

Audit Period: July 1, 2010 – June 30, 2011

The Examiner

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1. Publication Information

Average Net Circulation:	44,573 (Print Edition)
Number of Editions:	Eight
Format / Average Page Count:	Tabloid / 20 Pages
Circulation Cycle:	Weekly
Circulation Day / Time:	Wednesday / by 5 PM
Ownership:	Examiner Publicatons, Inc
Year Established:	1977
Publication Type:	Community Newspaper
Content:	50% Advertising / 50% Editorial
Circulation Paid/Unpaid:	73% Unpaid / 27% Paid / 0% Sponsored
Primary Delivery Methods:	85% Home Delivery / 3% Mail / 12% Controlled Bulk
Insert Zoning Available:	Yes - ZIP Code / Zone
CVC Member Number:	See Paragraphs 5 – 5H
DMA/MSA:	Chicago, IL / Chicago--Gary--Kenosha, IL--IN--WI CMSA
Audit Funded By:	Publisher

2. Rate Card and Mechanical Data

Rate Card Effective Date:	January 1, 2010
Mechanical Data:	Four (4) columns x 16-inch column depth Full page: 10" wide X 16" depth.
Open Rate:	Local: \$40.00 per unit (1 unit = 4 column inches) National: \$40.00 per unit (1 unit = 4 column inches)
Insert Open Rate:	\$75.00 per thousand
Classified Rate:	\$25.00 per column inch

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

3. Contact Information

Publisher:	Randall Petrik	EMAIL: randy@examinerpublications.com
Advertising:	Lisa Petrik	EMAIL: Lisa@examinerpublications.com
Circulation:	Lisa Petrik	EMAIL: Lisa@examinerpublications.com

4. Circulation Pricing

The Examiner is a controlled and paid circulation weekly with a cover price of \$0.50. Annual mail subscription rate: \$24.00



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

CVC Account Number: 01-9022		The Examiner - Consolidated Bartlett, IL
Audit Period Summary		
Average Net Circulation	(5-H)	44,573
Average Gross Distribution	(5-F)	44,573
Average Net Press Run	(5-A)	47,600
Audit Period Detail		
A. Average Net Press Run		47,600
B. Office / File		3027
C. Controlled Distribution		
1. Home Delivery		23,931
2. Controlled Bulk Delivery / Demand Distribution		2,974
3. Mail		1,107
4. Restock & Office Service		1,685
5. Other: Requested Home Delivery		3,008
TOTAL AVERAGE CONTROLLED DISTRIBUTION		32,705
D. Paid Distribution		
1. Home Delivery		10,884
2. Single Copy		570
3. Mail		414
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		11,868
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		44,573
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		44,573



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

CVC Account Number: 01-3228		The Examiner - Bartlett Edition Bartlett, IL
Audit Period Summary		
Average Net Circulation	(5-H)	8,955
Average Gross Distribution	(5-F)	8,955
Average Net Press Run	(5-A)	10,000
Audit Period Detail		
A. Average Net Press Run		10,000
B. Office / File		1,045
C. Controlled Distribution		
1. Home Delivery		1,917
2. Controlled Bulk Delivery / Demand Distribution		980
3. Mail		10
4. Restock & Office Service		400
5. Other: Requested Home Delivery		1,046
TOTAL AVERAGE CONTROLLED DISTRIBUTION		4,353
D. Paid Distribution		
1. Home Delivery		4,163
2. Single Copy		198
3. Mail		241
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		4,602
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		8,955
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		8,955



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

CVC Account Number: 01-3395		The Examiner - Campton Hills Edition Bartlett, IL
Audit Period Summary		
Average Net Circulation	(5-H)	4,326
Average Gross Distribution	(5-F)	4,326
Average Net Press Run	(5-A)	4,600
Audit Period Detail		
A. Average Net Press Run		4,600
B. Office / File		274
C. Controlled Distribution		
1. Home Delivery		2,773
2. Controlled Bulk Delivery / Demand Distribution		150
3. Mail		0
4. Restock & Office Service		100
5. Other: Requested Home Delivery		275
TOTAL AVERAGE CONTROLLED DISTRIBUTION		3,298
D. Paid Distribution		
1. Home Delivery		1,019
2. Single Copy		9
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		1,028
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		4,326
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		4,326



