18
65233	Boonville	Cooper	MO	0	0	16	0	16
65240	Centralia	Boone	MO	0	0	14	0	14
65251	Fulton	Callaway	MO	0	0	15	0	15
65255	Hallsville	Boone	MO	0	0	11	0	11
65265	Mexico	Audrain	MO	0	0	12	0	12
65279	Rocheport	Boone	MO	0	0	171	0	171
Misc.	Assorted	Assorted	-	0	0	206	0	206
TOTAL				0	598	9,460	242	10,300

9. Distribution by County (June 2015 Edition) Bi-Monthly

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Audrain	Mexico	MO	0	0	12	0	12
Boone	Ashland Centralia Columbia Hallsville Rocheport	MO	0	598	9,176	242	10,016
Callaway	Fulton	MO	0	0	15	0	15
Cole	Jefferson City	MO	0	0	35	0	35
Cooper	Boonville	MO	0	0	16	0	16
Misc.	Assorted	-	0	0	206	0	206
TOTAL			0	598	9,460	242	10,300



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10. Verification of Distribution – Mail and Carrier Delivery Distribution

Columbia Home Magazine reported an average mail distribution of 9,578 during the audit period. Mail distribution is verified through the review of mail statements and additional publisher support documents. Columbia Home Magazine did not report 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 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 Columbia Home Magazine on a regular basis to substantiate the publisher's distribution claims.

CVC verification confirms that 251 of 259 or 96.9% report they regularly read or look through Columbia Home Magazine.

*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%.

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 confirms that a sufficient number of reported controlled bulk drop locations indicated they received Columbia Home Magazine on a regular basis to substantiate the publication's distribution claims.

CVC verification indicates that less than 15% of Columbia Home Magazine's returnable source distributed editions are returned to the publisher unclaimed after the edition cycle.



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12. Paid Reporting Analysis

CARRIER DELIVERY	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
MAIL	Basic Rates: \$12.95 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	158
Over 75% of basic rate	0
Over 50% of basic rate	0
Over 25% of basic rate	0
1%-24% of basic rate	0
Less than 1% of basic rate*	0
SPONSORED	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
SINGLE COPY	COVER PRICE: \$3.99
	AVERAGE WHOLESALE RATE: N/A

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 September 30, 2016.
If this report is presented after September 30, 2016 please call the toll-free number listed below.

Columbia Home Magazine - Columbia, MO - 01-2497 - Supplemental Readership Study

The Circulation Verification Council surveyed Columbia Home Magazine 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. 251 Survey respondents were interviewed during the verification of carrier delivery and mail distribution. 38 Survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution. 44 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: 2.825**
 *Readership estimates compiled from 2015 CVC circulation & readership study data.

1. Columbia Home Magazine is distributed regularly in your area. Do you regularly read or look through Columbia Home Magazine?

YES	333	Survey Respondents
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2. Do you frequently purchase products or services from ads seen in Columbia Home Magazine?

YES	247	74.2%
NO	86	25.8%

3. How long do you keep Columbia Home Magazine before discarding it?

24%	Two weeks or less
03%	Three weeks
32%	One month
41%	More than one month

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

Reader	Market
Demographics	Demographics
30%	50% Male Readers
70%	50% Female Readers



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

Reader Demographics	Market Demographics
00%	09% 18 - 20
01%	11% 21 - 24
10%	20% 25 - 34
21%	14% 35 - 44
29%	16% 45 - 54
28%	15% 55 - 64
10%	08% 65 - 74
01%	04% 75 - 84
00%	02% 85 years or older

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

Reader Demographics	Market Demographics
00%	13% under \$15,000
01%	10% \$15,000 - \$24,999
03%	10% \$25,000 - \$34,999
06%	14% \$35,000 - \$49,999
21%	19% \$50,000 - \$74,999
20%	14% \$75,000 - \$99,999
13%	08% \$100,000 - \$124,999
12%	05% \$125,000 - \$149,999
14%	03% \$150,000 - \$199,999
10%	03% over \$200,000

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

Reader Demographics	Market Demographics
00%	09% Some High School or Less
11%	26% Graduated High School
17%	26% Some College
46%	25% Graduated College
16%	10% Completed Master Degree
06%	02% Completed Professional Degree
04%	02% Completed Doctorate Degree



