

Initial Audit Period: January 1, 2018 – December 31, 2018

Mass Market Retailers

126 Fifth Avenue, 12th Floor
New York, NY 10011
(212) 699-2362
(212) 213-6106 FAX

EMAIL: pvandernoeth@racherpress.com
www.massmarketretilers.com

1. Audited Media Platforms

Print Publication:	Average Net Circulation:	23,367 (Print Edition)
Digital Edition:	Average Monthly Digital Subscribers:	6,990 (Digital Edition)
Website:	Average Website Unique Users:	4,771
E-Newsletters:	Average E-Newsletter Subscribers:	11,106

2. Publication Information

Number of Editions:	One
Format / Average Page Count:	Tabloid / 68 Pages
Circulation Cycle:	Bi-Weekly (17 times per year)
Ownership:	Racher Press
Year Established:	1983
Publication Type:	Business Publication
	100% Controlled / <1% Paid / 0% Sponsor Paid
Content:	50% Advertising / 50% Editorial
Primary Delivery Methods:	99% Mail / 1% Controlled Bulk
Annual Mail Subscription Rate:	\$149.00
Insert Zoning Available:	No
CVC Member Number:	01-4063
DMA/CBSA:	New York, NY / New York-Northern New Jersey-Long Island, NY-NJ (Nationally Distributed)
Audit Funded By:	Publisher

3. Rate Card and Mechanical Data

Rate Card Effective Date:	January 1, 2018
Mechanical Data:	Five (5) columns X 13.75" column depth Full page: 10.875" wide X 13.75" depth.
Open Rate:	Local: \$11,118.00 Full Page - \$2,756.00 1/4 th Page National: \$11,118.00 Full Page - \$2,756.00 1/4 th Page
Insert Open Rate:	Contact Publisher
Classified Rate:	Contact Publisher
Deadline Day & Time:	Monday by 5 PM
Website Rates:	\$1,500.00 Leaderboard - \$300.00 Footer Ads
E-Newsletter Rates:	\$1,100.00 per blast

Additional rates may be available from the publisher.

4. Contact Information

Publisher:	Susan Schinitsky	EMAIL: sschinitsky@racherpress.com
Advertising:	John Dioguardi	EMAIL: johnnyd@racherpress.com
Advertising:	Christopher Stanton	EMAIL: cstanton@racherpress.com
Circulation:	Pamela Vandernoeth	EMAIL: pvandernoeth@racherpress.com



www.cvcaudit.com

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

CVC Account Number: 01-4063	Monday	Mass Market Retailers New York, NY
Audit Period Summary		
Average Net Circulation	(5-H)	23,367
Average Gross Distribution	(5-F)	23,367
Average Net Press Run	(5-A)	23,396
Audit Period Detail		
A. Average Net Press Run		23,396
B. Office / File		29
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		0
3. Mail		22,033
4. Requestor Mail		0
5. Waiting Rooms		0
6. Hotels		0
7. Events, Fairs, Festivals and Trade Shows		236
8. Education		0
9. Restock & Office Service		109
10. Other: Complimentary Mail		898
Total Average Controlled Distribution		23,276
Controlled Returns		(0)
TOTAL AVERAGE CONTROLLED CIRCULATION		23,276
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		91
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		91
Paid Returns		(0)
TOTAL AVERAGE PAID CIRCULATION		91
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Rooms		0
Total Average Sponsored Distribution		0
Sponsored Returns		(0)
TOTAL AVERAGE SPONSORED CIRCULATION		0
F. Average Gross Distribution		23,367
G. Total Unclaimed / Returns		(0)*
H. Average Net Circulation		23,367

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 United States 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 United States 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 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).

Audit Period Edition Reporting

WEEK	CIRCULATION	WEEK	CIRCULATION	WEEK	CIRCULATION	WEEK	CIRCULATION
01/08/18	23,523	04/16/18	24,313	07/23/18	23,208	10/01/18	23,008
01/29/18	23,523	05/21/18	23,176	08/20/18	23,814	10/29/18	22,903
02/19/18	23,096	06/11/18	24,097	09/17/18	22,992	11/12/18	22,720
03/05/18	23,194	06/25/18	24,025	-	-	11/26/18	22,791
03/26/18	24,187	-	-	-	-	12/17/18	22,682

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

	Monthly Audit Period Average
Website Unique Users	4,771
Website Sessions	10,541
Percent of New Users	91.4%
Website Page Views	27,610
Pages Per Visit	2.62
Average Time Spent on Website	00:01:56
Bounce Rate	01.85%

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.

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.

6B. Audited Online/Digital Edition Reporting

	Monthly Audit Period Average
Digital Edition Subscribers	6,990
Unique Digital Edition Users	Not Reported

Explanatory – Digital Edition

PARAGRAPH SIX (B)

DIGITAL EDITION: Subscribers to a digital edition version of the publication. Subscriptions, unless expressed here, may be part of a print subscription package or a stand-alone digital subscription. Please see CVC Rules & Regulations for further information.

