

**Audit Period: July 1, 2007 – September 30, 2008**

**Hometown News**

1102 S US Highway 1, Suite 1  
Ft. Pierce, FL 34950  
(772) 465-5656  
(772) 465-5301 FAX

EMAIL: kendall@hometownnewsol.com  
www.hometownnewsol.com

**1. Publication Information**

Average Net Circulation:	341,383 (Print Edition)
Number of Editions:	Fourteen
Format / Average Page Count:	Broadsheet / 40 Pages
Circulation Cycle:	Weekly
Circulation Day / Time:	Friday / by 5 PM
Ownership:	Hometown News LLC
Year Established:	2002
Publication Type:	Community Newspaper
Content:	70% Advertising / 30% Editorial
Circulation Paid/Unpaid:	100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods:	89% Home Delivery / 0% Mail / 11% Controlled Bulk
Insert Zoning Available:	Yes - ZIP Code / Zone
CVC Member Number:	See Paragraph 5 -5R
DMA/MSA:	West Palm Beach, FL / Fort Pierce--Port St. Lucie, FL
Audit Funded By:	Community Papers of Florida Southeastern Advertising Publishers Association Independent Free Papers of America

**2. Rate Card and Mechanical Data**

Rate Card Effective Date:	September 1, 2008
Mechanical Data:	Six (6) columns x 20-inch column depth Full page: 11" wide X 20" depth.
Open Rate:	Local: \$15.95 and up - per column inch (per edition) National: \$25.02 and up - per column inch (per edition) Full Run Rate: \$212.60 per column inch (Local) \$333.50 per column inch (National)
Insert Open Rate:	\$26.00 - \$40.00 per thousand
Classified Rate:	\$88.20 for up to 4 lines

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

**3. Contact Information**

Publisher:	Steve Erlanger	EMAIL: erlanger@hometownnewsol.com
Advertising:	Michele Muccigrosso	EMAIL: adgal66@aol.com
Circulation:	Jim Kendall	EMAIL: kendall@hometownnewsol.com

**4. Circulation Pricing**

Hometown News is a controlled circulation weekly without circulation pricing. Annual mail subscription rate: \$104.00



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

CVC Account Number: 15-0907		Hometown News Ft. Pierce, FL
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>341,383</b>
Average Gross Distribution	(5-F)	344,801
Average Net Press Run	(5-A)	345,501
<b>Audit Period Detail</b>		
A. Average Net Press Run		345,501
B. Office / File		700
C. Controlled Distribution		
1. Home Delivery		275,994
2. Controlled Bulk Delivery / Demand Distribution		38,585
3. Mail		0
4. Restock & Office Service		0
5. Other: Requested Home Delivery		30,222
<b>TOTAL AVERAGE CONTROLLED DISTRIBUTION</b>		<b>344,801</b>
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
<b>TOTAL AVERAGE PAID DISTRIBUTION</b>		<b>0</b>
E. Sponsored / Voluntary Paid Distribution		
1. Home 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		344,801
G. Unclaimed / Returns		(3,418)*
<b>H. Average Net Circulation</b>		<b>341,383</b>



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

CVC Account Number: 15-0217		Hometown News -Beaches Ft. Pierce, FL
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>20,463</b>
Average Gross Distribution	(5-F)	20,575
Average Net Press Run	(5-A)	20,625
<b>Audit Period Detail</b>		
A. Average Net Press Run		20,625
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		19,528
2. Controlled Bulk Delivery / Demand Distribution		952
3. Mail		0
4. Restock & Office Service		0
5. Other: Requested Home Delivery		95
<b>TOTAL AVERAGE CONTROLLED DISTRIBUTION</b>		<b>20,575</b>
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
<b>TOTAL AVERAGE PAID DISTRIBUTION</b>		<b>0</b>
E. Sponsored / Voluntary Paid Distribution		
1. Home 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		20,575
G. Unclaimed / Returns		(112)*
<b>H. Average Net Circulation</b>		<b>20,463</b>



