

**Audit Period: July 1, 2017 – June 30, 2019**

**Pennywise**

PO Box 430  
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250-353-2602

EMAIL: karma@pennywiseads.com  
www.pennywiseads.com

**1. Audited Media Platforms**

Print Publication:	Average Net Circulation:	26,468 (Print Edition)
Website:	Average Website Unique Users:	4,796
Social Media:	Average Facebook Likes:	2,996

**Pennywise – Total Gross Contacts**

CVC Estimated Edition Readership:	34,545
Total Digital Contacts:	8,904
Total Estimated Gross Contacts:	43,449*

\*Total gross contacts include CVC estimated edition readership, website unique users, social media followers, and opened e-newsletter contacts. Total gross contact estimates can include significant audience duplication. There was no attempt made to eliminate any duplication that may exist.

**2. Publication Information**

Number of Editions:	Four
Format / Average Page Count:	Digest / 48 Pages
Circulation Cycle:	Weekly
Ownership:	K S Perry Publishing, Ltd.
Year Established:	1975
Publication Type:	Shopper
	100% Controlled / 0% Paid / 0% Sponsor Paid
Content:	95% Advertising / 5% Editorial
Primary Delivery Methods:	89% Mail / 11% 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



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### 3. Rate Card and Mechanical Data

Rate Card Effective Date:	January 1, 2019
Mechanical Data:	Two (2) columns X 9.7" column depth Full page: 6.75" wide X 9.7" depth.
Open Rate:	Local: \$345.60 Full Page - \$76.10 1/8 <sup>th</sup> Page National: \$345.60 Full Page - \$76.10 1/8 <sup>th</sup> Page
Insert Open Rate:	\$90.00 per thousand
Classified Rate:	\$3.50 for up to 15 words; \$0.20 per additional word
Deadline Day & Time:	Thursday by 3 PM

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
Advertising:	Rick Wiltse	EMAIL: rick@pennywiseads.com
Advertising:	Adam Prisciak	EMAIL: adam@pennywiseads.com
Circulation:	Julie Wilson	EMAIL: julie@pennywiseads.com



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

CVC Account Number: 19-0901	Tuesday	Pennywise - Consolidated Kaslo, BC
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>26,468</b>
Average Gross Distribution	(5-F)	26,468
Average Net Press Run	(5-A)	26,594
<b>Audit Period Detail</b>		
A. Average Net Press Run		26,594
B. Office / File		126
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		2,899
3. Mail		23,515
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		54
Total Average Controlled Distribution		26,468
Controlled Returns		(0)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>		<b>26,468</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		26,468
G. Total Unclaimed / Returns		(0)*
<b>H. Average Net Circulation</b>		<b>26,468</b>

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

CVC Account Number: 19-0225	Tuesday	Pennywise - Castlegar / Slocan Valley Castlegar / Slocan Valley, BC
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>8,637</b>
Average Gross Distribution	(5-F)	8,637
Average Net Press Run	(5-A)	8,669
<b>Audit Period Detail</b>		
A. Average Net Press Run		8,669
B. Office / File		32
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		1,245
3. Mail		7,379
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		13
Total Average Controlled Distribution		8,637
Controlled Returns		(0)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>		<b>8,637</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		8,637
G. Total Unclaimed / Returns		(0)*
<b>H. Average Net Circulation</b>		<b>8,637</b>

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

CVC Account Number: 19-0224	Tuesday	Pennywise - Kootenay Lake Kootenay Lake, BC
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>3,571</b>
Average Gross Distribution	(5-F)	3,571
Average Net Press Run	(5-A)	3,602
<b>Audit Period Detail</b>		
A. Average Net Press Run		3,602
B. Office / File		31
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		583
3. Mail		2,973
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		15
Total Average Controlled Distribution		3,571
Controlled Returns		(0)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>		<b>3,571</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		3,571
G. Total Unclaimed / Returns		(0)*
<b>H. Average Net Circulation</b>		<b>3,571</b>

