

Audit Period: January 1, 2008 – December 31, 2009

Family Flyer

PO Box 1004

Crown Point, IN 46308

(219) 689-6262

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EMAIL: shari@familyflyer.com

www.familyflyer.com

1. Publication Information

Average Net Circulation: 56,608 - Lake County (Print Edition) / 543 - (Digital Edition)
46,236 - Porter County (Print Edition)

Number of Editions: Two

Format / Average Page Count: Magazine / 48-60 Pages

Circulation Cycle: Monthly

Circulation Day / Time: First Thursday of the Month

Ownership: Family Flyer, Inc

Year Established: 2000

Publication Type: Shopper

Content: 90% Advertising / 10% Editorial

Circulation Paid/Unpaid: 100% Unpaid / 0% Paid / 0% Sponsored

Primary Delivery Methods: 0% Home Delivery / 98% Mail / 2% Controlled Bulk

Insert Zoning Available: Yes – ZIP Code

CVC Member Number: See Paragraphs 5 – 5B

DMA/MSA: Chicago, IL / Chicago--Gary--Kenosha, IL--IN--WI CMSA

Audit Funded By: Community Papers of Illinois and Indiana
Midwest Free Community Papers
Independent Free Papers of America

2. Rate Card and Mechanical Data

Rate Card Effective Date: June 1, 2009

Mechanical Data: Four (4) columns x 10-inch column depth
Full page: 7.5" wide X 10" depth.

Open Rate: Local: \$49.88 per column inch
National: \$49.88 per column inch

Insert Open Rate: \$50.00 per thousand

Classified Rate: \$29.00 per column inch

Volume, frequency, contract, color, and other rates may be available from the publisher.

3. Contact Information

Publisher: Sharon Foreman EMAIL: shari@familyflyer.com

Advertising: Sharon Foreman EMAIL: shari@familyflyer.com

Circulation: Marsha Harrell EMAIL: marsha@familyflyer.com

4. Circulation Pricing

Family Flyer is a controlled circulation monthly without circulation pricing. Annual mail subscription rate: \$24.00

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

CVC Account Number: 10-0905		Family Flyer - Consolidated Crown Point, IN
Audit Period Summary		
Average Net Circulation	(5-H)	102,844
Average Gross Distribution	(5-F)	102,844
Average Net Press Run	(5-A)	103,000
Audit Period Detail		
A. Average Net Press Run		103,000
B. Office / File		156
C. Controlled Distribution		
1. Home Delivery		0
2. Controlled Bulk Delivery / Demand Distribution		100
3. Mail		93,192
4. Restock & Office Service		3,729
5. Other: Insert package		5,823
TOTAL AVERAGE CONTROLLED DISTRIBUTION		102,844
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		102,844
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		102,844



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

CVC Account Number: 10-0093		Family Flyer - Lake County Crown Point, IN
Audit Period Summary		
Average Net Circulation	(5-H)	56,608
Average Gross Distribution	(5-F)	56,608
Average Net Press Run	(5-A)	56,708
Audit Period Detail		
A. Average Net Press Run		56,708
B. Office / File		100
C. Controlled Distribution		
1. Home Delivery		0
2. Controlled Bulk Delivery / Demand Distribution		100
3. Mail		54,935
4. Restock & Office Service		1,573
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		56,608
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		56,608
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		56,608



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

CVC Account Number: 10-0253		Family Flyer - Porter County Valparaiso, IN
Audit Period Summary		
Average Net Circulation	(5-H)	46,236
Average Gross Distribution	(5-F)	46,236
Average Net Press Run	(5-A)	46,292
Audit Period Detail		
A. Average Net Press Run		46,292
B. Office / File		56
C. Controlled Distribution		
1. Home Delivery		0
2. Controlled Bulk Delivery / Demand Distribution		0
3. Mail		38,257
4. Restock & Office Service		2,156
5. Other: Insert package		5,823
TOTAL AVERAGE CONTROLLED DISTRIBUTION		46,236
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		46,236
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		46,236

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

	Monthly Audit Period Average
Website Unique Visitors	346
Website Page Views	1,139

6B. Audited Online Edition Reporting

	Monthly Audit Period Average
Unique Digital Edition Visitors	543
Digital Edition Page Views	4,319

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.
5. OTHER: Copies distributed as an insert in the Hebron Advertiser
- 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.
- 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	90,110	103,517	103,517	122,133
01/01/08-12/31/08	CVC	98,850	98,800	105,998	98,850
01/01/07-12/31/07	CVC	97,850	97,850	97,517	98,850
01/01/06-12/31/06	CVC	96,850	94,667	97,850	97,900
01/01/05-12/31/05	CVC	94,505	95,067	95,850	96,850
01/01/04-12/31/04	CVC	46,783	51,567	51,900	93,714
01/01/03-12/31/03	CVC	37,650	37,950	37,950	38,117
01/01/02-12/31/02	CVC	37,450	37,450	37,450	37,650
01/01/01-12/31/01	CVC	-	-	-	-