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

CVC Account Number: 15-0435		Hometown News -Daytona Beach/Holly Hill Ft. Pierce, FL
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>21,099</b>
Average Gross Distribution	(5-F)	21,343
Average Net Press Run	(5-A)	21,393
<b>Audit Period Detail</b>		
A. Average Net Press Run		21,393
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		19,294
2. Controlled Bulk Delivery / Demand Distribution		1,930
3. Mail		0
4. Restock & Office Service		0
5. Other: Requested Home Delivery		119
<b>TOTAL AVERAGE CONTROLLED DISTRIBUTION</b>		<b>21,343</b>
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
<b>TOTAL AVERAGE PAID DISTRIBUTION</b>		<b>0</b>
E. Sponsored / Voluntary Paid Distribution		
1. Home 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		21,343
G. Unclaimed / Returns		(244)*
<b>H. Average Net Circulation</b>		<b>21,099</b>



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

CVC Account Number: 15-0219		Hometown News -Ft Pierce Ft. Pierce, FL
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>18,391</b>
Average Gross Distribution	(5-F)	18,749
Average Net Press Run	(5-A)	18,799
<b>Audit Period Detail</b>		
A. Average Net Press Run		18,799
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		10,932
2. Controlled Bulk Delivery / Demand Distribution		5,265
3. Mail		0
4. Restock & Office Service		0
5. Other: Requested Home Delivery		2,552
<b>TOTAL AVERAGE CONTROLLED DISTRIBUTION</b>		<b>18,749</b>
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
<b>TOTAL AVERAGE PAID DISTRIBUTION</b>		<b>0</b>
E. Sponsored / Voluntary Paid Distribution		
1. Home 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		18,749
G. Unclaimed / Returns		(358)*
<b>H. Average Net Circulation</b>		<b>18,391</b>



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

CVC Account Number: 15-0220		Hometown News -Martin County Ft. Pierce, FL
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>31,017</b>
Average Gross Distribution	(5-F)	31,605
Average Net Press Run	(5-A)	31,655
<b>Audit Period Detail</b>		
A. Average Net Press Run		31,655
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		10,214
2. Controlled Bulk Delivery / Demand Distribution		5,701
3. Mail		0
4. Restock & Office Service		0
5. Other: Requested Home Delivery		15,690
<b>TOTAL AVERAGE CONTROLLED DISTRIBUTION</b>		<b>31,605</b>
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
<b>TOTAL AVERAGE PAID DISTRIBUTION</b>		<b>0</b>
E. Sponsored / Voluntary Paid Distribution		
1. Home 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		31,605
G. Unclaimed / Returns		(588)*
<b>H. Average Net Circulation</b>		<b>31,017</b>



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

CVC Account Number: 15-0409		Hometown News -Melbourne Ft. Pierce, FL
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>27,104</b>
Average Gross Distribution	(5-F)	27,224
Average Net Press Run	(5-A)	27,274
<b>Audit Period Detail</b>		
A. Average Net Press Run		27,274
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		25,193
2. Controlled Bulk Delivery / Demand Distribution		1,806
3. Mail		0
4. Restock & Office Service		0
5. Other: Requested Home Delivery		225
<b>TOTAL AVERAGE CONTROLLED DISTRIBUTION</b>		<b>27,224</b>
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
<b>TOTAL AVERAGE PAID DISTRIBUTION</b>		<b>0</b>
E. Sponsored / Voluntary Paid Distribution		
1. Home 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		27,224
G. Unclaimed / Returns		(120)*
<b>H. Average Net Circulation</b>		<b>27,104</b>



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

CVC Account Number: 15-0436		Hometown News -New Smyrna/Edgewater Ft. Pierce, FL
<b>Audit Period Summary</b>		
Average Net Circulation	(5-H)	24,926
Average Gross Distribution	(5-F)	25,186
Average Net Press Run	(5-A)	25,236
<b>Audit Period Detail</b>		
A. Average Net Press Run		25,236
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		22,204
2. Controlled Bulk Delivery / Demand Distribution		2,835
3. Mail		0
4. Restock & Office Service		0
5. Other: Requested Home Delivery		147
TOTAL AVERAGE CONTROLLED DISTRIBUTION		25,186
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		25,186
G. Unclaimed / Returns		(260)*
<b>H. Average Net Circulation</b>		<b>24,926</b>