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

CVC Account Number: 19-0004	Tuesday	Pennywise - Nelson / Salmo Nelson / Salmo, BC
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>5,682</b>
Average Gross Distribution	(5-F)	5,682
Average Net Press Run	(5-A)	5,713
<b>Audit Period Detail</b>		
A. Average Net Press Run		5,713
B. Office / File		31
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		546
3. Mail		5,123
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		13
Total Average Controlled Distribution		5,682
Controlled Returns		(0)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>		<b>5,682</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		5,682
G. Total Unclaimed / Returns		(0)*
<b>H. Average Net Circulation</b>		<b>5,682</b>

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

CVC Account Number: 19-0226	Tuesday	Pennywise - Trail / Beaver Valley Trail / Beaver Valley / Rossland, BC
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>8,578</b>
Average Gross Distribution	(5-F)	8,578
Average Net Press Run	(5-A)	8,610
<b>Audit Period Detail</b>		
A. Average Net Press Run		8,610
B. Office / File		32
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		525
3. Mail		8,040
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		13
Total Average Controlled Distribution		8,578
Controlled Returns		(0)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>		<b>8,578</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		8,578
G. Total Unclaimed / Returns		(0)*
<b>H. Average Net Circulation</b>		<b>8,578</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 the 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 the 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 10 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 11 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 11 for paid reporting analysis.

**3. MAIL:** See C3 for explanation of mail distribution. See paragraph 11 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 10 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 10 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 10 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).



**6. Average Print Circulation History – Pennywise - Consolidated**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/19-12/31/19	CVC	26,570	26,509	-	-
01/01/18-12/31/18	CVC	26,336	26,532	26,650	26,331
01/01/17-12/31/17	CVC	26,253	26,315	26,315	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
01/01/05-12/31/09	Prior CVC	-	-	-	-

**7A. Distribution by Postal Code (7/31/2018 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	366	0	366
VOG 1H0	Crescent Valley	British Columbia	BC	0	0	497	0	497
VOG 2C0	Slokan	British Columbia	BC	0	0	261	0	261
VOG 2E0	Slokan Park	British Columbia	BC	0	0	184	0	184
VOG 2G0	South Slokan	British Columbia	BC	0	0	502	0	502
VOG 2J0	Winlaw	British Columbia	BC	0	0	579	0	579
V1N	Castlegar RR1	British Columbia	BC	0	0	742	0	742
V1N	Castlegar RR2	British Columbia	BC	0	0	593	0	593
V1N	Castlegar RR3	British Columbia	BC	0	0	616	0	616
V1N 2B0	Castlegar	British Columbia	BC	0	1,322	3,099	30	4,451
<b>TOTAL</b>				<b>0</b>	<b>1,322</b>	<b>7,439</b>	<b>30</b>	<b>8,791</b>

**7B. Distribution by Postal Code (7/31/2018 Edition) Tuesday - Pennywise - Kootenay Lake Edition**

POSTAL CODE	CITY / AREA	PROVINCE	PROV.	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
VOB 0B1	Crawford Bay	British Columbia	BC	0	0	119	0	119
VOB 1S0	Gray Creek	British Columbia	BC	0	0	26	0	26
VOB 1X0	Kootenay Bay	British Columbia	BC	0	0	49	0	49
VOB 2B0	Riondel	British Columbia	BC	0	0	74	0	74
VOG 1A0	Ainsworth	British Columbia	BC	0	0	50	0	50
VOG 1C0	Balfour	British Columbia	BC	0	0	122	0	122
VOG 1M0	Kaslo	British Columbia	BC	0	586	640	37	1,263
VOG 1N 0	Argenta	British Columbia	BC	0	0	45	0	45
VOG 1N0	Meadow Creek	British Columbia	BC	0	0	70	0	70
VOG 1V0	Proctor	British Columbia	BC	0	0	93	0	93
V1L	Nelson RR 1 & 3	British Columbia	BC	0	0	1,728	0	1,728
<b>TOTAL</b>				<b>0</b>	<b>586</b>	<b>3,016</b>	<b>37</b>	<b>3,639</b>