9A. Distribution by Zip Code (6/1/2009 Edition) Lake County

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
46303	Cedar Lake	Lake	0	0	5,135	0	5,135
46307	Crown Point	Lake	0	0	23,558	0	23,558
46311	Dyer	Lake	0	0	4,631	0	4,631
46342	Hobart	Lake	0	0	12,963	0	12,963
46355	Leroy	Lake	0	0	68	0	68
46356	Lowell	Lake	0	0	6,331	0	6,331
46373	Saint John	Lake	0	0	4,735	0	4,735
46375	Schererville	Lake	0	0	4,148	0	4,148
46376	Schneider	Lake	0	0	210	0	210
46377	Shelby	Lake	0	0	207	0	207
46410	Merrillville	Lake	0	0	3,337	0	3,337
TOTAL			0	0	65,323	0	65,323

9B. Distribution by Zip Code (6/1/2009 Edition) Porter County

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
46304	Chesterton	Porter	0	0	5,647	0	5,647
46383	Valparaiso	Porter	0	0	16,369	0	16,369
46385	Valparaiso	Porter	0	0	14,575	0	14,575
TOTAL			0	0	36,591	0	36,591

10A. Distribution by County (6/1/2009 Edition) Lake County

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Lake	Cedar Lake Crown Point Dyer Hobart Leroy Lowell Merrillville St John Schererville Schneider Shelby	0	0	65,323	0	65,323
TOTAL		0	0	65,323	0	65,323

10B. Distribution by County (6/1/2009 Edition) Porter County

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Porter	Chesterton Valparaiso	0	0	36,591	0	36,591
TOTAL		0	0	36,591	0	36,591

11. Verification of Receivership & Readership

Controlled Home Delivery and Mail Distribution

The Circulation Verification Council interviewed 788 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. Family Flyer is distributed regularly in your area. Do you receive Family Flyer on a regular basis?
2. (If response to #1 was YES) Do you or someone in your household regularly read or look through Family Flyer?

CVC interviews indicate that 781 of 788 households or 99.1% indicated they receive Family Flyer on a regular basis.

CVC interviews indicate that 663 of 781 or 84.9% indicate they regularly read or look through Family Flyer.

*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

Family Flyer did not report significant controlled bulk / demand distribution, or single copy distribution during the audit cycle. Five distribution locations received an average 204 copies per edition during the audit 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: \$24.00
	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:	



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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.



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The current status of this report expires December 31, 2011.

If this report is presented after December 31, 2011 please call the toll-free number listed below.

Family Flyer - Consolidated - Crown Point, IN - 10-0905 - Supplemental Readership Study

The Circulation Verification Council interviewed 788 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. *663 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: 1.725***

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

1. Family Flyer is distributed regularly in your area. Does your household regularly receive Family Flyer?

YES	781	99.1%
NO	7	00.9%

2. Do you or someone in your household regularly read or look through Family Flyer?

YES	663	84.9%
NO	118	15.1%

3. Do you frequently purchase products or services from ads seen in Family Flyer?

YES	569	85.8%
NO	94	14.2%

4. How long do you keep Family Flyer before discarding it?

58%	Two weeks or less
02%	Three weeks
31%	One month
09%	More than one month

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

Reader Demographics	Market Demographics	
01%	05%	18 - 20
06%	08%	21 - 24
16%	15%	25 - 34
23%	20%	35 - 44
24%	22%	45 - 54
20%	15%	55 - 64
06%	08%	65 - 74
04%	08%	75 years or older



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

Reader Demographics	Market Demographics	
06%	14%	Under \$25,000
27%	22%	\$25,001 - \$49,999
24%	21%	\$50,000 - \$74,999
22%	18%	\$75,000 - \$99,999
16%	18%	\$100,000 - \$149,999
05%	07%	Over \$150,000