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

CVC Account Number: 15-0418		Hometown News -North Brevard / Merritt Island Ft. Pierce, FL
<b>Audit Period Summary</b>		
Average Net Circulation	(5-H)	28,046
Average Gross Distribution	(5-F)	28,195
Average Net Press Run	(5-A)	28,245
<b>Audit Period Detail</b>		
A. Average Net Press Run		28,245
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		24,290
2. Controlled Bulk Delivery / Demand Distribution		2,738
3. Mail		0
4. Restock & Office Service		0
5. Other: Requested Home Delivery		1,167
TOTAL AVERAGE CONTROLLED DISTRIBUTION		28,195
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		28,195
G. Unclaimed / Returns		(149)*
<b>H. Average Net Circulation</b>		<b>28,046</b>



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

CVC Account Number: 15-0434		Hometown News -Ormond Beach Ft. Pierce, FL
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>23,994</b>
Average Gross Distribution	(5-F)	24,235
Average Net Press Run	(5-A)	24,285
<b>Audit Period Detail</b>		
A. Average Net Press Run		24,285
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		22,663
2. Controlled Bulk Delivery / Demand Distribution		1,429
3. Mail		0
4. Restock & Office Service		0
5. Other: Requested Home Delivery		143
<b>TOTAL AVERAGE CONTROLLED DISTRIBUTION</b>		<b>24,235</b>
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
<b>TOTAL AVERAGE PAID DISTRIBUTION</b>		<b>0</b>
E. Sponsored / Voluntary Paid Distribution		
1. Home 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		24,235
G. Unclaimed / Returns		(241)*
<b>H. Average Net Circulation</b>		<b>23,994</b>



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

CVC Account Number: 15-0408		Hometown News -Palm Bay Ft. Pierce, FL
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>25,804</b>
Average Gross Distribution	(5-F)	25,919
Average Net Press Run	(5-A)	25,969
<b>Audit Period Detail</b>		
A. Average Net Press Run		25,969
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		24,576
2. Controlled Bulk Delivery / Demand Distribution		1,120
3. Mail		0
4. Restock & Office Service		0
5. Other: Requested Home Delivery		223
<b>TOTAL AVERAGE CONTROLLED DISTRIBUTION</b>		<b>25,919</b>
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
<b>TOTAL AVERAGE PAID DISTRIBUTION</b>		<b>0</b>
E. Sponsored / Voluntary Paid Distribution		
1. Home 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		25,919
G. Unclaimed / Returns		(115)*
<b>H. Average Net Circulation</b>		<b>25,804</b>



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

CVC Account Number: 15-0437		Hometown News -Port Oranges/S. Daytona Ft. Pierce, FL
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>27,289</b>
Average Gross Distribution	(5-F)	27,545
Average Net Press Run	(5-A)	27,595
<b>Audit Period Detail</b>		
A. Average Net Press Run		27,595
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		25,197
2. Controlled Bulk Delivery / Demand Distribution		2,348
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
<b>TOTAL AVERAGE CONTROLLED DISTRIBUTION</b>		<b>27,545</b>
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
<b>TOTAL AVERAGE PAID DISTRIBUTION</b>		<b>0</b>
E. Sponsored / Voluntary Paid Distribution		
1. Home 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		27,545
G. Unclaimed / Returns		(256)*
<b>H. Average Net Circulation</b>		<b>27,289</b>



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

CVC Account Number: 15-0218		Hometown News -Port St Lucie Ft. Pierce, FL
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>33,126</b>
Average Gross Distribution	(5-F)	33,541
Average Net Press Run	(5-A)	33,591
<b>Audit Period Detail</b>		
A. Average Net Press Run		33,591
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		21,923
2. Controlled Bulk Delivery / Demand Distribution		5,105
3. Mail		0
4. Restock & Office Service		0
5. Other: Requested Home Delivery		6,513
<b>TOTAL AVERAGE CONTROLLED DISTRIBUTION</b>		<b>33,541</b>
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
<b>TOTAL AVERAGE PAID DISTRIBUTION</b>		<b>0</b>
E. Sponsored / Voluntary Paid Distribution		
1. Home 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		33,541
G. Unclaimed / Returns		(415)*
<b>H. Average Net Circulation</b>		<b>33,126</b>



