

Audit Period: January 1, 2022 – December 31, 2022

Mass Market Retailers

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1. Audited Media Platforms

Print Publication:	Average Net Circulation:	22,470 (Print Edition)
Digital Edition:	Average Monthly Subscribers:	20,221 (Digital Edition)
Website:	Average Website Unique Users:	10,611
E-Newsletters:	Average E-Newsletter Subscribers:	21,385
	Average Open Rate:	12.4%

2. Publication Information

Number of Editions:	One
Format / Average Page Count:	Tabloid / 52 Pages
Circulation Cycle:	Monthly
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:	100% Mail / <1% Controlled Bulk
Annual Mail Subscription Rate:	\$149.00
Insert Zoning Available:	No
CVC Member Number:	01-4063
DMA/MSA/CBSA:	New York, NY / New York--Northern New Jersey--Long Island, / New York-Northern New Jersey-Long Island, NY-NJ-PA Nationally Distributed
Audit Funded By:	Publisher

3. Rate Card and Mechanical Data

Rate Card Effective Date:	January 1, 2022
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:	Monthly 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:	John Dioguardi	EMAIL: johnnyd@racherpress.com
Advertising:	John Dioguardi	EMAIL: johnnyd@racherpress.com
Advertising:	Christopher Stanton	EMAIL: cstanton@racherpress.com
Circulation:	Pamela Vandernoth	EMAIL: pvandernoth@racherpress.com



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

CVC Account Number: 01-4063		Monthly	Mass Market Retailers New York, NY
Audit Period Summary			
Average Net Circulation	(5-H)		22,470
Average Gross Distribution	(5-F)		22,470
Average Net Press Run	(5-A)		22,474
Audit Period Detail			
A. Average Net Press Run			22,474
B. Office / File			4
C. Controlled Distribution			
1. Carrier Delivery			0
2. Bulk Delivery / Demand Distribution			0
3. Mail			21,296
4. Requestor Mail			0
5. Waiting Rooms			0
6. Hotels			0
7. Events, Fairs, Festivals and Trade Shows			127
8. Education			0
9. Restock & Office Service			0
10. Other: Ad Comps			1,015
Total Average Controlled Distribution			22,438
Controlled Returns			(0)
TOTAL AVERAGE CONTROLLED CIRCULATION			22,438
D. Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			32
4. Waiting Room			0
5. Hotels			0
6. Education			0
7. Restock & Office Service			0
Total Average Paid Distribution			32
Paid Returns			(0)
TOTAL AVERAGE PAID CIRCULATION			32
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			22,470
G. Total Unclaimed / Returns			(0)*
H. Average Net Circulation			22,470

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 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).

Audit Period Edition Reporting

WEEK	CIRCULATION	WEEK	CIRCULATION	WEEK	CIRCULATION	WEEK	CIRCULATION
01/17/22	24,018	04/18/22	22,977	07/11/22	21,735	10/10/22	21,611
01/31/22	23,983	05/23/22	21,874	08/15/22	22,492	11/14/22	21,625
02/28/22	24,521	06/20/22	21,874	09/12/22	21,653	12/12/22	21,438
03/21/22	22,309	-	-	-	-	-	-

6. Average Print Circulation History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/22-12/31/22	CVC	23,687	22,221	21,939	21,537
01/01/21-12/31/21	CVC	22,239	23,001	24,192	23,943
01/01/20-12/31/20	CVC	23,395	22,139	22,432	22,129
01/01/19-12/31/19	CVC	23,244	23,214	23,869	23,632
01/01/18-12/31/18	CVC	23,505	23,903	23,338	22,821

