

Audit Period: July 1, 2015 – June 30, 2017

Pennywise

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www.pennywiseads.com

1. Audited Media Platforms

Print Publication:	Average Net Circulation:	25,968 (Print Edition)
Website:	Average Website Unique Users:	7,576
Social Media:	Average Facebook Likes:	2,902
	Average Twitter Followers:	540

2. Publication Information

Number of Editions:	Four
Format / Average Page Count:	Digest / 48 Pages
Circulation Cycle:	Weekly
Ownership:	PFW Publications, Ltd.
Year Established:	1975
Publication Type:	Shopper
	100% Controlled / 0% Paid / 0% Sponsor Paid
Content:	95% Advertising / 5% Editorial
Primary Delivery Methods:	90% Mail / 10% Controlled Bulk
Annual Mail Subscription Rate:	\$107.00
Insert Zoning Available:	Yes - Zone
CVC Member Number:	19-0901
DMA/MSA/CBSA:	Kaslo, BC / Kaslo, BC / Kaslo, BC
Audit Funded By:	Pacific Northwest Association of Want Ad Newspapers

3. Rate Card and Mechanical Data

Rate Card Effective Date:	January 1, 2017
Mechanical Data:	Two (2) columns X 9.7" column depth Full page: 6.75" wide X 9.7" depth.
Open Rate:	Local: \$271.33 Full Page - \$59.31 1/8 th Page National: \$271.33 Full Page - \$59.31 1/8 th Page
Insert Open Rate:	\$90.00 per thousand
Classified Rate:	\$3.50 for up to 15 words
Deadline Day & Time:	Thursday by 3 PM
Website Rates:	Contact larissa@pennywiseads.com
Additional rates may be available from the publisher.	

4. Contact Information

Publisher:	Karma Halleran	EMAIL: karma@pennywiseads.com
Advertising:	Larissa Scott	EMAIL: larissa@pennywiseads.com
Circulation:	Julie Wilson	EMAIL: julie@pennywiseads.com



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

CVC Account Number: 19-0901	Tuesday	Pennywise - Consolidated Kaslo, BC
Audit Period Summary		
Average Net Circulation	(5-H)	25,968
Average Gross Distribution	(5-F)	25,968
Average Net Press Run	(5-A)	26,179
Audit Period Detail		
A. Average Net Press Run		26,179
B. Office / File		211
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		2,631
3. Mail		23,337
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		0
Total Average Controlled Distribution		25,968
Controlled Returns		(0)
TOTAL AVERAGE CONTROLLED CIRCULATION		25,968
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)
TOTAL AVERAGE PAID CIRCULATION		0
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)
TOTAL AVERAGE SPONSORED CIRCULATION		0
F. Average Gross Distribution		25,968
G. Total Unclaimed / Returns		(0)*
H. Average Net Circulation		25,968

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

CVC Account Number: 19-0225		Tuesday	Pennywise - Castlegar / Slocan Valley Edition Kaslo, BC
Audit Period Summary			
Average Net Circulation	(5-H)		8,447
Average Gross Distribution	(5-F)		8,447
Average Net Press Run	(5-A)		8,499
Audit Period Detail			
A. Average Net Press Run			8,499
B. Office / File			52
C. Controlled Distribution			
1. Carrier Delivery			0
2. Bulk Delivery / Demand Distribution			1,180
3. Mail			7,267
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			0
Total Average Controlled Distribution			8,447
Controlled Returns			(0)
TOTAL AVERAGE CONTROLLED CIRCULATION			8,447
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)
TOTAL AVERAGE PAID CIRCULATION			0
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)
TOTAL AVERAGE SPONSORED CIRCULATION			0
F. Average Gross Distribution			8,447
G. Total Unclaimed / Returns			(0)*
H. Average Net Circulation			8,447



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

CVC Account Number: 19-0224	Tuesday	Pennywise - Kootenay Lake Edition Kaslo, BC
Audit Period Summary		
Average Net Circulation	(5-H)	3,527
Average Gross Distribution	(5-F)	3,527
Average Net Press Run	(5-A)	3,580
Audit Period Detail		
A. Average Net Press Run		3,580
B. Office / File		53
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		514
3. Mail		3,013
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		0
Total Average Controlled Distribution		3,527
Controlled Returns		(0)
TOTAL AVERAGE CONTROLLED CIRCULATION		3,527
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)
TOTAL AVERAGE PAID CIRCULATION		0
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)
TOTAL AVERAGE SPONSORED CIRCULATION		0
F. Average Gross Distribution		3,527
G. Total Unclaimed / Returns		(0)*
H. Average Net Circulation		3,527



