

Audit Period: January 1, 2009 – December 31, 2009

Pelican Press

5011 Ocean Blvd, Suite 206
Sarasota, FL 34242
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www.pelicanpressonline.com

1. Publication Information

Average Net Circulation:	22,621 (Print Edition)
Number of Editions:	One
Format / Average Page Count:	Tabloid / 40 Pages
Circulation Cycle:	Weekly
Circulation Day / Time:	Thursday / by 12 Noon
Ownership:	Journal Community Publishing Group
Year Established:	1971
Publication Type:	Community Newspaper
Content:	60% Advertising / 40% Editorial
Circulation Paid/Unpaid:	98% Unpaid / 2% Paid / 0% Sponsored
Primary Delivery Methods:	49% Home Delivery / 2% Mail / 49% Controlled Bulk
Insert Zoning Available:	Yes - Route
CVC Member Number:	15-0087
DMA/MSA:	Tampa, FL / Sarasota--Bradenton, FL
Audit Funded By:	Community Papers of Florida

2. Rate Card and Mechanical Data

Rate Card Effective Date:	January 1, 2010
Mechanical Data:	Six (6) columns x 13.5-inch column depth Full page: 10.25" wide X 13.5" depth.
Open Rate:	Local: \$20.00 per column inch National: \$20.00 per column inch
Insert Open Rate:	\$40.00 per thousand
Classified Rate:	\$10.00 for up to 5 lines

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

3. Contact Information

Publisher:	Vincent Grassia	EMAIL: vgrassia@jcpgroup.com
Advertising:	Trisha Ivey	EMAIL: tivey@jcpgroup.com
Circulation:	Trisha Ivey	EMAIL: tivey@jcpgroup.com

4. Circulation Pricing

Pelican Press is a controlled circulation weekly without circulation pricing. Annual mail subscription rate: \$150.00



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

CVC Account Number: 15-0087		Pelican Press Sarasota, FL
Audit Period Summary		
Average Net Circulation	(5-H)	22,621
Average Gross Distribution	(5-F)	23,756
Average Net Press Run	(5-A)	23,806
Audit Period Detail		
A. Average Net Press Run		23,806
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		11,588
2. Controlled Bulk Delivery / Demand Distribution		10,995
3. Mail		0
4. Restock & Office Service		718
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		23,301
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		455
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		455
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		23,756
G. Unclaimed / Returns		(1,135)*
H. Average Net Circulation		22,621

6A. Audited Average Website Reporting

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

6B. Audited Online Edition Reporting

	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.
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:
- 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.
- 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
01/01/09-12/31/09	CVC	24,404	23,300	22,027	20,842
01/01/08-12/31/08	CVC	25,288	23,952	22,664	23,097
01/01/07-12/31/07	CVC	26,649	25,933	22,393	22,892
07/01/06-12/31/06	CVC	-	-	22,945	24,614

9. Distribution by Zip Code (12/31/2009 Edition) Thursday

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
34229	Osprey	Sarasota	683	25	0	0	708
34231	Sarasota	Sarasota	2,551	1,300	0	0	3,851
34234	Sarasota	Sarasota	375	0	0	0	375
34236	Sarasota	Sarasota	1,151	3,132	0	0	4,283
34238	Sarasota	Sarasota	1,119	2,000	0	0	3,119
34239	Sarasota	Sarasota	1,175	200	0	0	1,375
34242	Sarasota	Sarasota	1,750	3,381	0	625	5,756
34272	Laurel	Sarasota	587	0	0	0	587
34275	Nokomis	Sarasota	1,425	300	0	0	1,725
Misc.	Assorted	Assorted	0	0	221	0	221
TOTAL			10,816	10,338	221	625	22,000

10. Distribution by County (12/31/2009 Edition) Thursday

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Sarasota	Laurel Nokomis Osprey Sarasota	10,816	10,338	0	625	21,779
Misc.	Assorted	0	0	221	0	221
TOTAL		10,816	10,338	221	625	22,000

11. Verification of Receivership & Readership

Controlled Home Delivery and Mail Distribution

The Circulation Verification Council interviewed 314 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. Pelican Press is distributed regularly in your area. Do you receive Pelican Press on a regular basis?
2. (If response to #1 was YES) Do you or someone in your household regularly read or look through Pelican Press?

