

**Audit Period: October 1, 2009 – September 30, 2010**

**Thrifty Nickel - Jonesboro**

1468 Roswell Road  
Marietta, GA 30062  
(770) 971-8333  
(770) 578-1673 FAX

EMAIL: publisher@atlantaamericanclassifieds.com  
www.atlantathrifynickel.com

**1. Publication Information**

Average Net Circulation:	22,006 (Print Edition)
Number of Editions:	One
Format / Average Page Count:	Tabloid / 16 Pages
Circulation Cycle:	Weekly
Circulation Day / Time:	Thursday / by 6 PM
Ownership:	Thrifty Nickel
Year Established:	1988
Publication Type:	Shopper
Content:	100% Advertising / 0% Editorial
Circulation Paid/Unpaid:	100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods:	0% Home Delivery / 0% Mail / 100% Controlled Bulk
Insert Zoning Available:	Yes - ZIP Code
CVC Member Number:	23-0217
DMA/MSA:	Atlanta, GA / Atlanta, GA
Audit Funded By:	Publisher

**2. Rate Card and Mechanical Data**

Rate Card Effective Date:	June 1, 2008
Mechanical Data:	Eight (8) columns x 15.5-inch column depth Full page: 10.24" wide X 15.5" depth.
Open Rate:	Local: \$4.25 - \$7.25 per column inch National: \$4.25 - \$7.25 per column inch
Insert Open Rate:	\$40.00 per thousand
Classified Rate:	\$7.00 for up to 20 words

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

**3. Contact Information**

Publisher:	Amy Hollingshead	EMAIL: publisher@atlantaamericanclassifieds.com
Advertising:	Kathy Watson	EMAIL: office@atlantaamericanclassifieds.com
Circulation:	Bill Elliott	EMAIL: distribution@atlantaamericanclassifieds.com

**4. Circulation Pricing**

Thrifty Nickel - Jonesboro is a controlled circulation weekly without circulation pricing. Annual mail subscription rate: Contact Publisher



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

CVC Account Number: 23-0217		Thrifty Nickel - Jonesboro Marietta, GA
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>22,006</b>
Average Gross Distribution	(5-F)	23,942
Average Net Press Run	(5-A)	23,992
<b>Audit Period Detail</b>		
A. Average Net Press Run		23,992
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		0
2. Controlled Bulk Delivery / Demand Distribution		23,548
3. Mail		0
4. Restock & Office Service		394
5. Other:		0
<b>TOTAL AVERAGE CONTROLLED DISTRIBUTION</b>		<b>23,942</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		23,942
G. Unclaimed / Returns		(1,936)*
<b>H. Average Net Circulation</b>		<b>22,006</b>

**6A. Audited Average Website Reporting - www.atlantathrifynickel.com**

	Monthly Audit Period Average
Website Unique Visitors	5,548
Website Page Views	31,166

**6B. Audited Online Edition Reporting**

	Monthly Audit Period Average
Unique Digital Edition Visitors	124
Digital Edition Page Views	1,502

## 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:
- 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
01/01/10-12/31/10	CVC	18,666	22,302	22,665	-
01/01/09-12/31/09	CVC	22,604	19,601	20,366	21,120
01/01/08-12/31/08	CVC	23,806	23,458	20,986	19,435
01/01/07-12/31/07	CVC	25,254	24,849	24,291	23,736
01/01/06-12/31/06	CVC	26,168	25,618	25,998	26,680
04/01/05-12/31/05	CVC	-	26,562	27,184	26,676