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

CVC Account Number: 15-0413		Hometown News -Sebastian Ft. Pierce, FL
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>15,816</b>
Average Gross Distribution	(5-F)	15,972
Average Net Press Run	(5-A)	16,022
<b>Audit Period Detail</b>		
A. Average Net Press Run		16,022
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		12,894
2. Controlled Bulk Delivery / Demand Distribution		2,229
3. Mail		0
4. Restock & Office Service		0
5. Other: Requested Home Delivery		849
<b>TOTAL AVERAGE CONTROLLED DISTRIBUTION</b>		<b>15,972</b>
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
<b>TOTAL AVERAGE PAID DISTRIBUTION</b>		<b>0</b>
E. Sponsored / Voluntary Paid Distribution		
1. Home 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		15,972
G. Unclaimed / Returns		(156)*
<b>H. Average Net Circulation</b>		<b>15,816</b>



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

CVC Account Number: 15-0420		Hometown News -Suntree/Viera Ft. Pierce, FL
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>20,070</b>
Average Gross Distribution	(5-F)	20,170
Average Net Press Run	(5-A)	20,220
<b>Audit Period Detail</b>		
A. Average Net Press Run		20,220
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		19,198
2. Controlled Bulk Delivery / Demand Distribution		828
3. Mail		0
4. Restock & Office Service		0
5. Other: Requested Home Delivery		144
<b>TOTAL AVERAGE CONTROLLED DISTRIBUTION</b>		<b>20,170</b>
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
<b>TOTAL AVERAGE PAID DISTRIBUTION</b>		<b>0</b>
E. Sponsored / Voluntary Paid Distribution		
1. Home 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		20,170
G. Unclaimed / Returns		(100)*
<b>H. Average Net Circulation</b>		<b>20,070</b>



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

CVC Account Number: 15-0221		Hometown News -Vero Beach Ft. Pierce, FL
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>24,238</b>
Average Gross Distribution	(5-F)	24,542
Average Net Press Run	(5-A)	24,592
<b>Audit Period Detail</b>		
A. Average Net Press Run		24,592
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		17,888
2. Controlled Bulk Delivery / Demand Distribution		4,299
3. Mail		0
4. Restock & Office Service		0
5. Other: Requested Home Delivery		2,355
<b>TOTAL AVERAGE CONTROLLED DISTRIBUTION</b>		<b>24,542</b>
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
<b>TOTAL AVERAGE PAID DISTRIBUTION</b>		<b>0</b>
E. Sponsored / Voluntary Paid Distribution		
1. Home 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		24,542
G. Unclaimed / Returns		(304)*
<b>H. Average Net Circulation</b>		<b>24,238</b>

**6A. Audited Average Website Reporting – www.hometownnewsol.com**

	Monthly Audit Period Average
Unique Visitors	23,739
Page Views	90,668
Hits	Not Reported

**6B. Audited Online Edition Reporting**

	Audit Period Average
Total Online Edition Circulation	Not Applicable
Unique Online Edition Circulation	Not Applicable

## 7. Explanatory

### PARAGRAPH FIVE AUDIT PERIOD SUMMARY

**\*\* Over the audit period Hometown News began the process of transitioning from a saturation distribution to a Requestor Mail style of distribution and has merged from eighteen editions into fourteen editions. CVC will be issuing a publishers statement for the period of October 1, 2008 – December 31, 2008 to detail the most current circulation averages available based on the new distribution style.**

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: Editions delivered by private carrier to single family residences, and/or multi-family residences, and/or businesses that have been requested by the recipient.
- 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.
- 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.

HITS: The successful transmission of a file contained within a web-page. A single web-page can consist of multiple files which are counted as a hit as the page is downloaded.