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

CVC Account Number: 19-0004	Tuesday	Pennywise - Nelson / Salmo Edition Kaslo, BC
Audit Period Summary		
Average Net Circulation	(5-H)	5,427
Average Gross Distribution	(5-F)	5,427
Average Net Press Run	(5-A)	5,483
Audit Period Detail		
A. Average Net Press Run		5,483
B. Office / File		56
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		500
3. Mail		4,927
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		0
Total Average Controlled Distribution		5,427
Controlled Returns		(0)
TOTAL AVERAGE CONTROLLED CIRCULATION		5,427
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)
TOTAL AVERAGE PAID CIRCULATION		0
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)
TOTAL AVERAGE SPONSORED CIRCULATION		0
F. Average Gross Distribution		5,427
G. Total Unclaimed / Returns		(0)*
H. Average Net Circulation		5,427



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

CVC Account Number: 19-0226		Tuesday	Pennywise - Trail / Beaver Valley Edition Kaslo, BC
Audit Period Summary			
Average Net Circulation	(5-H)		8,567
Average Gross Distribution	(5-F)		8,567
Average Net Press Run	(5-A)		8,617
Audit Period Detail			
A. Average Net Press Run			8,617
B. Office / File			50
C. Controlled Distribution			
1. Carrier Delivery			0
2. Bulk Delivery / Demand Distribution			437
3. Mail			8,130
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			0
Total Average Controlled Distribution			8,567
Controlled Returns			(0)
TOTAL AVERAGE CONTROLLED CIRCULATION			8,567
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)
TOTAL AVERAGE PAID CIRCULATION			0
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)
TOTAL AVERAGE SPONSORED CIRCULATION			0
F. Average Gross Distribution			8,567
G. Total Unclaimed / Returns			(0)*
H. Average Net Circulation			8,567

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 Canada Post 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 Canada Post 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 Canada Post 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.pennywiseads.com

	Monthly Audit Period Average
Website Unique Users	7,576
Website Sessions	12,929
Website Page Views	32,441
Pages Per Visit	2.51
Average Time Spent on Website	00:02:24

Explanatory – Website

PARAGRAPH SIX (A)

UNIQUE USERS: A unique user 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 users. Please see CVC Rules & Regulations for further information.

SESSIONS: The total number of sessions, expressed as a monthly average, to a publication’s website regardless of unique status, as expressed above.

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 hours, minutes and seconds.

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/pennywiseworks	2,902 Likes
Twitter - @pennywiseads	540 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 - Not Reported

6F. Video & Podcast Media - Not Reported

7. Average Print Circulation History – Pennywise – Consolidated

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/17-12/31/17	CVC	26,253	26,315	-	-
01/01/16-12/31/16	CVC	26,078	25,722	25,772	25,718
01/01/15-12/31/15	CVC	26,023	26,048	26,023	26,018
01/01/14-12/31/14	CVC	27,207	25,849	25,906	26,016
01/01/13-12/31/13	CVC	26,716	26,716	27,314	27,314
01/01/12-12/31/12	CVC	26,820	26,631	26,716	26,716
01/01/11-12/31/11	CVC	26,820	26,820	26,820	26,820
01/01/10-12/31/10	CVC	26,901	26,837	26,801	26,790
01/01/09-12/31/09	CVC	25,264	25,264	26,368	26,368
01/01/08-12/31/08	CVC	27,654	27,654	27,654	26,727
01/01/07-12/31/07	CVC	25,537	27,668	27,668	27,668
01/01/05-12/31/06	Prior CVC	-	-	-	-

8A. Distribution by Postal Code (6/27/2017 Edition) Tuesday - Pennywise - Castlegar / Slokan Valley

POSTAL CODE	CITY / AREA	PROVINCE	PROV.	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
VOG 1G0	Genelle	British Columbia	BC	0	0	300	0	300
VOG 1H0	Crescent Valley	British Columbia	BC	0	0	500	0	500
VOG 2C0	Slokan	British Columbia	BC	0	0	250	0	250
VOG 2E0	Slokan Park	British Columbia	BC	0	0	183	0	183
VOG 2G0	South Slokan	British Columbia	BC	0	0	488	0	488
VOG 2J0	Winlaw	British Columbia	BC	0	0	549	0	549
V1N	Castlegar RR1	British Columbia	BC	0	0	730	0	730
V1N	Castlegar RR2	British Columbia	BC	0	0	558	0	558
V1N	Castlegar RR3	British Columbia	BC	0	0	586	0	586
V1N 2B0	Castlegar	British Columbia	BC	0	1,207	3,169	50	4,426
TOTAL				0	1,207	7,313	50	8,570

8B. Distribution by Postal Code (6/27/2017 Edition) Tuesday - Pennywise - Kootenay Lake Edition