**9. Distribution by Zip Code (6/24/2010 Edition) Thursday**

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
30012	Conyers	Rockdale	0	502	0	0	502
30013	Conyers	Rockdale	0	699	0	0	699
30014	Covington	Newton	0	293	0	0	293
30016	Covington	Newton	0	21	0	0	21
30032	Decatur	Dekalb	0	20	0	0	20
30034	Decatur	Dekalb	0	771	0	0	771
30035	Decatur	Dekalb	0	348	0	0	348
30038	Lithonia	Dekalb	0	123	0	0	123
30058	Lithonia	Dekalb	0	375	0	0	375
30094	Conyers	Rockdale	0	19	0	0	19
30213	Fairburn	Fulton	0	357	0	0	357
30214	Fayetteville	Fayette	0	799	0	0	799
30223	Griffin	Spalding	0	1,458	0	0	1,458
30224	Griffin	Spalding	0	75	0	0	75
30228	Hampton	Henry	0	603	0	0	603
30233	Jackson	Butts	0	19	0	0	19
30236	Jonesboro	Clayton	0	2,011	0	0	2,011
30238	Jonesboro	Clayton	0	107	0	0	107
30248	Locust Grove	Henry	0	435	0	0	435
30253	McDonough	Henry	0	1,749	0	0	1,749
30260	Morrow	Clayton	0	1,170	0	0	1,170
30263	Newnan	Coweta	0	28	0	0	28
30269	Peachtree City	Fayette	0	454	0	0	454
30273	Rex	Clayton	0	279	0	0	279
30274	Riverdale	Clayton	0	1,954	0	0	1,954
30276	Senoia	Coweta	0	244	0	0	244
30277	Sharpsburg	Coweta	0	10	0	0	10
30281	Stockbridge	Henry	0	1,498	0	0	1,498
30291	Union City	Fulton	0	616	0	0	616
30294	Ellenwood	Dekalb	0	232	0	0	232
30296	Riverdale	Clayton	0	71	0	0	71
30297	Forest Park	Clayton	0	1,484	0	0	1,484
30310	Atlanta	Fulton	0	210	0	0	210
30311	Atlanta	Fulton	0	490	0	0	490
30315	Atlanta	Fulton	0	491	0	0	491
30316	Atlanta	Fulton	0	1,913	0	0	1,913
30337	Atlanta	Fulton	0	227	0	0	227
30344	Atlanta	Fulton	0	675	0	0	675

**9. Distribution by Zip Code** (6/24/2010 Edition) Thursday (continued)

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
30349	Atlanta	Fulton	0	1,293	0	0	1,293
30354	Hapeville	Fulton	0	97	0	0	97
Misc.	Assorted	Assorted	0	49	0	0	49
<b>TOTAL</b>			<b>0</b>	<b>24,269</b>	<b>0</b>	<b>0</b>	<b>24,269</b>

**10. Distribution by County** (6/24/2010 Edition) Thursday

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Butts	Jackson	0	19	0	0	19
Clayton	Forest Park Jonesboro Morrow Rex Riverdale	0	7,076	0	0	7,076
Coweta	Newnan Senolia Sharpsburg	0	282	0	0	282
Dekalb	Decatur Ellenwood Lithonia	0	1,869	0	0	1,869
Fayette	Fayetteville Peachtree City	0	1,253	0	0	1,253
Fulton	Atlanta Fairburn Hapeville Union City	0	6,369	0	0	6,369
Henry	Hampton Locust Grove McDonough Stockbridge	0	4,285	0	0	4,285
Newton	Covington	0	314	0	0	314
Rockdale	Conyers	0	1,220	0	0	1,220
Spalding	Griffin	0	1,533	0	0	1,533
Misc.	Assorted	0	49	0	0	49
<b>TOTAL</b>		<b>0</b>	<b>24,269</b>	<b>0</b>	<b>0</b>	<b>24,269</b>

**11. Verification of Receivership & Readership**

**Home Delivery and Mail Distribution**

Thrifty Nickel - Jonesboro did not report significant home delivery or mail distribution during the audit period. Mail distribution is verified through the review of USPS mail statements and additional publisher support documents. Home Delivery is 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 Thrifty Nickel - Jonesboro on a regular basis.**

**CVC interviews indicate that less than 9% of Thrifty Nickel - Jonesboro's 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: 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>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.