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

CVC Account Number: 01-3229		The Examiner - Carol Stream Edition Bartlett, IL
Audit Period Summary		
Average Net Circulation	(5-H)	6,457
Average Gross Distribution	(5-F)	6,457
Average Net Press Run	(5-A)	7,000
Audit Period Detail		
A. Average Net Press Run		7,000
B. Office / File		543
C. Controlled Distribution		
1. Home Delivery		3,226
2. Controlled Bulk Delivery / Demand Distribution		694
3. Mail		0
4. Restock & Office Service		400
5. Other: Requested Home Delivery		544
TOTAL AVERAGE CONTROLLED DISTRIBUTION		4,864
D. Paid Distribution		
1. Home Delivery		1,551
2. Single Copy		42
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		1,593
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		6,457
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		6,457



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

CVC Account Number: 01-3394		The Examiner - Hanover Park Edition Bartlett, IL
Audit Period Summary		
Average Net Circulation	(5-H)	5,475
Average Gross Distribution	(5-F)	5,475
Average Net Press Run	(5-A)	5,500
Audit Period Detail		
A. Average Net Press Run		5,500
B. Office / File		25
C. Controlled Distribution		
1. Home Delivery		4,825
2. Controlled Bulk Delivery / Demand Distribution		250
3. Mail		0
4. Restock & Office Service		275
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		5,350
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		125
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		125
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		5,475
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		5,475



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

CVC Account Number: 01-3230		The Examiner - South Elgin Edition Bartlett, IL
Audit Period Summary		
Average Net Circulation	(5-H)	6,564
Average Gross Distribution	(5-F)	6,564
Average Net Press Run	(5-A)	7,000
Audit Period Detail		
A. Average Net Press Run		7,000
B. Office / File		436
C. Controlled Distribution		
1. Home Delivery		4,154
2. Controlled Bulk Delivery / Demand Distribution		200
3. Mail		0
4. Restock & Office Service		100
5. Other: Requested Home Delivery		438
TOTAL AVERAGE CONTROLLED DISTRIBUTION		4,892
D. Paid Distribution		
1. Home Delivery		1,624
2. Single Copy		48
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		1,672
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		6,564
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		6,564



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

CVC Account Number: 01-3129		The Examiner - St. Charles Edition Bartlett, IL
Audit Period Summary		
Average Net Circulation	(5-H)	4,994
Average Gross Distribution	(5-F)	4,994
Average Net Press Run	(5-A)	5,400
Audit Period Detail		
A. Average Net Press Run		5,400
B. Office / File		406
C. Controlled Distribution		
1. Home Delivery		2,543
2. Controlled Bulk Delivery / Demand Distribution		100
3. Mail		105
4. Restock & Office Service		100
5. Other: Requested Home Delivery		416
TOTAL AVERAGE CONTROLLED DISTRIBUTION		3,264
D. Paid Distribution		
1. Home Delivery		1,544
2. Single Copy		71
3. Mail		115
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		1,730
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		4,994
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		4,994



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

CVC Account Number: 01-3231		The Examiner - Streamwood Edition Bartlett, IL
Audit Period Summary		
Average Net Circulation	(5-H)	6,712
Average Gross Distribution	(5-F)	6,712
Average Net Press Run	(5-A)	7,000
Audit Period Detail		
A. Average Net Press Run		7,000
B. Office / File		288
C. Controlled Distribution		
1. Home Delivery		4,493
2. Controlled Bulk Delivery / Demand Distribution		600
3. Mail		0
4. Restock & Office Service		300
5. Other: Requested Home Delivery		289
TOTAL AVERAGE CONTROLLED DISTRIBUTION		5,682
D. Paid Distribution		
1. Home Delivery		983
2. Single Copy		47
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		1,030
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		6,712
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		6,712



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

CVC Account Number: 01-3393		The Examiner - Wayne Edition Bartlett, IL
Audit Period Summary		
Average Net Circulation	(5-H)	1,090
Average Gross Distribution	(5-F)	1,090
Average Net Press Run	(5-A)	1,100
Audit Period Detail		
A. Average Net Press Run		1,100
B. Office / File		10
C. Controlled Distribution		
1. Home Delivery		0
2. Controlled Bulk Delivery / Demand Distribution		0
3. Mail		992
4. Restock & Office Service		10
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		1,002
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		30
3. Mail		58
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		88
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		1,090
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		1,090

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

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

6B. Audited Online Edition Reporting

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

7. Explanatory

PARAGRAPH FIVE AUDIT PERIOD SUMMARY

AVERAGE NET CIRCULATION: See audit period detail (H).

AVERAGE GROSS DISTRIBUTION: See audit period detail (F).

NET PRESS RUN: See audit period detail (A).