CVC interviews indicate that 309 of 314 households or 98.4% indicated they receive Pelican Press on a regular basis.

CVC interviews indicate that 258 of 309 or 83.5% indicate they regularly read or look through Pelican Press.

*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 Pelican Press on a regular basis.

CVC interviews indicate that less than 10% of Pelican Press'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: \$150.00 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	455
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.



www.cvcaudit.com

The current status of this report expires March 31, 2011.

If this report is presented after March 31, 2011 please call the toll-free number listed below.



Pelican Press - Sarasota, FL - 15-0087 - Supplemental Readership Study

The Circulation Verification Council interviewed 376 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. *258 Survey respondents were interviewed during the verification of home delivery and mail distribution. 118 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: 2.05***
*Readership estimates compiled from 2009 CVC circulation & readership study data.

1. Pelican Press is distributed regularly in your area. Do you regularly read or look through Pelican Press?

YES	376	Survey Respondents
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2. Do you frequently purchase products or services from ads seen in Pelican Press?

YES	311	82.7%
NO	65	17.3%

3. How long do you keep Pelican Press before discarding it?

36%	1-2 Days
31%	3-4 Days
14%	5-6 Days
19%	1 Week or More

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

Reader Demographics	Market Demographics
00%	03% 18 - 20
03%	04% 21 - 24
07%	10% 25 - 34
15%	13% 35 - 44
23%	17% 45 - 54
21%	19% 55 - 64
20%	16% 65 - 74
11%	19% 75 years or older