### PARAGRAPH SIX (B)

TOTAL ONLINE EDITION READERS: Registered and/or non-registered users who open and read one or more pages of the online edition during the edition cycle.

UNIQUE ONLINE EDITION READERS: Registered users who have supplied CVC verification information to validate the online edition reader is not a duplicated print edition reader.



**8. Average Print Circulation History \*\* (see paragraph 7 explanatory)**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/08-12/31/08	CVC	436,312	368,030	303,486	-
01/01/07-12/31/07	CVC	476,629	477,789	505,229	458,110
01/01/06-12/31/06	CVC	414,330	528,449	484,146	473,580
01/01/05-12/31/05	CVC	351,961	387,069	398,584	405,197
01/01/04-12/31/04	CVC	146,978	203,966	257,233	286,871
01/01/03-12/31/03	CVC	61,119	111,338	111,526	130,555
07/01/02-12/31/02	CVC	-	-	71,042	78,422

**9A. Distribution by Zip Code (9/19/2008 Edition) Friday - Hometown News -Beaches**

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
32903	Melbourne	Brevard	6,325	125	0	0	6,450
32937	Melbourne	Brevard	3,125	375	0	0	3,500
32951	Melbourne Beach	Brevard	7,800	250	0	0	8,050
TOTAL			17,250	750	0	0	18,000

**9B. Distribution by Zip Code (9/19/2008 Edition) Friday - Hometown News -Daytona Beach/Holly Hill**

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
32114	Daytona Beach	Volusia	7,120	150	0	0	7,270
32117	Holly Hill	Volusia	2,480	195	0	0	2,675
32118	Daytona Beach	Volusia	4,125	1,555	0	0	5,680
32119	South Daytona	Volusia	950	125	0	0	1,075
32124	Daytona Beach	Volusia	1,025	275	0	0	1,300
TOTAL			15,700	2,300	0	0	18,000

**9C. Distribution by Zip Code (9/19/2008 Edition) Friday - Hometown News -Ft Pierce**

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
34945	Fort Pierce	Saint Lucie	423	283	0	0	706
34946	Fort Pierce	Saint Lucie	467	560	0	0	1,027
34947	Fort Pierce	Saint Lucie	723	90	0	0	813
34949	Fort Pierce	Saint Lucie	1,537	737	0	0	2,274
34950	Fort Pierce	Saint Lucie	476	2,095	0	0	2,571
34951	Fort Pierce	Saint Lucie	3,865	115	0	0	3,980
34981	Fort Pierce	Saint Lucie	384	355	0	0	739
34982	Fort Pierce	Saint Lucie	3,150	1,740	0	0	4,890
TOTAL			11,025	5,975	0	0	17,000

**9D. Distribution by Zip Code (9/19/2008 Edition) Friday - Hometown News -Martin County**

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
33455	Hobe Sound	Martin	3,829	650	0	0	4,479
34957	Jensen Beach	Martin	4,036	1,290	0	0	5,326
34990	Palm City	Martin	4,452	980	0	0	5,432
34992	Port Salerno	Martin	6,160	1,720	0	0	7,880
34994	Stuart	Martin	2,685	925	0	0	3,610
34996	Sewalls Point	Martin	2,133	690	0	0	2,823
TOTAL			23,295	6,255	0	0	29,550

**9E. Distribution by Zip Code (9/19/2008 Edition) Friday - Hometown News -Melbourne**

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
32901	Melbourne	Brevard	1,900	125	0	0	2,025
32904	West Melbourne	Brevard	900	285	0	0	1,185
32934	Eau Gallie	Brevard	6,350	25	0	0	6,375
32935	Melbourne	Brevard	10,790	1,625	0	0	12,415
<b>TOTAL</b>			<b>19,940</b>	<b>2,060</b>	<b>0</b>	<b>0</b>	<b>22,000</b>

**9F. Distribution by Zip Code (9/19/2008 Edition) Friday - Hometown News -New Smyrna/Edgewater**

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
32132	Edgewater	Volusia	3,275	405	0	0	3,680
32141	Edgewater	Volusia	4,254	605	0	0	4,859
32168	New Smyrna	Volusia	7,245	761	0	0	8,006
32169	New Smyrna	Volusia	4,050	1,677	0	0	5,727
32759	Oak Hill	Volusia	368	360	0	0	728
<b>TOTAL</b>			<b>19,192</b>	<b>3,808</b>	<b>0</b>	<b>0</b>	<b>23,000</b>