AUDIT PERIOD DETAIL

- A. 1. NET PRESS RUN: Average net press run during the audit period indicated. The net press run average does not include press waste, or start-up copies.
- B. 1. OFFICE / FILE: Undistributed editions maintained by the publisher for office purposes. Office / File editions do not qualify as controlled, paid, or sponsored distribution.
- C. CONTROLLED DISTRIBUTION (NON-PAID): Editions distributed by the publisher free of charge.
1. 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, and/or Post Office Boxes.
4. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5E returns.
5. OTHER: Requested Home Delivery – Editions delivered by private carrier to single family residences, and/or multi-family Residences, and/or businesses.
- 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.
5. OTHER:
- 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.
5. OTHER:
- F. 1. AVERAGE GROSS DISTRIBUTION: Average gross distribution for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C)).
- G. 1. UNCLAIMED / RETURNS: Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle *(See paragraph 12 for CVC return/unclaimed confirmation.)
- H. 1. AVERAGE NET CIRCULATION: Average net circulation for the audit period indicated. (Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G)).

PARAGRAPH SIX (A)

UNIQUE VISITORS: A unique visitor to a website where the user registers or where the user is identified or marked by a cookie, IP address, or other ID that is attached to the browser within the defined cycle. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.

PAGE VIEWS: The transmittal of a full page contained within the website to the user's browser.

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
01/01/11-12/31/11	CVC	44,573	44,573	-	-
01/01/10-12/31/10	CVC	-	-	44,573	44,573

9A. Distribution by Zip Code (6/29/2011 Edition) The Examiner - Bartlett Edition - Wednesday

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
60103	Bartlett	Cook / Du Page	8,169	1,180	251	400	10,000
TOTAL			8,169	1,180	251	400	10,000

9B. Distribution by Zip Code (6/29/2011 Edition) The Examiner - Campton Hills Edition - Wednesday

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
60175	Campton Hills	Kane	4,392	108	0	100	4,600
TOTAL			4,392	108	0	100	4,600

9C. Distribution by Zip Code (6/29/2011 Edition) The Examiner - Carol Stream Edition - Wednesday

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
60188	Carol Stream	Du Page	5,822	736	42	400	7,000
TOTAL			5,822	736	42	400	7,000

9D. Distribution by Zip Code (6/29/2011 Edition) The Examiner - Hanover Park Edition - Wednesday

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
60133	Hanover Park	Cook / Du Page	4,825	375	0	300	5,500
TOTAL			4,825	375	0	300	5,500

9E. Distribution by Zip Code (6/29/2011 Edition) The Examiner - South Elgin Edition - Wednesday

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
60177	South Elgin	Kane	6,754	146	0	100	7,000
TOTAL			6,754	146	0	100	7,000

9F. Distribution by Zip Code (6/29/2011 Edition) The Examiner - St. Charles Edition - Wednesday

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
60174	Saint Charles	Kane	4,913	167	220	100	5,400
TOTAL			4,913	167	220	100	5,400

9G. Distribution by Zip Code (6/29/2011 Edition) The Examiner - Streamwood Edition - Wednesday

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
60107	Streamwood	Cook	6,054	646	0	300	7,000
TOTAL			6,054	646	0	300	7,000

9H. Distribution by Zip Code (6/29/2011 Edition) The Examiner - Wayne Edition - Wednesday

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
60184	Wayne	Du Page / Kane	0	30	1,050	20	1,100
TOTAL			0	30	1,050	20	1,100

10A. Distribution by County (6/29/2011 Edition) The Examiner - Bartlett Edition - Wednesday

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Cook / Du Page	Bartlett	8,169	1,180	251	400	10,000
TOTAL		8,169	1,180	251	400	10,000

10B. Distribution by County (6/29/2011 Edition) The Examiner - Campton Hills Edition - Wednesday

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Kane	Campton Hills	4,392	108	0	100	4,600
TOTAL		4,392	108	0	100	4,600

10C. Distribution by County (6/29/2011 Edition) The Examiner - Carol Stream Edition - Wednesday

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Du Page	Carol Stream	5,822	736	42	400	7,000
TOTAL		5,822	736	42	400	7,000

10D. Distribution by County (6/29/2011 Edition) The Examiner - Hanover Park Edition - Wednesday

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Cook / Du Page	Hanover Park	4,825	375	0	300	5,500
TOTAL		4,825	375	0	300	5,500

10E. Distribution by County (6/29/2011 Edition) The Examiner - South Elgin Edition - Wednesday

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Kane	South Elgin	6,754	146	0	100	7,000
TOTAL		6,754	146	0	100	7,000

10F. Distribution by County (6/29/2011 Edition) The Examiner - St. Charles Edition - Wednesday

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Kane	Saint Charles	4,913	167	220	100	5,400
TOTAL		4,913	167	220	100	5,400

