

Audit Period: October 1, 2008 – September 30, 2009

The Reminder

1049 Main St (PO Box 33)
Coventry, RI 02816
(401) 821-2216
(401) 821-0397 FAX

EMAIL: rreminder@aol.com
www.rreminder.com

1. Publication Information

Average Net Circulation:	28,270 (Print Edition)
Number of Editions:	One
Format / Average Page Count:	Tabloid / 32 Pages
Circulation Cycle:	Weekly
Circulation Day / Time:	Tuesday / by 5 PM
Ownership:	Stevens Publishing, Inc
Year Established:	1954
Publication Type:	Shopper
Content:	80% Advertising / 20% Editorial
Circulation Paid/Unpaid:	100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods:	1% Home Delivery / 83% Mail / 16% Controlled Bulk
Insert Zoning Available:	Yes - ZIP Code
CVC Member Number:	17-0028
DMA/MSA:	Providence, RI / Providence--Fall River--Warwick, RI--MA
Audit Funded By:	Community Papers of New England

2. Rate Card and Mechanical Data

Rate Card Effective Date:	December 1, 2007
Mechanical Data:	Six (6) columns x 16-inch column depth Full page: 10.25" wide X 16" depth.
Open Rate:	Local: \$11.50 per column inch National: \$11.50 per column inch
Insert Open Rate:	\$42.00 per thousand
Classified Rate:	\$8.00 for up to 10 words
Volume, frequency, contract, color, and other rates may be available from the publisher.	

3. Contact Information

Publisher:	Peter Stevens	EMAIL: rreminder@aol.com
Advertising:	Peter Stevens	EMAIL: rreminder@aol.com
Circulation:	Peter Stevens	EMAIL: rreminder@aol.com

4. Circulation Pricing

The Reminder is a controlled circulation weekly without circulation pricing. Annual mail subscription rate: Contact Publisher



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

CVC Account Number: 17-0028		The Reminder Coventry, RI
Audit Period Summary		
Average Net Circulation	(5-H)	28,270
Average Gross Distribution	(5-F)	28,270
Average Net Press Run	(5-A)	28,297
Audit Period Detail		
A. Average Net Press Run		28,297
B. Office / File		27
C. Controlled Distribution		
1. Home Delivery		320
2. Controlled Bulk Delivery / Demand Distribution		4,598
3. Mail		23,352
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		28,270
D. Paid Distribution		
1. Home 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. 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		28,270
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		28,270

6A. Audited Average Website Reporting

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

6B. Audited Online Edition Reporting

	Monthly Audit Period Average
Unique Digital Edition Visitors	254
Digital Edition Page Views	2,959

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.
- 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.

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
01/01/09-12/31/09	CVC	28,493	27,683	27,683	-
01/01/08-12/31/08	CVC	29,128	29,128	29,128	29,128
01/01/07-12/31/07	CVC	28,679	29,128	29,128	29,128
01/01/06-12/31/06	CVC	29,174	29,128	29,128	29,128
01/01/05-12/31/05	CVC	28,702	28,756	28,993	28,556
01/01/04-12/31/04	CVC	28,556	28,556	28,679	28,556
01/01/03-12/31/03	CVC	28,556	28,556	28,556	28,556
01/01/02-12/31/02	CVC	28,556	28,556	28,556	28,738
10/01/01-12/31/01	CVC	-	-	-	28,556

9. Distribution by Zip Code (6/30/2009 Edition) Tuesday

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
02815	Clayville	Providence	0	0	113	0	113
02816	Coventry	Kent	320	2,740	11,476	0	14,536
02817	West Greenwich	Kent	0	275	1,930	0	2,205
02822	Exeter	Washington	0	150	0	0	150
02823	Fiskeville	Providence	0	0	240	0	240
02827	Greene	Kent	0	0	714	0	714
02831	Hope	Providence	0	80	1,285	0	1,365
02832	Hope Valley	Washington	0	60	0	0	60
02893	West Warwick	Kent	0	1,565	6,786	0	8,351
TOTAL			320	4,870	22,544	0	27,734

