

Audit Period: January 1, 2007 – December 31, 2007

Up & Coming Weekly

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Fayetteville, NC 28301 (28305)
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www.upandcomingweekly.com

1. Publication Information

Average Net Circulation: 13,854 (Print Edition)
Number of Editions: One
Format / Average Page Count: Tabloid / 48 Pages
Circulation Cycle: Weekly
Circulation Day / Time: Wednesday / by 5 PM
Ownership: F & B Publications Inc
Year Established: 1996
Publication Type: Community Newspaper
Content: 50% Advertising / 50% Editorial
Circulation Paid/Unpaid: 100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods: 0% Home Delivery / 0% Mail / 100% Controlled Bulk
Insert Zoning Available: No
CVC Member Number: 01-0080
DMA/MSA: Raleigh, NC / Fayetteville, NC
Audit Funded By: Southeastern Advertising Publishers Association
Independent Free Papers of America

2. Rate Card and Mechanical Data

Rate Card Effective Date: January 1, 2008
Mechanical Data: Four (4) columns x 12-inch column depth
Full page: 9.75" wide X 12" depth.
Open Rate: Local: \$25.55 per column inch
National: \$33.55 per column inch
Insert Open Rate: \$45.00 per thousand
Classified Rate: \$14.95 for up to 5 lines
Volume, frequency, contract, color, and other rates may be available from the publisher.

3. Contact Information

Publisher: Bill Bowman EMAIL: bbowman@upandcomingweekly.com
Advertising: Sam Lum EMAIL: sam@upandcomingweekly.com
Circulation: Jean Bolton EMAIL: jean@upandcomingweekly.com

4. Circulation Pricing

Up & Coming Weekly is a controlled circulation weekly without circulation pricing. Annual mail subscription rate: \$60.00



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

CVC Account Number: 01-0080		Up & Coming Weekly Fayetteville, NC
Audit Period Summary		
Average Net Circulation	(5-H)	13,854
Average Gross Distribution	(5-F)	16,117
Average Net Press Run	(5-A)	16,167
Audit Period Detail		
A. Average Net Press Run		16,167
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		0
2. Controlled Bulk Delivery / Demand Distribution		16,074
3. Mail		14
4. Restock & Office Service		29
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		16,117
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		16,117
G. Unclaimed / Returns		(2,263)*
H. Average Net Circulation		13,854

6A. Audited Average Website Reporting

	Audit Period Average
Unique Visitors	Not Reported
Page Views	Not Reported
Hits	Not Reported

6B. Audited Online Edition Reporting

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

7. Explanatory

PARAGRAPH FIVE

AUDIT PERIOD SUMMARY

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

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

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

AUDIT PERIOD DETAIL

- A. 1. NET PRESS RUN: Average net press run during the audit period indicated. The net press run average does not include press waste, or start-up copies.
- B. 1. OFFICE / FILE: Undistributed editions maintained by the publisher for office purposes. Office / File editions do not qualify as controlled, paid, or sponsored distribution.
- C. CONTROLLED DISTRIBUTION (NON-PAID): Editions distributed by the publisher free of charge.
1. HOME DELIVERY: Editions delivered by private carrier to single family residences, and/or multi-family residences, and/or businesses.
2. CONTROLLED BULK / DEMAND DISTRIBUTION: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5E returns.
3. MAIL: Editions delivered by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses.
4. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5E returns.
- D. PAID DISTRIBUTION: Editions distributed by the publisher through paid subscription or other monetary exchange with individual readers.
1. HOME DELIVERY: Editions distributed by private carrier to paid subscribers in single family residences, and/or multi family residences, and/or businesses.
2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5E returns.
3. MAIL: Editions delivered by United States Postal Service mail to paid subscribers in single family residences, and/or multi-family residences, and/or businesses.
4. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5E returns.
- E. SPONSORED / VOLUNTARY PAID DISTRIBUTION: Editions distributed by the publisher that are sponsored by a third party monetary exchange.
1. HOME DELIVERY: Editions delivered by private carrier to sponsored subscribers in single family residences, and/or multi-family residences, and/or businesses.
2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers on a voluntary pay basis. Subject to paragraph 5E returns.
3. MAIL: Editions delivered by United States Postal Service mail to sponsored subscribers in single family residences, and/or multi-family residences, and/or businesses.
4. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of voluntary or sponsored newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5E returns.
- F. 1. AVERAGE GROSS DISTRIBUTION: Average gross distribution for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C)).
- G. 1. UNCLAIMED / RETURNS: Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle *(See paragraph 12 for CVC return/unclaimed confirmation.)
- H. 1. AVERAGE NET CIRCULATION: Average net circulation for the audit period indicated. (Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G)).