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

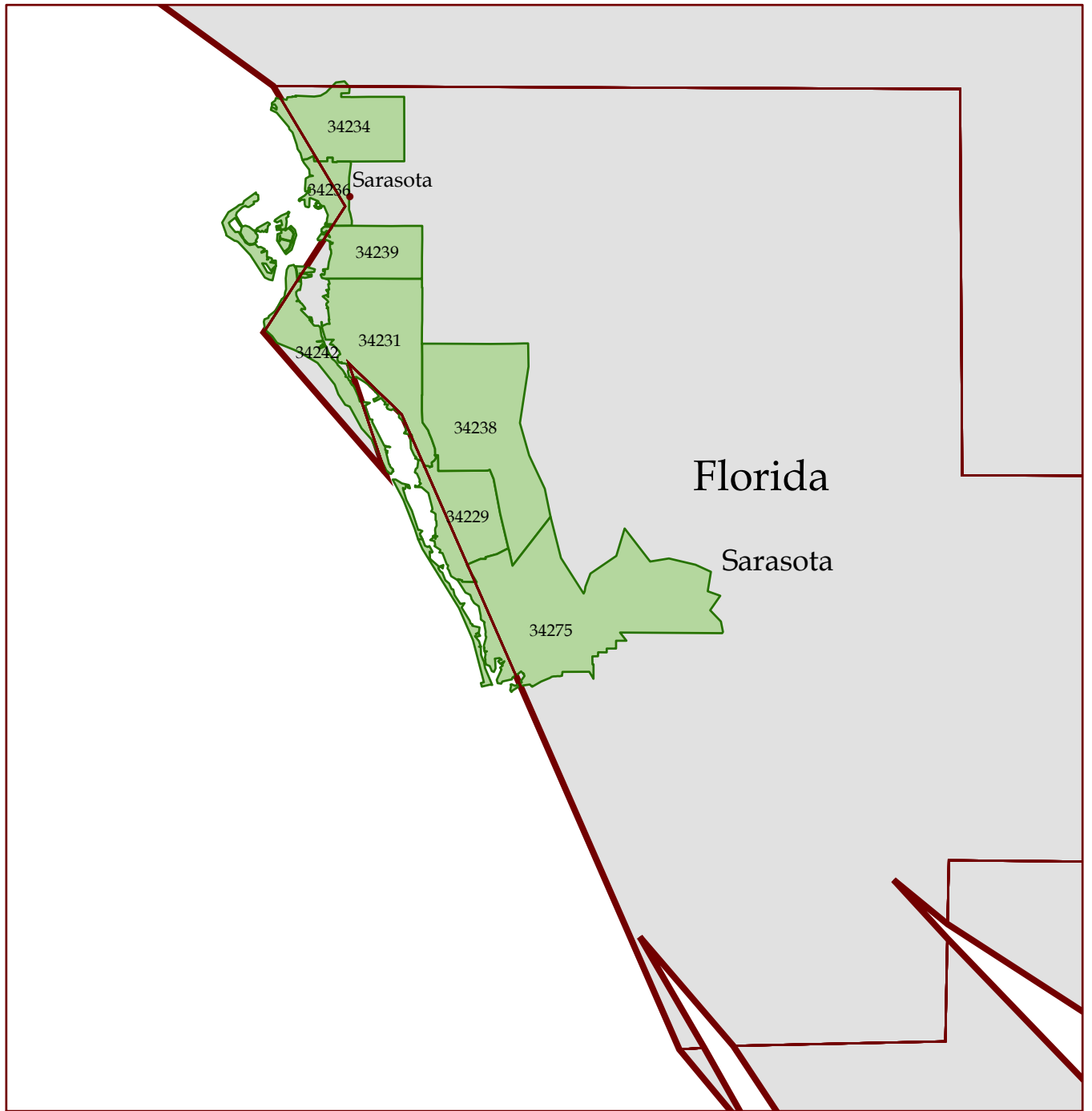
Reader Demographics	Market Demographics	
09%	22%	Under \$25,000
28%	26%	\$25,001 - \$49,999
24%	18%	\$50,000 - \$74,999
16%	12%	\$75,000 - \$99,999
14%	12%	\$100,000 - \$149,999
09%	10%	Over \$150,000

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

Reader Demographics	Market Demographics	
02%	11%	Some High School or Less
24%	25%	Graduated High School
36%	30%	Some College
28%	21%	Graduated College
10%	13%	Completed Post Graduate




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

		(% = Positive respondents)
15%	New Automobile	
10%	Used Automobile	
18%	Antiques / Auctions	
41%	Furniture / Home Furnishings	
18%	Major Home Appliance	
16%	Home Computers	
32%	Home Improvements / Supplies	
41%	Television / Electronics	
14%	Carpet / Flooring	
65%	Automobile Accessories (tires, brakes & service)	
61%	Lawn & Garden	
32%	Florist / Gift Shops	
28%	Home Heating / Air Conditioning (service, new equipment)	
49%	Vacations / Travel	
02%	Real Estate	
77%	Men's Apparel	
89%	Women's Apparel	
26%	Children's Apparel	
02%	Boats / Personal Watercraft	
20%	Art & Crafts Supplies	
19%	Childcare	
31%	Education / Classes	
12%	Attorney	
20%	Veterinarian	
17%	Chiropractor	
29%	Financial Planner (Retirement, Investing)	
75%	Tax Advisor / Services	
35%	Health Club / Exercise Class	
40%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)	
08%	Weight Loss	
21%	Lawn Care Service (Maintenance & Landscaping)	
49%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)	
77%	Pharmacist / Prescription Service	
23%	Cellular Phone New/Update Service	
82%	Dining & Entertainment	
21%	Jewelry	
09%	Wedding Supplies	
37%	Athletic & Sports Equipment	



Pelican Press
Sarasota, Florida
15-0087

Key to Features

-  State Boundary
-  County Boundary
-  Zip Code Boundary

