

**Audit Period: July 1, 2012 – June 30, 2014**

**Cass River Trader**

5881 Frankenmuth Rd  
Vassar, MI 48768  
(989) 823-8651  
(989) 823-2531 FAX

EMAIL: ryan@northernmichigan.com  
www.cassrivertrader.com

**1. Publication Information**

Average Net Circulation: 19,180 (Print Edition)  
Number of Editions: One  
Format / Average Page Count: Tabloid / 16 Pages  
Circulation Cycle: Weekly  
Circulation Day / Time: Monday / by 12 Noon  
Ownership: Bilbey Publications LLC  
Year Established: 1967  
Publication Type: Shopper  
Content: 100% Advertising / 0% Editorial  
Circulation Paid/Unpaid: 100% Unpaid / <1% Paid / 0% Sponsored  
Primary Delivery Methods: 93% Carrier Delivery / <1% Mail / 7% Controlled Bulk  
Insert Zoning Available: Yes - Route  
CVC Member Number: 22-0098  
DMA/MSA: Flint, MI  
Audit Funded By: Community Papers of Michigan

**2. Rate Card and Mechanical Data**

Rate Card Effective Date: September 1, 2012  
Mechanical Data: Six (6) columns x 15-inch column depth  
Full page: 10.5" wide X 15" depth.  
Open Rate: Local: \$5.95 per column inch  
National: \$5.95 per column inch  
Insert Open Rate: \$60.00 per thousand  
Classified Rate: \$7.50 for up to 10 words  
Volume, frequency, contract, color, and other rates may be available from the publisher.

**3. Contact Information**

Publisher: Ryan Bilbey EMAIL: ryan@northernmichigan.com  
Advertising: Ryan Bilbey EMAIL: ryan@northernmichigan.com

**4. Circulation Pricing**

Cass River Trader 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: 22-0098		Cass River Trader Vassar, MI
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>19,180</b>
Average Gross Distribution	(5-F)	19,180
Average Net Press Run	(5-A)	19,200
<b>Audit Period Detail</b>		
A. Average Net Press Run		19,200
B. Office / File		20
C. Controlled Distribution		
1. Carrier Delivery		17,711
2. Controlled Bulk Delivery / Demand Distribution		1,386
3. Mail		5
4. Restock & Office Service		73
5. Other:		0
<b>TOTAL AVERAGE CONTROLLED DISTRIBUTION</b>		<b>19,175</b>
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		5
4. Restock & Office Service		0
5. Other:		0
<b>TOTAL AVERAGE PAID DISTRIBUTION</b>		<b>5</b>
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
<b>TOTAL AVERAGE SPONSORED DISTRIBUTION</b>		<b>0</b>
F. Average Gross Distribution		19,180
G. Unclaimed / Returns		(0)*
<b>H. Average Net Circulation</b>		<b>19,180</b>

**6A. Audited Average Website Reporting - www.cassrivertrader.com**

	Monthly Audit Period Average
Website Unique Visitors	Not Reported
Website Page Views	Not Reported
Average Time Spent on Website	Not Reported

**6B. Audited Online Edition Reporting**

	Monthly Audit Period Average
Unique Digital Edition Visitors	Not Applicable
Digital Edition Page Views	Not Applicable

## 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. 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 5E 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. 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.
5. OTHER:
- D. PAID DISTRIBUTION: Editions distributed by the publisher through paid subscription or other monetary exchange with individual readers.
1. CARRIER 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, and/or Post Office Boxes.
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.
5. OTHER:
- E. SPONSORED / VOLUNTARY PAID DISTRIBUTION: Editions distributed by the publisher that are sponsored by a third party monetary exchange.
1. CARRIER 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, and/or Post Office Boxes.
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.

TIME SPENT: The average amount of time spent on a website during a single visit, expressed in HH:MM:SS

### 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
01/01/14-12/31/14	CVC	19,180	19,180	-	-
01/01/13-12/31/13	CVC	17,704	19,180	19,180	19,180
01/01/12-12/31/12	CVC	19,180	19,180	19,180	19,180
01/01/11-12/31/11	CVC	20,030	20,030	19,507	19,180
01/01/10-12/31/10	CVC	20,000	20,000	20,030	19,895
01/01/09-12/31/09	CVC	20,000	20,000	20,000	20,000
01/01/08-12/31/08	CVC	20,000	20,000	20,000	20,000
01/01/07-12/31/07	CVC	19,915	20,000	20,000	20,000