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**The current status of this report expires March 31, 2012.**  
**If this report is presented after March 31, 2012 please call the toll-free number listed below.**

Thrifty Nickel - Jonesboro, GA - 23-0217 - Supplemental Readership Study

The Circulation Verification Council interviewed 282 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. 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 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) 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. \*0 Survey respondents were interviewed during the verification of home delivery and mail distribution. 282 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: 2.20\***  
\*Readership estimates compiled from 2010 CVC circulation & readership study data.

1. Thrifty Nickel – Jonesboro is distributed regularly in your area. Do you regularly read or look through Thrifty Nickel – Jonesboro?

YES 282 Survey Respondents

2. Do you frequently purchase products or services from ads seen in Thrifty Nickel – Jonesboro?

YES 206 73.0%  
NO 76 27.0%

3. How long do you keep Thrifty Nickel – Jonesboro before discarding it?

63% 1-2 Days  
21% 3-4 Days  
01% 5-6 Days  
15% 1 Week or More

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

Reader Demographics	Market Demographics
01%	06% 18 - 20
07%	09% 21 - 24
24%	21% 25 - 34
27%	21% 35 - 44
23%	21% 45 - 54
13%	12% 55 - 64
03%	05% 65 - 74
02%	04% 75 years or older

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

57% Male Readers  
43% Female Readers

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

Reader Demographics	Market Demographics
08%	19% Under \$25,000
40%	26% \$25,001 - \$49,999
24%	21% \$50,000 - \$74,999
16%	15% \$75,000 - \$99,999
09%	13% \$100,000 - \$149,999
03%	05% Over \$150,000

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

Reader Demographics	Market Demographics
02%	17% Some High School or Less
36%	29% Graduated High School
33%	32% Some College
25%	15% Graduated College
04%	07% Completed Post Graduate

8. Which response best describes your marital status?

16% Single (never married)  
74% Married  
10% Divorced / Widowed / Separated  
00% Other