**9G. Distribution by Zip Code (9/19/2008 Edition) Friday - Hometown News -North Brevard / Merritt Island**

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
32754	Mims	Brevard	222	328	0	0	550
32780	Titusville	Brevard	1,689	1,661	0	0	3,350
32796	Titusville	Brevard	1,040	260	0	0	1,300
32920	Cape Canaveral	Brevard	1,800	200	0	0	2,000
32922	Cocoa	Brevard	1,400	100	0	0	1,500
32926	Cocoa	Brevard	1,950	250	0	0	2,200
32927	Port Saint John	Brevard	4,350	450	0	0	4,800
32931	Cocoa Beach	Brevard	1,827	673	0	0	2,500
32952	Merritt Island	Brevard	5,525	500	0	0	6,025
32953	Merritt Island	Brevard	5,550	625	0	0	6,175
<b>TOTAL</b>			<b>25,353</b>	<b>5,047</b>	<b>0</b>	<b>0</b>	<b>30,400</b>

**9H. Distribution by Zip Code (9/19/2008 Edition) Friday - Hometown News -Ormond Beach**

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
32174	Ormond Beach	Volusia	12,075	930	0	0	13,005
32176	Ormond Beach	Volusia	6,460	535	0	0	6,995
<b>TOTAL</b>			<b>18,535</b>	<b>1,465</b>	<b>0</b>	<b>0</b>	<b>20,000</b>

**9I. Distribution by Zip Code (9/19/2008 Edition) Friday - Hometown News -Palm Bay**

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
32905	Palm Bay	Brevard	5,075	325	0	0	5,400
32907	Palm Bay	Brevard	6,525	175	0	0	6,700
32908	Palm Bay	Brevard	1,675	275	0	0	1,950
32909	Palm Bay	Brevard	6,725	125	0	0	6,850
32950	Malabar	Brevard	1,050	50	0	0	1,100
<b>TOTAL</b>			<b>21,050</b>	<b>950</b>	<b>0</b>	<b>0</b>	<b>22,000</b>



**10A. Distribution by County (9/19/2008 Edition) Friday - Hometown News -Beaches**

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Brevard	Melbourne Melbourne Beach	17,250	750	0	0	18,000
TOTAL		17,250	750	0	0	18,000

**10B. Distribution by County (9/19/2008 Edition) Friday - Hometown News -Daytona Beach/Holly Hill**

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Volusia	Daytona Beach Holly Hill South Dayton	15,700	2,300	0	0	18,000
TOTAL		15,700	2,300	0	0	18,000

**10C. Distribution by County (9/19/2008 Edition) Friday - Hometown News -Ft Pierce**

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Saint Lucie	Fort Pierce	11,025	5,975	0	0	17,000
TOTAL		11,025	5,975	0	0	17,000

**10D. Distribution by County (9/19/2008 Edition) Friday - Hometown News -Martin County**

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Martin	Hobe Sound Jensen Beach Palm City Port Salerno Sewalls Point Stuart	23,295	6,255	0	0	29,550
TOTAL		23,295	6,255	0	0	29,550

**10E. Distribution by County (9/19/2008 Edition) Friday - Hometown News -Melbourne**

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Brevard	Eau Gallie Melbourne West Melbourne	19,940	2,060	0	0	22,000
TOTAL		19,940	2,060	0	0	22,000

**10F. Distribution by County (9/19/2008 Edition) Friday - Hometown News -New Smyrna/Edgewater**

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Volusia	Edgewater New Smyrna Oak Hill	19,192	3,808	0	0	23,000
TOTAL		19,192	3,808	0	0	23,000

**10G. Distribution by County (9/19/2008 Edition) Friday - Hometown News -North Brevard / Merritt Island**

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Brevard	Cape Canaveral Cocoa Cocoa Beach Merritt Island Mims Port Saint John Titusville	25,353	5,047	0	0	30,400
TOTAL		25,353	5,047	0	0	30,400