POSTAL CODE	CITY / AREA	PROVINCE	PROV.	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
VOB OB1	Crawford Bay	British Columbia	BC	0	0	169	0	169
VOB 1S0	Gray Creek	British Columbia	BC	0	0	48	0	48
VOB 1X0	Kootenay Bay	British Columbia	BC	0	0	86	0	86
VOB 2B0	Riondel	British Columbia	BC	0	0	81	0	81
VOG 1A0	Ainsworth	British Columbia	BC	0	0	50	0	50
VOG 1C0	Balfour	British Columbia	BC	0	0	132	0	132
VOG 1M0	Kaslo	British Columbia	BC	0	560	654	50	1,264
VOG 1N 0	Argenta	British Columbia	BC	0	0	60	0	60
VOG 1N0	Meadow Creek	British Columbia	BC	0	0	93	0	93
VOG 1V0	Proctor	British Columbia	BC	0	0	84	0	84
V1L	Nelson RR 1 & 3	British Columbia	BC	0	0	1,561	0	1,561
TOTAL				0	560	3,018	50	3,628

8C. Distribution by Postal Code (6/27/2017 Edition) Tuesday - Pennywise - Nelson / Salmo Edition

POSTAL CODE	CITY / AREA	PROVINCE	PROV.	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
VOG 1Z0	Salmo	British Columbia	BC	0	0	750	0	750
VOG 2K0	Ymir	British Columbia	BC	0	0	75	0	75
VIL	Nelson	British Columbia	BC	527	560	2,676	50	3,813
VIL	Nelson RR#2	British Columbia	BC	0	0	834	0	834
TOTAL				527	560	4,335	50	5,472

8D. Distribution by Postal Code (6/27/2017 Edition) Tuesday - Pennywise-Trail/Beaver Valley Edition

POSTAL CODE	CITY / AREA	PROVINCE	PROV.	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
VOG 1L0	Fruitvale	British Columbia	BC	0	0	1,366	0	1,366
VOG 1P0	Montrose	British Columbia	BC	0	0	510	0	510
VOG 1Y0	Rossland	British Columbia	BC	0	0	1,450	0	1,450
V1R	Trail	British Columbia	BC	0	502	4,485	50	5,037
V1R	Trail RR1	British Columbia	BC	0	0	425	0	425
TOTAL				0	502	8,236	50	8,788



9A. Distribution by Province (6/27/2017 Edition) Tuesday - Pennywise - Castlegar / Slokan Valley

PROVINCE	CITY / AREA	PROV.	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
British Columbia	Castlegar Castlegar RR1 Castlegar RR2 Castlegar RR3 Crescent Valley Genelle Slocan Slocan Park South Slocan Winlaw	BC	0	1,207	7,313	50	8,570
TOTAL			0	1,207	7,313	50	8,570

9B. Distribution by Province (6/27/2017 Edition) Tuesday - Pennywise - Kootenay Lake Edition

PROVINCE	CITY / AREA	PROV.	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
British Columbia	Ainsworth Argenta Balfour Crawford Bay Gray Creek Kaslo Kootenay Bay Meadow Creek Nelson RR 1 & 3 Proctor Riondel	BC	0	560	3,018	50	3,628
TOTAL			0	560	3,018	50	3,628

9C. Distribution by Province (6/27/2017 Edition) Tuesday - Pennywise - Nelson / Salmo Edition

PROVINCE	CITY / AREA	PROV.	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
British Columbia	Nelson Nelson RR#2 Salmo Ymir	BC	527	560	4,335	50	5,472
TOTAL			527	560	4,335	50	5,472

9D. Distribution by Province (6/27/2017 Edition) Tuesday - Pennywise - Trail / Beaver Valley Edition

PROVINCE	CITY / AREA	PROV.	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
British Columbia	Fruitvale Montrose Rossland Trail Trail RR1	BC	0	502	8,236	50	8,788
TOTAL			0	502	8,236	50	8,788



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10. Verification of Distribution – Mail and Carrier Delivery Distribution

Pennywise reported an average mail distribution of 23,337 during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. Pennywise 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 Pennywise on a regular basis to substantiate the publisher’s distribution claims.

CVC verification confirms that 267 of 329 or 81.2% report they regularly read or look through Pennywise.

*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 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 verification, online, email, and/or social media contact. Delivery verification source data can include, but is not limited to, business and cell phone listings, 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 indicates that less than 15% of Pennywise’s returnable source distributed editions are returned to the publisher unclaimed after the edition cycle.

12. Paid Reporting Analysis – Not Applicable

Optional Publisher Reporting - Special Section / Special Edition Reporting

SPECIAL SECTION TITLE	DEADLINE MONTH	EDITION MONTH
Kaslo & Area Guide	August	January
Go & Do Spring	February	May
Go & Do Summer	May	July
Go & Do Winter	October	December



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13. Council Audit Statement

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