**9. Distribution by Zip Code (6/30/2014 Edition) Monday**

ZIP CODE	CITY / AREA	COUNTY	CARRIER DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
48415	Birch Run	Saginaw	2,612	240	0	0	2,852
48435	Fostoria	Tuscola	500	20	0	0	520
48601	Saginaw	Saginaw	315	0	0	0	315
48722	Bridgeport	Saginaw	450	0	0	0	450
48723	Caro	Tuscola	3,215	120	0	0	3,335
48734	Frankenmuth	Saginaw	2,030	119	0	0	2,149
48744	Mayville	Tuscola	1,218	100	0	0	1,318
48746	Millington	Tuscola	2,571	275	0	0	2,846
48757	Reese	Tuscola	805	140	0	0	945
48758	Richville	Tuscola	0	175	0	0	175
48760	Silverwood	Tuscola	350	0	0	0	350
48768	Vassar	Tuscola	3,544	147	0	197	3,888
48769	Tuscola	Tuscola	0	50	0	0	50
Misc.	Assorted	Assorted	0	0	7	0	7
<b>TOTAL</b>			<b>17,610</b>	<b>1,386</b>	<b>7</b>	<b>197</b>	<b>19,200</b>

**10. Distribution by County (6/30/2014 Edition) Monday**

COUNTY	CITY / AREA	CARRIER DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Saginaw	Birch Run Bridgeport Frankenmuth Saginaw	5,407	359	0	0	5,766
Tuscola	Caro Fostoria Mayville Millington Reese Richville Silverwood Tuscola Vassar	12,203	1,027	0	197	13,427
Misc.	Assorted	0	0	7	0	7
<b>TOTAL</b>		<b>17,610</b>	<b>1,386</b>	<b>7</b>	<b>197</b>	<b>19,200</b>



www.cvcaudit.com

## 11. Verification of Receivership & Readership

### Controlled Carrier Delivery and Mail Distribution

Cass River Trader reported an average carrier delivery distribution of 17,711 during the audit period. Carrier delivery was verified through the review of carrier statements and additional publisher support documents. Cass River Trader reported an average mail distribution of 10 during the audit period. Mail distribution was verified through the review of USPS mail statements and additional publisher support documents. The Circulation Verification Council interviewed 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. Cass River Trader is distributed regularly in your area. Do you receive Cass River Trader on a regular basis?
2. (If response to #1 was YES) Do you or someone in your household regularly read or look through Cass River Trader?

**CVC interviews indicate that a sufficient number of households indicated they receive Cass River Trader on a regular basis to substantiate the publication's distribution claims.**

**CVC interviews indicate that 268 of 333 or 80.5% indicate they regularly read or look through Cass River Trader.**

\*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 a sufficient number of reported controlled bulk drop locations indicated they received Cass River Trader on a regular basis to substantiate the publication's distribution claims.**

**CVC interviews indicate that less than 15% of Cass River Trader's controlled bulk distributed editions are returned to the publisher unclaimed after the edition cycle.**



[www.cvcaudit.com](http://www.cvcaudit.com)

**13. Paid Reporting Analysis**

<b>CARRIER DELIVERY</b>	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
<b>MAIL</b>	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	5
Over 75% of basic rate	0
Over 50% of basic rate	0
Under 50% of basic rate	0
<b>SINGLE COPY</b>	COVER PRICE: N/A
	AVERAGE WHOLESALE RATE: N/A
<b>OTHER:</b>	

**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](http://www.cvcaudit.com)

**The current status of this report expires June 30, 2016.**  
If this report is presented after June 30, 2016 please call the toll-free number listed below.



Cass River Trader - Vassar, MI - 22-0098 - Supplemental Readership Study

The Circulation Verification Council interviewed Cass River Trader readers 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. \*268 Survey respondents were interviewed during the verification of carrier delivery and mail distribution. 11 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: 1.70\***  
\*Readership estimates compiled from 2014 CVC circulation & readership study data.

1. Cass River Trader is distributed regularly in your area. Do you or someone in your household regularly read or look through Cass River Trader?

YES 279 Survey Respondents

2. Do you frequently purchase products or services from ads seen in Cass River Trader?

YES 230 82.4%  
NO 49 17.6%

3. How long do you keep Cass River Trader before discarding it?

40% 1-2 Days  
36% 3-4 Days  
05% 5-6 Days  
19% 1 Week or More

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

Reader Demographics	Market Demographics
01%	05% 18 - 20
03%	06% 21 - 24
12%	14% 25 - 34
19%	15% 35 - 44
22%	20% 45 - 54
22%	19% 55 - 64
16%	12% 65 - 74
05%	09% 75 years or older

5. Reader Gender? (Voice recognition – Gender Bias Rotation)

51% Male Readers  
49% Female Readers



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

Reader Demographics	Market Demographics
13%	29% Under \$25,000
32%	27% \$25,001 - \$49,999
25%	19% \$50,000 - \$74,999
13%	12% \$75,000 - \$99,999
12%	09% \$100,000 - \$149,999
05%	04% Over \$150,000