**10H. Distribution by County (9/19/2008 Edition) Friday - Hometown News -Ormond Beach**

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Volusia	Ormond Beach	18,535	1,465	0	0	20,000
TOTAL		18,535	1,465	0	0	20,000

**10I. Distribution by County (9/19/2008 Edition) Friday – Hometown News –Palm Bay**

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Brevard	Malabar Palm Bay	21,050	950	0	0	22,000
TOTAL		21,050	950	0	0	22,000

**10J. Distribution by County (9/19/2008 Edition) Friday - Hometown News -Port Oranges/S. Daytona**

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Volusia	Daytona Beach Shores Ponce Inlet Port Orange South Daytona	20,004	2,996	0	0	23,000
TOTAL		20,004	2,996	0	0	23,000

**10K. Distribution by County (9/19/2008 Edition) Friday - Hometown News -Port St Lucie**

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Martin	Jensen Beach	213	257	0	0	470
Saint Lucie	Fort Pierce Port Saint Lucie Saint Lucie West	21,920	5,610	0	0	27,530
TOTAL		22,133	5,867	0	0	28,000

**10L. Distribution by County (9/19/2008 Edition) Friday - Hometown News -Sebastian**

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Brevard	Barefoot Bay	5,400	550	0	0	5,950
Indian River	Fellsmere Sebastian Vero Beach	7,413	2,287	0	0	9,700
TOTAL		12,813	2,837	0	0	15,650

**10M. Distribution by County (9/19/2008 Edition) Friday - Hometown News -Suntree/Viera**

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Brevard	Suntree Viera	19,150	850	0	0	20,000
TOTAL		19,150	850	0	0	20,000

**10N. Distribution by County (9/19/2008 Edition) Friday - Hometown News -Vero Beach**

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Indian River	Vero Beach	19,895	5,005	0	0	24,900
TOTAL		19,895	5,005	0	0	24,900

### 11. Verification of Receivership & Readership

#### Controlled Home Delivery and Mail Distribution

The Circulation Verification Council interviewed 1,988 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. Hometown News is distributed regularly in your area. Do you receive Hometown News on a regular basis?
2. (If response to #1 was YES) Do you or someone in your household regularly read or look through Hometown News?

**CVC interviews indicate that 1,871 of 1,988 households or 94.1% indicated they receive Hometown News on a regular basis.**

**CVC interviews indicate that 1,249 of 1,871 or 66.8% indicate they regularly read or look through Hometown News.**

\*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 over 99% of reported controlled bulk drop locations indicated they received Hometown News on a regular basis.**

**CVC interviews indicate that less than 9% of Hometown News’ controlled bulk distributed editions are returned to the publisher unclaimed after the edition cycle.**

### 13. Paid Reporting Analysis

<b>HOME 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: \$104.00 / 1-Year
	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>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 December 31, 2009.**

If this report is presented after December 31, 2009 please call the toll-free number listed below.

Hometown News – Ft. Pierce, FL – 15-0907 - Supplemental Readership Study

The Circulation Verification Council interviewed 1,988 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. \*1,249 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: 1.75\***

\*Readership estimates compiled from 2008 CVC circulation & readership study data.