10G. Distribution by County (6/29/2011 Edition) The Examiner - Streamwood Edition - Wednesday

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Cook	Streamwood	6,054	646	0	300	7,000
TOTAL		6,054	646	0	300	7,000

10H. Distribution by County (6/29/2011 Edition) The Examiner - Wayne Edition - Wednesday

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Du Page / Kane	Wayne	0	30	1,050	20	1,100
TOTAL		0	30	1,050	20	1,100



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11. Verification of Receivership & Readership

Controlled Home Delivery and Mail Distribution

The Examiner reported an average home delivery distribution of 34,815 during the audit period. Home Delivery was verified through the review of carrier statements and additional publisher support documents. The Examiner reported an average mail distribution of 1,521 during the audit period. Mail distribution was verified through the review of USPS mail statements and additional publisher support documents. The Circulation Verification Council interviewed residents in the primary market areas indicated in paragraph nine. The purpose was to identify the number of residents who indicate they receive the publication on a regular basis, and further identify the number of residents who read or look through the publication. The interviews took place throughout the audit period between the hours of 5:30 PM-8:30 PM and 10:00 AM-2:00 PM. All respondents identified themselves as 18 or older.

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

CVC interviews indicate that a sufficient number of households indicated they receive The Examiner on a regular basis to substantiate the publisher’s distribution claims.

CVC interviews indicate that 476 of 557 or 85.5% indicate they regularly read or look through The Examiner.

*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 100% of reported controlled bulk drop locations indicated they received The Examiner on a regular basis.

CVC interviews indicate that less than 50% of The Examiner’s controlled bulk distributed editions are returned to the publisher unclaimed after the edition cycle.



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13. Paid Reporting Analysis

HOME DELIVERY	Basic Rates: \$24.00
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	10,884
Over 75% of basic rate	0
Over 50% of basic rate	0
Under 50% of basic rate	0
MAIL	Basic Rates: \$24.00 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	414
Over 75% of basic rate	0
Over 50% of basic rate	0
Under 50% of basic rate	0
SINGLE COPY	COVER PRICE: \$.50
	AVERAGE WHOLESALE RATE: \$0.25
OTHER:	

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 September 30, 2012.
If this report is presented after September 30, 2012 please call the toll-free number listed below.



The Examiner - Bartlett, IL - 01-9022 - Supplemental Readership Study

The Circulation Verification Council interviewed 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. *476 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: 2.15***
*Readership estimates compiled from 2011 CVC circulation & readership study data.

1. The Examiner is distributed regularly in your area. Do you or someone in your household regularly read or look through The Examiner?

YES	476	Survey Respondents
NO		Survey Terminated

2. Do you frequently purchase products or services from ads seen in The Examiner?

YES	359	75.4%
NO	117	24.6%

3. How long do you keep The Examiner before discarding it?

54%	1-2 Days
30%	3-4 Days
02%	5-6 Days
14%	1 Week or More

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

Reader Demographics	Market Demographics
00%	05% 18 - 20
02%	07% 21 - 24
14%	22% 25 - 34
27%	25% 35 - 44
25%	21% 45 - 54
20%	12% 55 - 64
11%	05% 65 - 74
02%	04% 75 years or older