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

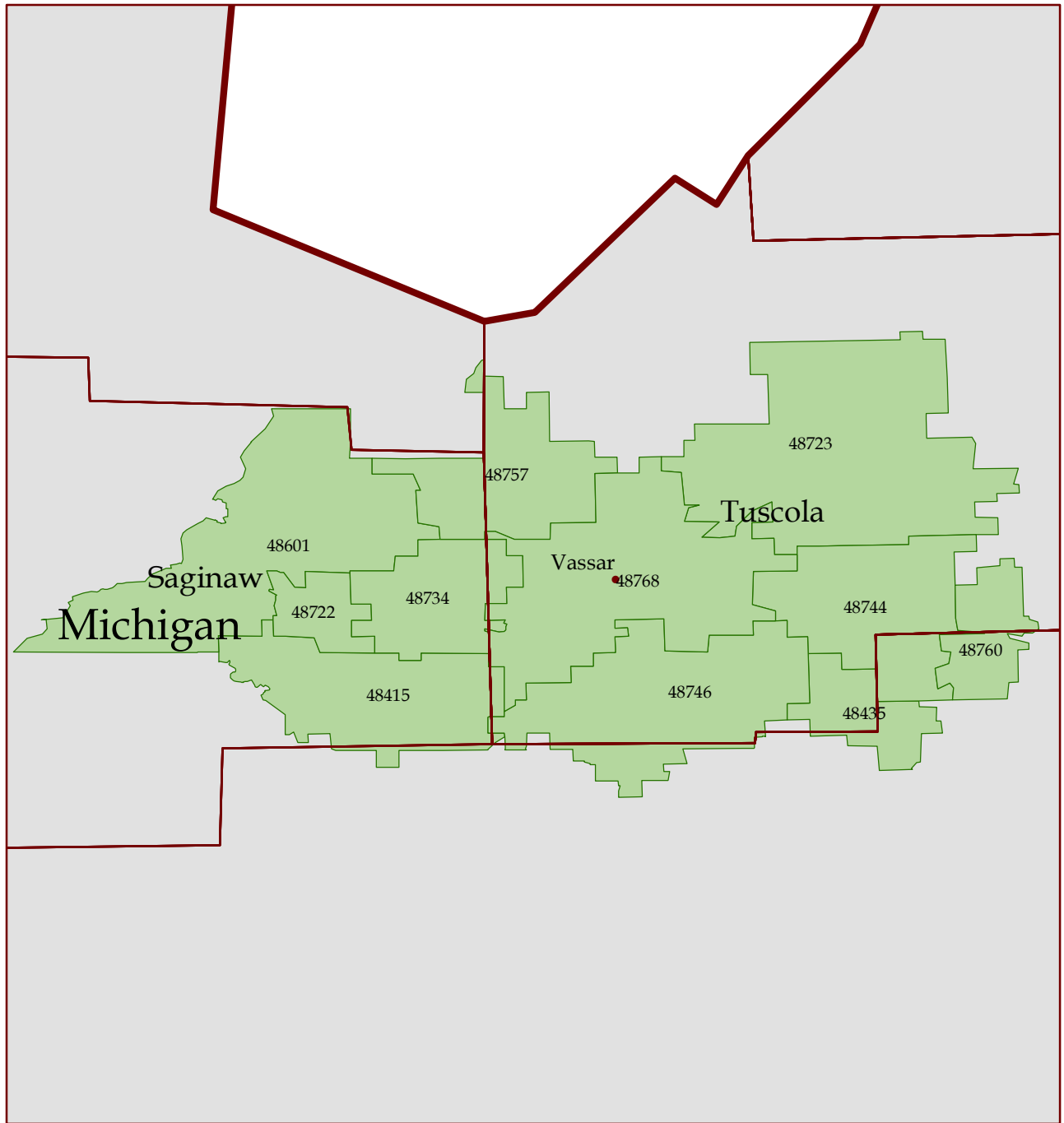
Reader Demographics	Market Demographics
05%	15% Some High School or Less
40%	38% Graduated High School
34%	33% Some College
15%	11% Graduated College
06%	04% Completed Post Graduate

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

(% = Positive respondents)




- 13% New Automobile
- 21% Used Automobile
- 19% Antiques / Auctions
- 34% Furniture / Home Furnishings
- 16% Major Home Appliance
- 19% Home Computers / Tablets / Laptops
- 35% Home Improvements / Supplies
- 32% Television / Electronics
- 18% Carpet / Flooring
- 59% Automobile Accessories (tires, brakes & service)
- 40% Lawn & Garden
- 28% Florist / Gift Shops
- 18% Home Heating / Air Conditioning (service, new equipment)
- 61% Vacations / Travel
- 06% Real Estate
- 71% Men's Apparel
- 77% Women's Apparel
- 40% Children's Apparel
- 02% Boats / Personal Watercraft
- 09% Art & Crafts Supplies
- 16% Childcare
- 31% Education / Classes
- 10% Attorney
- 31% Veterinarian
- 12% Chiropractor
- 17% Financial Planner (Retirement, Investing)
- 62% Tax Advisor / Services
- 28% Health Club / Exercise Class
- 31% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
- 12% Weight Loss
- 29% Lawn Care Service (Maintenance & Landscaping)
- 35% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
- 63% Pharmacist / Prescription Service
- 28% Cellular Phone New/Update Service
- 90% Dining & Entertainment
- 18% Jewelry
- 07% Wedding Supplies
- 29% Athletic & Sports Equipment





Cass River Trader  
 Vassar, Michigan  
 22-0098

Key to Features

-  State Boundary
-  County Boundary
-  ZIP Code Boundary