1. Hometown News is distributed regularly in your area. Does your household regularly receive Hometown News?

YES	1,871	94.1%
NO	117	05.9%

2. Do you or someone in your household regularly read or look through Hometown News?

YES	1,249	66.8%
NO	622	33.2%

3. Do you frequently purchase products or services from ads seen in Hometown News?

YES	937	75.0%
NO	312	25.0%

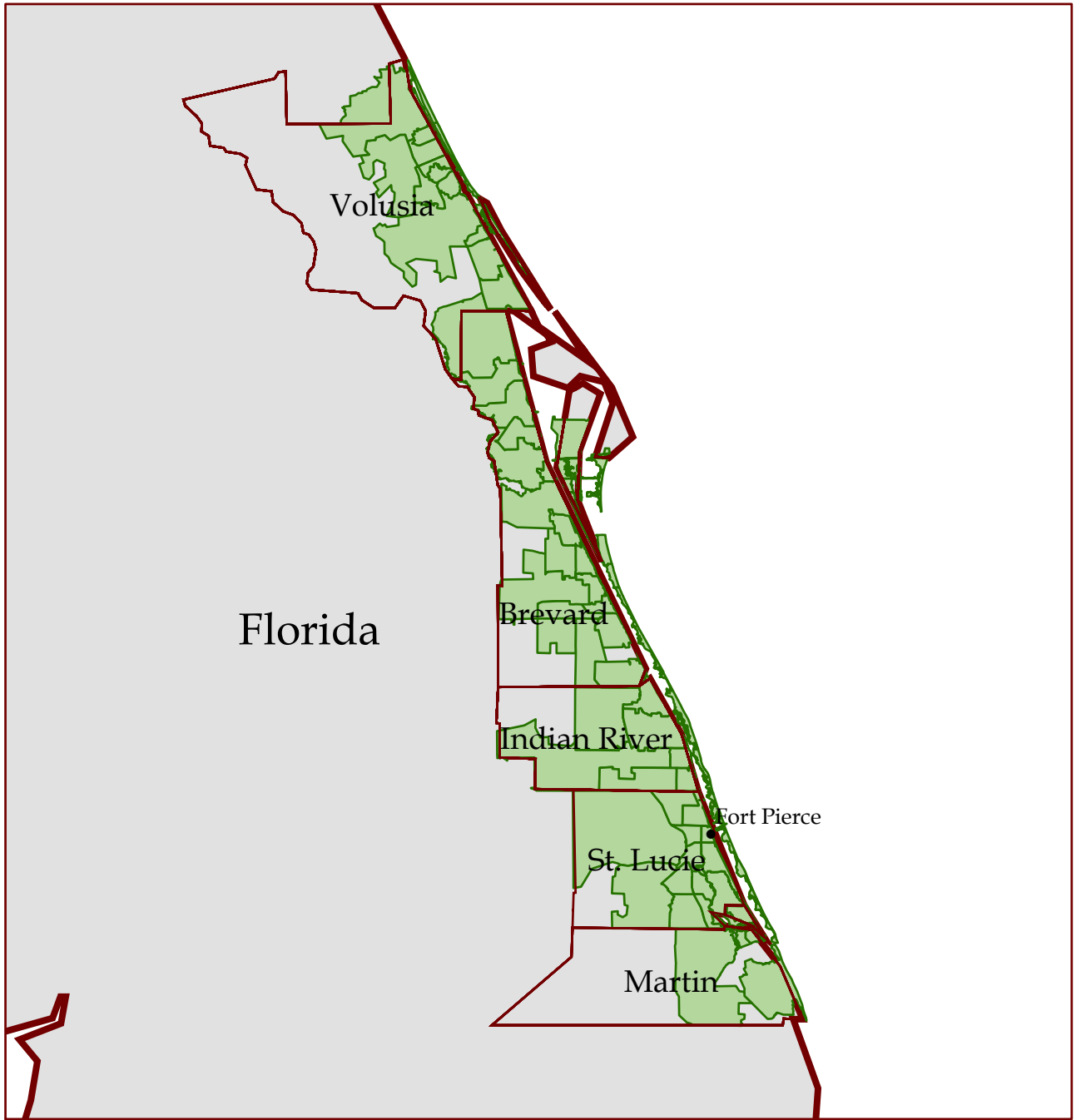
4. How long do you keep Hometown News before discarding it?

39%	1-2 Days
31%	3-4 Days
14%	5-6 Days
16%	1 Week or More

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




Reader Demographics	Market Demographics	
00%	03%	18 - 20
03%	06%	21 - 24
13%	12%	25 - 34
24%	17%	35 - 44
26%	18%	45 - 54
19%	17%	55 - 64
12%	14%	65 - 74
04%	13%	75 years or older





## Hometown News Ft. Pierce, Florida

### Key to Features

-  State Boundary
-  County Boundary
-  Zip Code Boundary