PARAGRAPH SIX (A)

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

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

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

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/07-12/31/07	CVC	13,594	13,986	13,981	13,377
01/01/06-12/31/06	CVC	13,975	14,104	14,104	13,453
01/01/05-12/31/05	CVC	14,167	14,453	14,703	13,353
01/01/04-12/31/04	CVC	13,335	13,985	13,801	13,473
01/01/03-12/31/03	CVC	-	-	-	13,219
01/01/02-12/31/02	CVC	-	-	-	-
01/01/01-12/31/01	CVC	-	-	-	-
07/01/00-12/31/00	CVC	-	-	-	-
07/01/99-06/30/00	CVC	-	-	-	-

9. Distribution by Zip Code (6/27/2007 Edition)

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
28301	Fayetteville	Cumberland	0	2,125	25	75	2,225
28303	Fayetteville	Cumberland	0	1,555	0	0	1,555
28304	Fayetteville	Cumberland	0	2,775	0	0	2,775
28305	Fayetteville	Cumberland	0	3,335	0	0	3,335
28306	Fayetteville	Cumberland	0	535	0	0	535
28307	Fayetteville	Cumberland	0	2,430	0	0	2,430
28308	Pope AFB	Cumberland	0	275	0	0	275
28311	Fayetteville	Cumberland	0	1,470	0	0	1,470
28314	Fayetteville	Cumberland	0	370	0	0	370
28348	Hope Mills	Cumberland	0	865	0	0	865
28372	Pembroke	Robeson	0	105	0	0	105
28390	Spring Lake	Cumberland	0	560	0	0	560
TOTAL			0	16,400	25	75	16,500

10. Distribution by County (6/27/2007 Edition)

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Cumberland	Fayetteville Hope Mills Pope AFB Spring Lake	0	16,295	25	75	16,395
Robeson	Pembroke	0	105	0	0	105
TOTAL		0	16,400	25	75	16,500

11. Verification of Receivership & Readership

Home Delivery and Mail Distribution

Up & Coming Weekly did not report significant home delivery or mail distribution during the audit period. Mail distribution was verified through the review of USPS mail statements and additional publisher support documents. Home Delivery was verified through the review of carrier statements and additional publisher support documents.



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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 Up & Coming Weekly on a regular basis.

CVC interviews indicate that less than 15% of Up & Coming Weekly’s controlled bulk distributed editions are returned to the publisher unclaimed after the edition cycle.

13. Paid Reporting Analysis

HOME DELIVERY	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
Over 75% of basic rate	0
Over 50% of basic rate	0
Under 50% of basic rate	0
MAIL	Basic Rates: \$60.00 / 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
SINGLE COPY	COVER PRICE: N/A
	AVERAGE WHOLESALE RATE: N/A
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.



The current status of this report expires December 31, 2008.
 If this report is presented after December 31, 2008 please call the toll-free number listed below.



Up & Coming Weekly – Fayetteville – 01-0080 - Supplemental Readership Study

The Circulation Verification Council interviewed 571 readers in the primary market areas indicated in publication's CVC audit report. The purpose was to identify the number of residents who indicate they have read at least two of the last four issues of the publication, and gather readership study information useful for advertising purchase decisions. Market statistics estimates appearing in CVC reports are obtained from EASI Software 2006. 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 news stories. 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 newspaper readership question, with the exception of a qualifying question designed to determine the ZIP code of recipient residence; and general warm-up questions 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) newspaper 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).

- **Average readers per edition during the audit period: 2.25***

*Readership estimates compiled from 2007 CVC circulation & readership study data.

1. Up & Coming Weekly is distributed every month in your area. Do you regularly read or look through Up & Coming Weekly?

YES	571	Survey Respondents (23.2% Market Penetration)
NO	1,887	Survey Terminated

2. Do you frequently purchase products or services from ads seen in Up & Coming Weekly?

YES	490	85.8%
NO	81	14.2%

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

Reader Demographics	Market Demographics
15%	32% Under \$25,000
28%	33% \$25,001 - \$49,999
24%	16% \$50,000 - \$74,999
17%	09% \$75,000 - \$99,999
11%	06% \$100,000 - \$149,999
05%	04% Over \$150,000




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

Reader Demographics	Market Demographics
01%	08% 18 - 20
17%	10% 21 - 24
31%	23% 25 - 34
30%	22% 35 - 44
14%	17% 45 - 54
05%	09% 55 - 64
02%	07% 65 - 74
01%	04% 75 years or older



Up & Coming Weekly
 Fayetteville, North Carolina
 01-0080

Key to Features

-  State Boundary
-  County Boundary
-  Zip Code Boundary