9. How often do you read the classified advertisements in Thrifty Nickel – Jonesboro?

71% Always  
13% Often  
14% Seldom  
02% Never

10. How often do you read the display advertisements and inserts in Thrifty Nickel – Jonesboro?

69% Always  
15% Often  
15% Seldom  
01% Never

11. Do you have a paid daily newspaper delivered to your home five, or more days a week?

15% YES  
85% NO



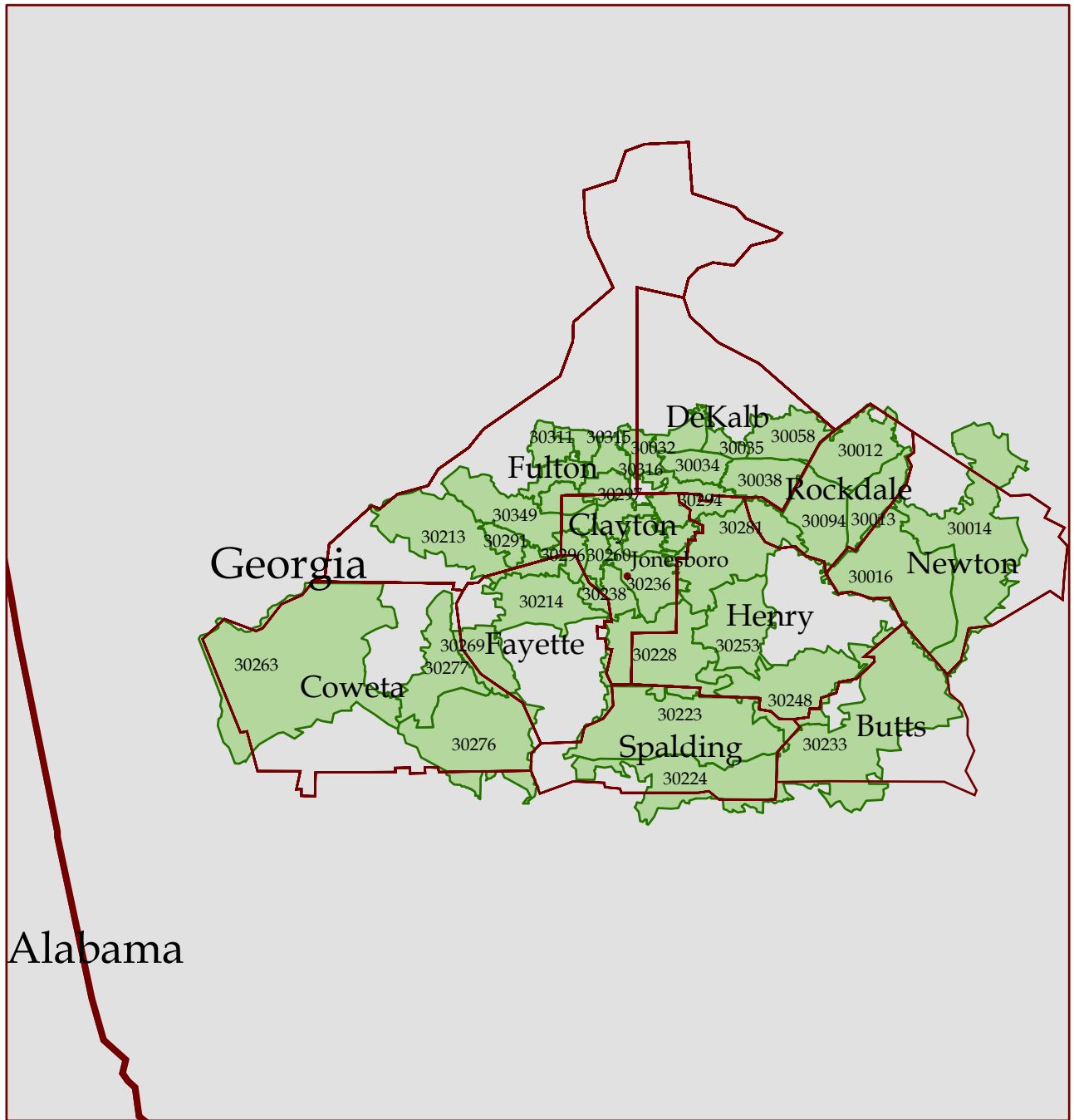
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12. Which of the following products or services do you plan to purchase during the next twelve months?

- (% = Positive respondents)
- 11% New Automobile
  - 14% Used Automobile
  - 18% Antiques / Auctions
  - 33% Furniture / Home Furnishings
  - 15% Major Home Appliance
  - 08% Home Computers
  - 32% Home Improvements / Supplies
  - 46% Television / Electronics
  - 11% Carpet / Flooring
  - 67% Automobile Accessories (tires, brakes & service)
  - 55% Lawn & Garden
  - 28% Florist / Gift Shops
  - 31% Home Heating / Air Conditioning (service, new equipment)
  - 53% Vacations / Travel
  - 05% Real Estate
  - 81% Men's Apparel
  - 82% Women's Apparel
  - 42% Children's Apparel
  - 01% Boats / Personal Watercraft
  - 19% Art & Crafts Supplies
  - 22% Childcare
  - 29% Education / Classes
  - 13% Attorney
  - 26% Veterinarian
  - 16% Chiropractor
  - 24% Financial Planner (Retirement, Investing)
  - 63% Tax Advisor / Services
  - 28% Health Club / Exercise Class
  - 31% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
  - 06% Weight Loss
  - 34% Lawn Care Service (Maintenance & Landscaping)
  - 40% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
  - 79% Pharmacist / Prescription Service
  - 25% Cellular Phone New/Update Service
  - 86% Dining & Entertainment
  - 23% Jewelry
  - 06% Wedding Supplies
  - 28% Athletic & Sports Equipment
  - 20% Farm & Ranch Supplies
  - 09% Motorcycle / ATV / RV






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## Thrifty Nickel Jonesboro, Georgia 23-0217

**Key to Features**

-  State Boundary
-  County Boundary
-  ZIP Code Boundary