UNIQUE DIGITAL EDITION USERS: Unique users 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 that is attached to the browser with the defined cycle. A unique user counts once within the timescale. A user can make multiple visits. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.

6C. Text Media - Not Reported

6D. Social Media - Not Reported

6E. Email Media

Media Type	Database Recipients
Non-Subscriber Email Opt-In Database	11,106
Average Open Rate	14.7%
Average Click Rate	3.1%



Explanatory – Email Media, E-Newsletters & E-Blasts

PARAGRAPH SIX (E)

NON-SUBSCRIBER EMAIL OPT-IN DATABASE: Subscribers who have provided email contact data to receive newsletters, special content, special offers, coupons or redemption codes for use within a specified period of time, and are sourced through third party efforts such as trade shows, opt-in email newsletters or surveys.

6F. Video & Podcast Media - Not Reported

7. Average Print Circulation History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/18-12/31/18	CVC	23,505	23,903	23,338	22,821

8. Distribution by State (10/29/2018 Edition) Monday

STATE	CITY / AREA	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	DIGITAL EDITION	TOTAL PRINT
AL	Assorted	0	0	321	0	68	321
AR	Assorted	0	0	324	0	162	324
AZ	Assorted	0	0	219	0	91	219
CA	Assorted	0	0	926	0	342	926
CO	Assorted	0	0	114	0	49	114
CT	Assorted	0	0	229	0	79	229
DC	Assorted	0	0	26	0	7	26
DE	Assorted	0	0	55	0	16	55
FL	Assorted	0	0	1,426	0	325	1,426
GA	Assorted	0	0	667	0	203	667
IA	Assorted	0	0	398	0	147	398
ID	Assorted	0	0	104	0	35	104
IL	Assorted	0	0	907	0	327	907
IN	Assorted	0	0	421	0	116	421
KS	Assorted	0	0	239	0	83	239
KY	Assorted	0	0	355	0	112	355
LA	Assorted	0	0	244	0	53	244
MA	Assorted	0	0	522	0	187	522
MD	Assorted	0	0	361	0	101	361
ME	Assorted	0	0	196	0	56	196
MI	Assorted	0	0	650	0	219	650
MN	Assorted	0	0	485	0	201	485
MO	Assorted	0	0	422	0	149	422
MS	Assorted	0	0	217	0	64	217
MT	Assorted	0	0	86	0	26	86
NC	Assorted	0	0	934	0	238	934
ND	Assorted	0	0	92	0	32	92
NE	Assorted	0	0	176	0	70	176
NH	Assorted	0	0	135	0	45	135
NJ	Assorted	0	0	651	0	222	651
NM	Assorted	0	0	68	0	19	68
NV	Assorted	0	0	40	0	11	40
NY	Assorted	0	0	1,396	0	455	1,396
OH	Assorted	0	0	1,045	0	330	1,045
OK	Assorted	0	0	191	0	67	191
OR	Assorted	0	0	190	0	81	190

8. Distribution by State (10/29/2018 Edition) Monday (continued)

STATE	CITY / AREA	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	DIGITAL EDITION	TOTAL
PA	Assorted	0	0	1,288	0	443	1,288
RI	Assorted	0	0	178	0	96	178
SC	Assorted	0	0	313	0	84	313
SD	Assorted	0	0	104	0	31	104
TN	Assorted	0	0	481	0	174	481
TX	Assorted	0	0	970	0	362	970
UT	Assorted	0	0	128	0	43	128
VA	Assorted	0	0	492	0	174	492
VT	Assorted	0	0	72	0	17	72
WA	Assorted	0	0	320	0	139	320
WI	Assorted	0	0	458	0	168	458
WV	Assorted	0	0	198	0	40	198
WY	Assorted	0	0	41	0	10	41
Misc.	Assorted	0	0	625	0	357	625
TOTAL		0	0	20,500	0	6,926	20,500

9. Distribution by County (10/29/2018 Edition) Monday

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
The publisher reported distribution by state. County reporting is not required.							

10. Verification of Distribution – Mail and Carrier Delivery Distribution

Mass Market Retailers reported an average mail distribution of 23,022 during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. Mass Market Retailers Carrier delivery is verified through the review of carrier statements and/or additional publisher support documents.

11. Verification of Distribution

Controlled Bulk / Demand Distribution / Single Copy

Mass Market Retailers did not report significant controlled bulk / demand distribution, or single copy distribution during the audit cycle. Distribution locations received an average 236 copies per edition during the audit cycle.



www.cvcaudit.com

12. Paid Reporting Analysis

CARRIER DELIVERY	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
MAIL	Basic Rates: \$149.00 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	91
Over 75% of basic rate	0
Over 50% of basic rate	0
Over 25% of basic rate	0
1%-24% of basic rate	0
Less than 1% of basic rate*	0
SPONSORED	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
SINGLE COPY	COVER PRICE: N/A
	AVERAGE WHOLESALE RATE: N/A



www.cvcaudit.com

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.



www.cvcaudit.com

The current status of this report expires March 31, 2020.

If this report is presented after March 31, 2020 please call the toll-free number listed below.