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

43%	Male Readers
57%	Female Readers

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

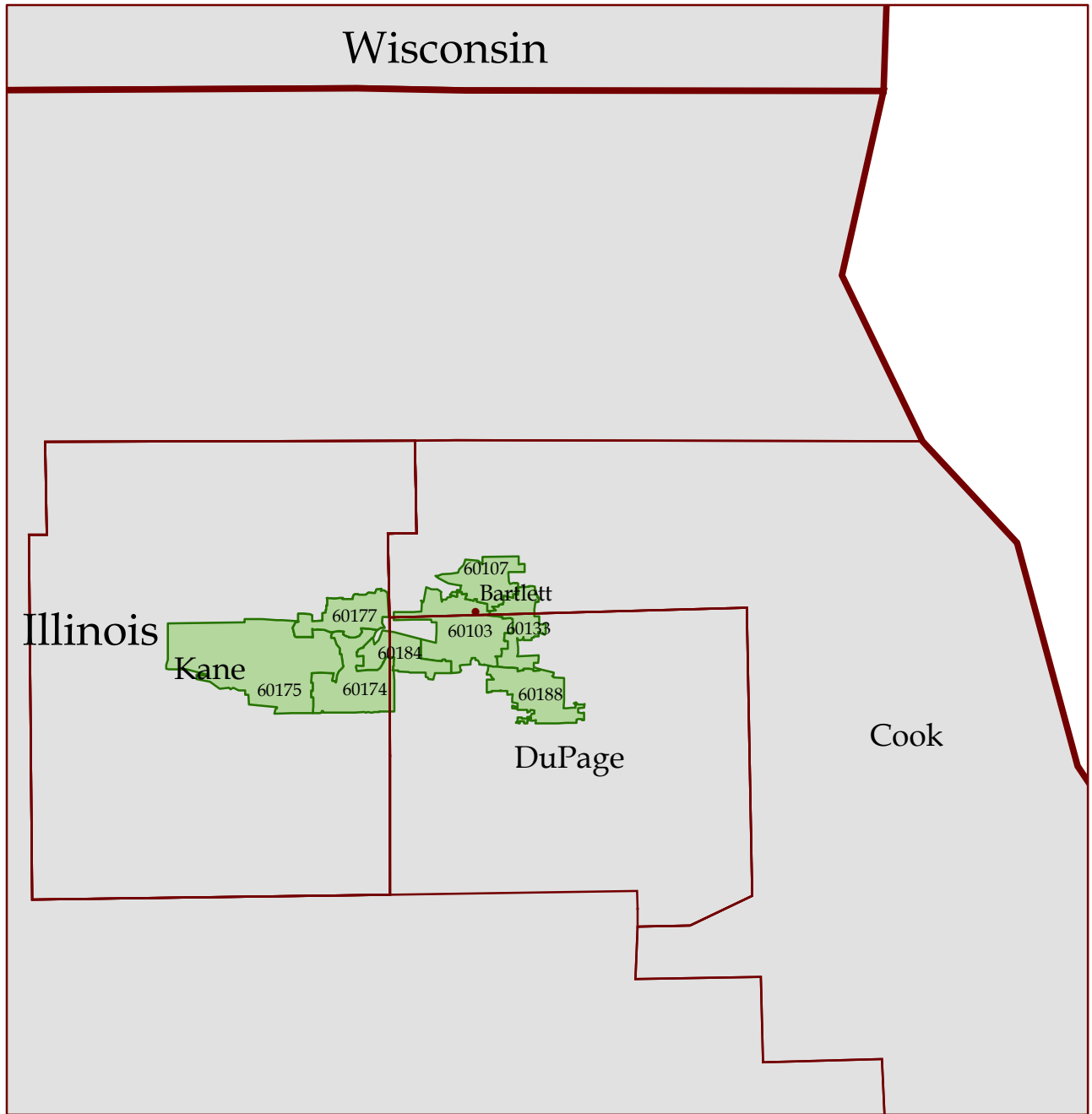
Reader Demographics	Market Demographics	
01%	08%	Under \$25,000
10%	15%	\$25,001 - \$49,999
19%	20%	\$50,000 - \$74,999
24%	19%	\$75,000 - \$99,999
28%	24%	\$100,000 - \$149,999
19%	15%	Over \$150,000

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

Reader Demographics	Market Demographics	
02%	09%	Some High School or Less
15%	23%	Graduated High School
35%	32%	Some College
34%	26%	Graduated College
14%	11%	Completed Post Graduate




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

		(% = Positive respondents)
13%	New Automobile	
17%	Used Automobile	
22%	Antiques / Auctions	
45%	Furniture / Home Furnishings	
16%	Major Home Appliance	
08%	Home Computers	
39%	Home Improvements / Supplies	
47%	Television / Electronics	
21%	Carpet / Flooring	
69%	Automobile Accessories (tires, brakes & service)	
61%	Lawn & Garden	
38%	Florist / Gift Shops	
30%	Home Heating / Air Conditioning (service, new equipment)	
65%	Vacations / Travel	
07%	Real Estate	
81%	Men's Apparel	
89%	Women's Apparel	
51%	Children's Apparel	
01%	Boats / Personal Watercraft	
20%	Art & Crafts Supplies	
22%	Childcare	
34%	Education / Classes	
15%	Attorney	
25%	Veterinarian	
16%	Chiropractor	
28%	Financial Planner (Retirement, Investing)	
82%	Tax Advisor / Services	
30%	Health Club / Exercise Class	
30%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)	
06%	Weight Loss	
51%	Lawn Care Service (Maintenance & Landscaping)	
46%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)	
82%	Pharmacist / Prescription Service	
26%	Cellular Phone New/Update Service	
84%	Dining & Entertainment	
25%	Jewelry	
13%	Wedding Supplies	
29%	Athletic & Sports Equipment	



The Examiner
 Bartlett, Illinois
 01-9022

Key to Features

-  State Boundary
-  County Boundary
-  Zip Code Boundary