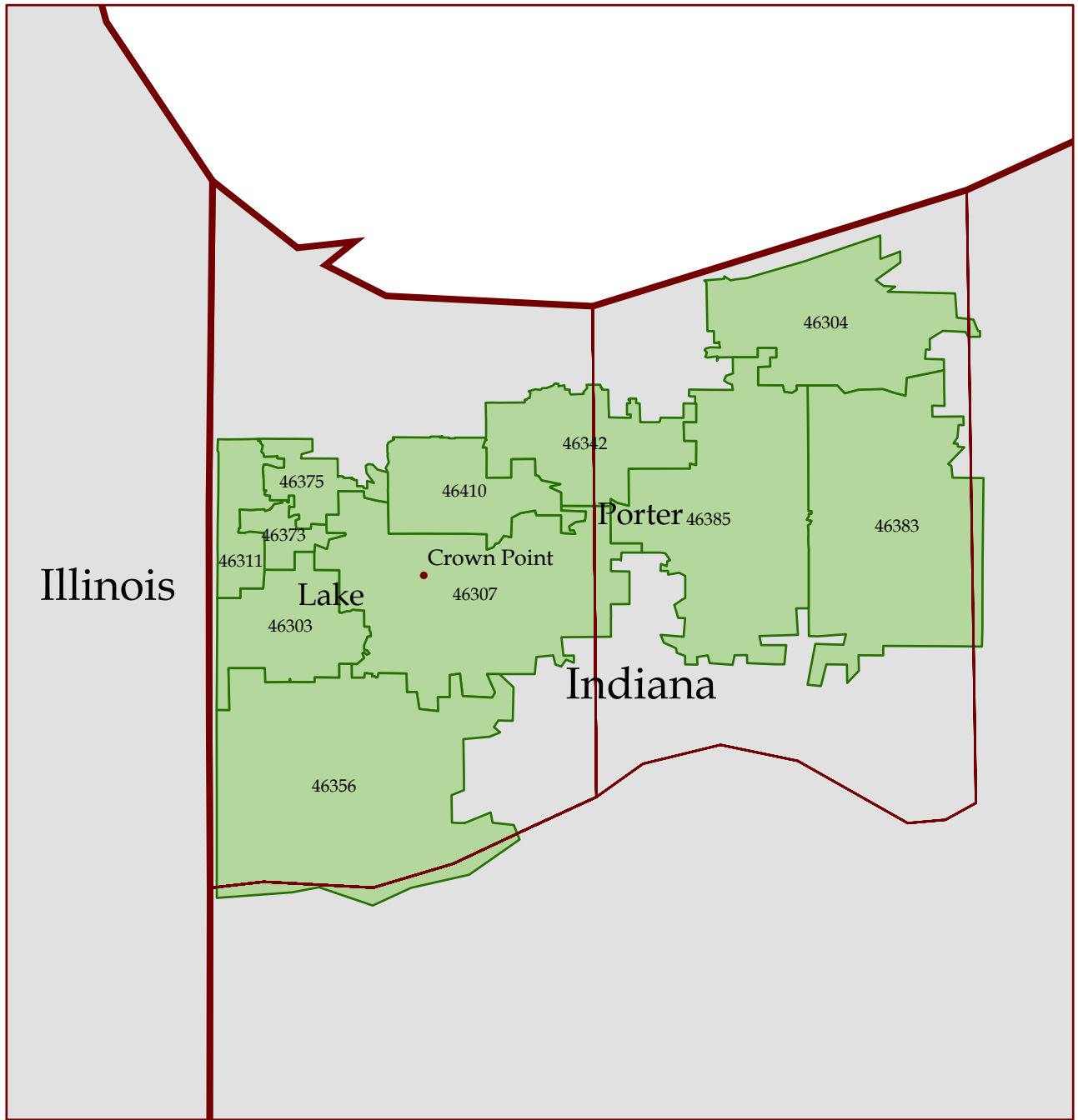
7. What is the highest level of education you have obtained?

Reader Demographics	Market Demographics	
02%	10%	Some High School or Less
35%	35%	Graduated High School
34%	31%	Some College
21%	16%	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)

16%	New Automobile
13%	Used Automobile
21%	Antiques / Auctions
40%	Furniture / Home Furnishings
18%	Major Home Appliance
12%	Home Computers
37%	Home Improvements / Supplies
35%	Television / Electronics
16%	Carpet / Flooring
66%	Automobile Accessories (tires, brakes & service)
61%	Lawn & Garden
41%	Florist / Gift Shops
28%	Home Heating / Air Conditioning (service, new equipment)
53%	Vacations / Travel
04%	Real Estate
69%	Men's Apparel
87%	Women's Apparel
49%	Children's Apparel
01%	Boats / Personal Watercraft
21%	Art & Crafts Supplies
19%	Childcare
31%	Education / Classes
10%	Attorney
26%	Veterinarian
14%	Chiropractor
23%	Financial Planner (Retirement, Investing)
58%	Tax Advisor / Services
22%	Health Club / Exercise Class
39%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
06%	Weight Loss
32%	Lawn Care Service (Maintenance & Landscaping)
47%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
71%	Pharmacist / Prescription Service
23%	Cellular Phone New/Update Service
83%	Dining & Entertainment
22%	Jewelry
09%	Wedding Supplies
35%	Athletic & Sports Equipment



Family Flyer Crown Point, Indiana

Key to Features

-  State Boundary
-  County Boundary
-  Zip Code Boundary