10. Distribution by County (6/30/2009 Edition) Tuesday

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Kent	Coventry Greene West Greenwich West Warwick	320	4,580	20,906	0	25,806
Providence	Clayville Fiskeville Hope	0	80	1,638	0	1,718
Washington	Exeter Hope Valley	0	210	0	0	210
TOTAL		320	4,870	22,544	0	27,734



www.cvcaudit.com

11. Verification of Receivership & Readership

Controlled Home Delivery and Mail Distribution

The Circulation Verification Council interviewed 324 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. The Reminder is distributed regularly in your area. Do you receive The Reminder on a regular basis?
2. (If response to #1 was YES) Do you or someone in your household regularly read or look through The Reminder?

CVC interviews indicate that 319 of 324 households or 98.5% indicated they receive The Reminder on a regular basis.

CVC interviews indicate that 263 of 319 or 82.4% indicate they regularly read or look through The Reminder.

*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 The Reminder on a regular basis.

CVC interviews indicate that less than 15% of The Reminder’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: 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.



www.cvcaudit.com

The current status of this report expires December 31, 2010.

If this report is presented after December 31, 2010 please call the toll-free number listed below.

The Reminder - Coventry, RI 02816 - 17-0028 - Supplemental Readership Study

The Circulation Verification Council interviewed 324 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. *263 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: 1.825***

*Readership estimates compiled from 2009 CVC circulation & readership study data.

1. The Reminder is distributed regularly in your area. Does your household regularly receive The Reminder?

YES	319	98.5%
NO	5	01.5%

2. Do you or someone in your household regularly read or look through The Reminder?

YES	263	82.4%
NO	56	17.6%

3. Do you frequently purchase products or services from ads seen in The Reminder?

YES	221	84.0%
NO	42	16.0%

4. How long do you keep The Reminder before discarding it?

42%	1-2 Days
12%	3-4 Days
08%	5-6 Days
38%	1 Week or More

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

Reader Demographics	Market Demographics	
01%	04%	18 - 20
07%	06%	21 - 24
16%	15%	25 - 34
24%	20%	35 - 44
25%	21%	45 - 54
18%	15%	55 - 64
08%	09%	65 - 74
02%	10%	75 years or older



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

Reader Demographics	Market Demographics	
05%	18%	Under \$25,000
29%	23%	\$25,001 - \$49,999
24%	21%	\$50,000 - \$74,999
18%	16%	\$75,000 - \$99,999
16%	15%	\$100,000 - \$149,999
08%	07%	Over \$150,000

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

Reader Demographics	Market Demographics	
05%	15%	Some High School or Less
34%	29%	Graduated High School
27%	29%	Some College
26%	18%	Graduated College
08%	09%	Completed Post Graduate

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

	(% = Positive respondents)
11%	New Automobile
12%	Used Automobile
21%	Antiques / Auctions
48%	Furniture / Home Furnishings
19%	Major Home Appliance
13%	Home Computers
39%	Home Improvements / Supplies
37%	Television / Electronics
17%	Carpet / Flooring
60%	Automobile Accessories (tires, brakes & service)
71%	Lawn & Garden
45%	Florist / Gift Shops
53%	Home Heating / Air Conditioning (service, new equipment)
41%	Vacations / Travel
04%	Real Estate
77%	Men's Apparel
85%	Women's Apparel
49%	Children's Apparel
01%	Boats / Personal Watercraft
32%	Art & Crafts Supplies
23%	Childcare
33%	Education / Classes
15%	Attorney
21%	Veterinarian
16%	Chiropractor
23%	Financial Planner (Retirement, Investing)
59%	Tax Advisor / Services
24%	Health Club / Exercise Class
43%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
04%	Weight Loss
32%	Lawn Care Service (Maintenance & Landscaping)
51%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
73%	Pharmacist / Prescription Service
21%	Cellular Phone New/Update Service
82%	Dining & Entertainment
15%	Jewelry
10%	Wedding Supplies
41%	Athletic & Sports Equipment