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**7C. Distribution by Postal Code (7/31/2018 Edition) Tuesday - Pennywise - Nelson / Salmo Edition**

POSTAL CODE	CITY / AREA	PROVINCE	PROV.	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
V0G 1Z0	Salmo	British Columbia	BC	0	0	551	0	551
V0G 2K0	Ymir	British Columbia	BC	0	0	46	0	46
VIL	Nelson	British Columbia	BC	0	578	3,670	30	4,278
VIL	Nelson RR#2	British Columbia	BC	0	0	861	0	861
<b>TOTAL</b>				<b>0</b>	<b>578</b>	<b>5,128</b>	<b>30</b>	<b>5,736</b>

**7D. Distribution by Postal Code (7/31/2018 Edition) Tuesday - Pennywise-Trail/Beaver Valley Edition**

POSTAL CODE	CITY / AREA	PROVINCE	PROV.	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
V0G 1L0	Fruitvale	British Columbia	BC	0	0	1,356	0	1,356
V0G 1P0	Montrose	British Columbia	BC	0	0	483	0	483
V0G 1Y0	Rossland	British Columbia	BC	0	0	1,388	0	1,388
V1R	Trail	British Columbia	BC	0	568	4,323	30	4,921
V1R	Trail RR1	British Columbia	BC	0	0	495	0	495
<b>TOTAL</b>				<b>0</b>	<b>568</b>	<b>8,045</b>	<b>30</b>	<b>8,643</b>

**8A. Distribution by Province (7/31/2018 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	1,322	7,439	30	8,791
<b>TOTAL</b>			<b>0</b>	<b>1,322</b>	<b>7,439</b>	<b>30</b>	<b>8,791</b>

**8B. Distribution by Province (7/31/2018 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	586	3,016	37	3,639
<b>TOTAL</b>			<b>0</b>	<b>586</b>	<b>3,016</b>	<b>37</b>	<b>3,639</b>

**8C. Distribution by Province (7/31/2018 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	0	578	5,128	30	5,736
TOTAL			0	578	5,128	30	5,736

**8D. Distribution by Province (7/31/2018 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	568	8,045	30	8,643
TOTAL			0	568	8,045	30	8,643

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

Pennywise reported an average mail distribution of 23,515 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.

**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 269 of 340 or 79.1% 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%.

**10. 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 is performed using multi-source methodologies considered necessary under the circumstances of the audit. Delivery verification can include, but is not limited to, on-site verification, business 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).

**CVC verification indicates that less than 15% of Pennywise’s returnable source distributed editions are returned to the publisher unclaimed after the edition cycle.**

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



**12A. Audited Average Website Reporting - www.pennywiseads.com**

	Monthly Audit Period Average
Website Unique Users	4,796
Website Sessions	9,541
Percent of New Users	79.8%
Website Page Views	22,235
Pages Per Visit	2.33
Average Time Spent on Website	0:01:56
Bounce Rate	55.40%

**Explanatory – Website**

**PARAGRAPH TWELVE (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.

**PERCENT NEW USERS:** The percentage of users 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 users.

**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.

**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.

**12B. Audited Online/Digital Edition Reporting - Not Reported**

**12C. Text Media - Not Reported**

**12D. Social Media**

Social Media Source	Average Media Usage	June 2019
www.facebook.com/pennywiseworks	2,996 Likes	2,999 Likes

**Explanatory – Social Media**

**PARAGRAPH TWELVE (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.

**12E. Email Media - Not Reported**

**12F. Video & Podcast Media - Not Reported**



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### 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 June 30, 2021.**

If this report is presented after June 30, 2021 please call the toll-free number listed below.