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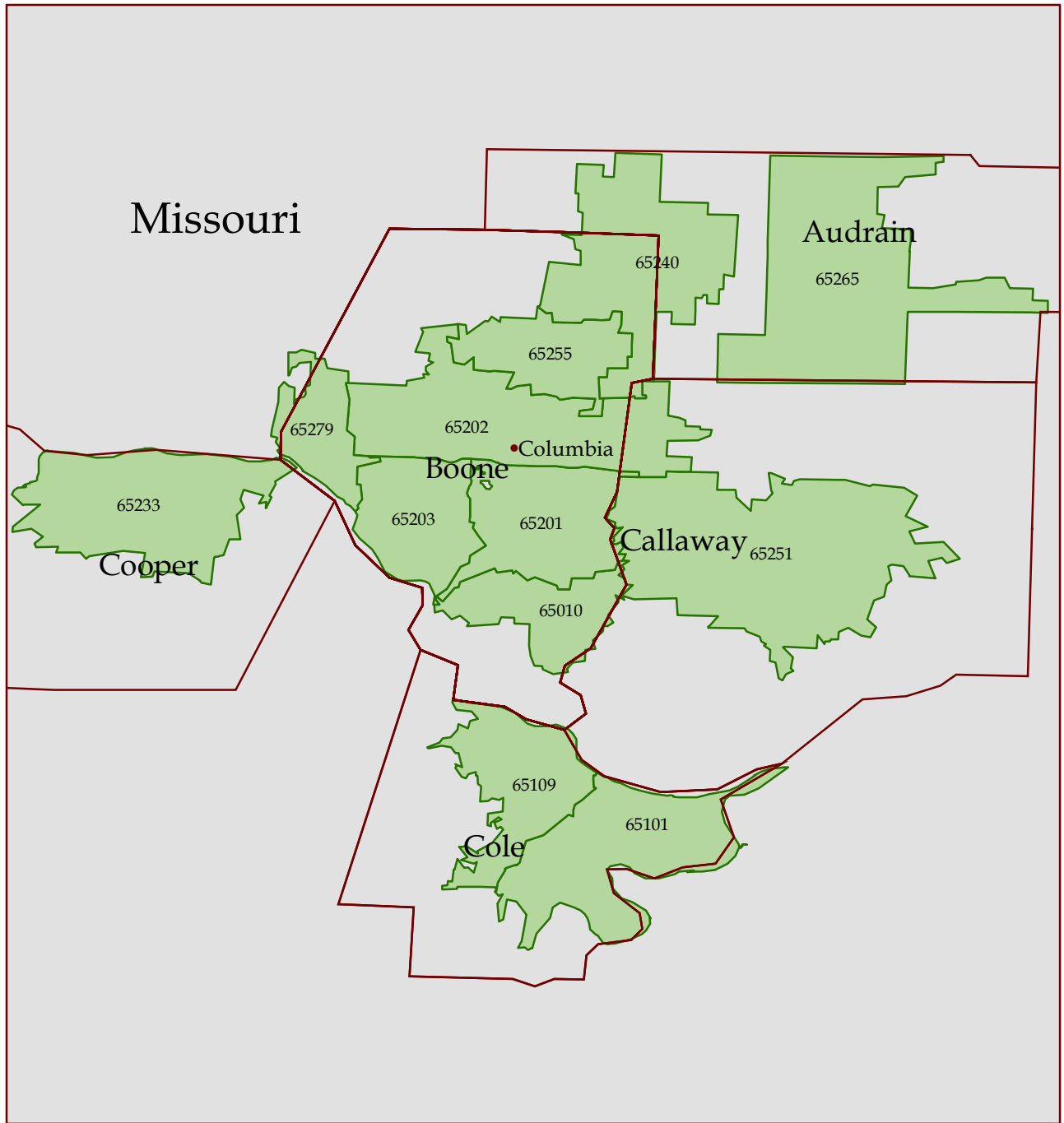


8. Which of the following products or services do you plan to purchase during the next twelve months?

- 19% New Automobile (% = Positive respondents)
- 21% Used Automobile
- 23% Antiques / Auctions
- 63% Furniture / Home Furnishings
- 20% Major Home Appliance
- 19% Computers / Tablets / Laptops
- 53% Home Improvements / Home Improvement Supplies
- 27% Television / Electronics
- 19% Carpet / Flooring
- 59% Automobile Accessories (tires, brakes & service)
- 38% Lawn & Garden Supplies
- 31% Florist / Gift Shops
- 18% Home Heating & Air Conditioning (service, new equipment)
- 65% Vacations / Travel
- 10% Real Estate
- 61% Men's Apparel
- 75% Women's Apparel
- 49% Children's Apparel
- 02% Boats / Personal Watercraft
- 19% Art & Crafts Supplies
- 16% Childcare
- 35% Education / Classes
- 07% Attorney
- 26% Veterinarian
- 14% Chiropractor
- 26% Financial Planner (Retirement, Investing)
- 58% Tax Advisor / Services
- 49% Health Club / Exercise Class
- 38% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
- 15% Weight Loss
- 39% Lawn Care Service (Maintenance & Landscaping)
- 28% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
- 55% Pharmacist / Prescription Service
- 28% Cell Phone or Smart Phone (New Service or Update Service)
- 93% Dining & Entertainment
- 27% Jewelry
- 06% Wedding Supplies
- 31% Athletic & Sports Equipment
- 03% Motorcycles / ATV's





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Columbia Home Magazine
 Columbia, Missouri
 01-2497

Key to Features

-  County Boundary
-  ZIP Code Boundary