7. Distribution by Zip Code (December 2022 Edition) Monthly

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
AK	Assorted	Assorted	AK	0	0	34	0	34
AL	Assorted	Assorted	AL	0	0	205	0	205
AR	Assorted	Assorted	AR	0	0	552	0	552
AZ	Assorted	Assorted	AZ	0	0	260	0	260
CA	Assorted	Assorted	CA	0	0	1,441	0	1,441
CO	Assorted	Assorted	CO	0	0	165	0	165
CT	Assorted	Assorted	CT	0	0	166	0	166
DC	Assorted	Assorted	DC	0	0	38	0	38
DE	Assorted	Assorted	DE	0	0	57	0	57
FL	Assorted	Assorted	FL	0	0	872	0	872
GA	Assorted	Assorted	GA	0	0	385	0	385
HI	Assorted	Assorted	HI	0	0	54	0	54
IA	Assorted	Assorted	IA	0	0	307	0	307
ID	Assorted	Assorted	ID	0	0	141	0	141
IL	Assorted	Assorted	IL	0	0	883	0	883
IN	Assorted	Assorted	IN	0	0	260	0	260
KS	Assorted	Assorted	KS	0	0	161	0	161
KY	Assorted	Assorted	KY	0	0	278	0	278
LA	Assorted	Assorted	LA	0	0	154	0	154
MA	Assorted	Assorted	MA	0	0	499	0	499
MD	Assorted	Assorted	MD	0	0	251	0	251
ME	Assorted	Assorted	ME	0	0	140	0	140
MI	Assorted	Assorted	MI	0	0	559	0	559
MN	Assorted	Assorted	MN	0	0	654	0	654
MO	Assorted	Assorted	MO	0	0	379	0	379
MS	Assorted	Assorted	MS	0	0	107	0	107
MT	Assorted	Assorted	MT	0	0	34	0	34
NC	Assorted	Assorted	NC	0	0	618	0	618
ND	Assorted	Assorted	ND	0	0	46	0	46
NE	Assorted	Assorted	NE	0	0	107	0	107
NH	Assorted	Assorted	NH	0	0	86	0	86
NJ	Assorted	Assorted	NJ	0	0	546	0	546

7. Distribution by Zip Code (December 2022 Edition) Monthly (continued)

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
NM	Assorted	Assorted	NM	0	0	57	0	57
NV	Assorted	Assorted	NV	0	0	57	0	57
NY	Assorted	Assorted	NY	0	0	1,039	0	1,039
OH	Assorted	Assorted	OH	0	0	889	0	889
OK	Assorted	Assorted	OK	0	0	143	0	143
OR	Assorted	Assorted	OR	0	0	262	0	262
PA	Assorted	Assorted	PA	0	0	1,085	0	1,085
RI	Assorted	Assorted	RI	0	0	304	0	304
SC	Assorted	Assorted	SC	0	0	182	0	182
SD	Assorted	Assorted	SD	0	0	66	0	66
TN	Assorted	Assorted	TN	0	0	323	0	323
TX	Assorted	Assorted	TX	0	0	1,001	0	1,001
UT	Assorted	Assorted	UT	0	0	145	0	145
VA	Assorted	Assorted	VA	0	0	484	0	484
VT	Assorted	Assorted	VT	0	0	52	0	52
WA	Assorted	Assorted	WA	0	0	534	0	534
WI	Assorted	Assorted	WI	0	0	337	0	337
WV	Assorted	Assorted	WV	0	0	126	0	126
WY	Assorted	Assorted	WY	0	0	14	0	14
Misc.	Assorted	Assorted	-	0	0	1,208	0	1,208
TOTAL				0	0	18,747	0	18,747

8. Distribution by County (December 2022 Edition) Monthly

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.							

9. Verification of Distribution – Mail and Carrier Delivery Distribution

Mass Market Retailers reported an average mail distribution of 22,343 during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. Mass Market Retailers 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.

10. 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 127 copies per edition during the audit cycle.

11. 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	32
Over 75% of basic rate	0
Over 50% of basic rate	0
Over 25% of basic rate	0
1%-24% 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

12A. Audited Average Website Reporting - www.massmarketretailers.com

	Monthly Audit Period Average
Website Unique Users	10,611
Website Sessions	13,745
Percent of New Users	94.6%
Website Page Views	29,307
Pages Per Visit	2.13
Average Time Spent on Website	00:00:57
Bounce Rate	34.3%

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

	Monthly Audit Period Average
Digital Edition Subscribers	20,221
Unique Digital Edition Users	Not Reported

Explanatory – Digital Edition

PARAGRAPH TWELVE (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.

12C. Text Media - Not Reported**12D. Social Media - Not Reported****12E. Email Media**

Media Type	Database Recipients
Non-Subscriber Email Opt-In Database	21,385
Average Open Rate	12.4%
Average Click Rate	3.1%

Explanatory – Email Media, E-Newsletters & E-Blasts**PARAGRAPH TWELVE (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.

12F. Video & Podcast Media - Not Reported**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 March 31, 2024.

If this report is presented after March 31, 2024 please call the toll-free number listed below.