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Serving the Black River Communities of Chester and Long Valley

Vol. 3 No. 7

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Serving the Community of Roxbury

Vol. 3 No. 7

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ABOUT US

Publishers Mary Lalama and her husband Joe Nicastro, who live in Flanders, have been publishing community papers for over 25 years. Living locally they wanted to publish good news, something both Mary and Joe have done with every paper they have owned. "I have always found that giving people good local stories with no negatives has been a good formula" Mary states. "Especially during tough times people like to read about positive things that are happening in the communities where they live". We provide our advertisers a way to reach thousands of potential customers and give our readers local information from their own community. We are a group of monthly community publications, 100% US Mailed, with all the good news and local stories that people want to read about.

***100% US Mailed Circulation of Papers:
Serving: Chester, Long Valley, Hackettstown,
Flanders, Budd Lake, Netcong, Stanhope,
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The Black River News - 9,290

07930 - Chester 3,771
07853 - Long Valley 4,804
07934 - Gladstone 719

Musconetcong News – 10,447

07857-Netcong 1,777
07843-Hopatcong 5,202
07874-Stanhope 3,803

The Roxbury News - 9,448

07847 - Kenvil 885
07850 - Landing 2,771
07876 - Succasunna 4,066
07852 - Ledgewood 1,797

The Randolph News - 9,839

07845 - Ironia 270
07869 - Randolph 9,822

The Mt Olive News - 12,397

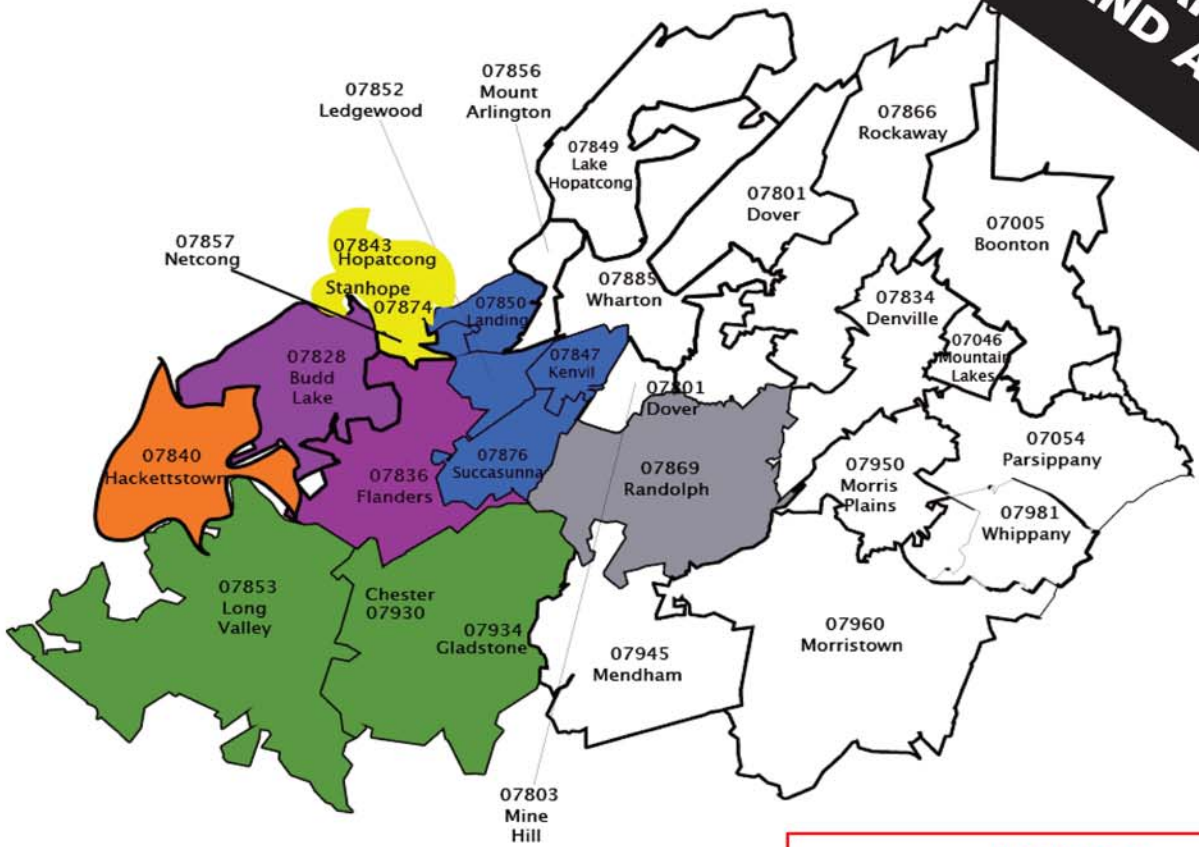
07828 - Budd Lake
(Including Hackettstown
Zip Code for Budd Lake) 9,182
07836 - Flanders 5,152

The Hackettstown News - 11,713

07840 - Hackettstown 11,713



MAP, RATES AND AD SIZES



- The Hackettstown News.....11,713
- The Black River News.....9,290
- The Randolph News.....9,839
- The Musconetcong News.....10,447
- The Mt Olive News.....12,397
- The Roxbury News.....9,448

AD SIZES	
Full Page	10.25"x11.625"
1/2 Page	10.25"x6" or 5"x11.62"
1/4 Page	5"x6"
1/6 Page	5"x3"
Front Page	3.25"x2"

	RATES					
	2 col x 3"	1/6 Page	1/4 Page	1/2 Page	Full Page	Inch Rate
Any Paper	\$60.00	\$100.00	\$150.00	\$300.00	\$595.00	\$8.75
Any 2 Papers	\$85.00	\$175.00	\$275.00	\$550.00	\$975.00	\$13.75
Any 3 Papers	\$115.00	\$250.00	\$425.00	\$800.00	\$1,350.00	\$18.75
Any 4 Papers	\$150.00	\$375.00	\$575.00	\$1,050.00	\$1,750.00	\$24.50
Any 5 Papers	\$180.00	\$450.00	\$725.00	\$1,300.00	\$2,150.00	\$29.95
Any 6 Papers	\$210.00	\$625.00	\$850.00	\$1,500.00	\$2,495.00	\$34.75



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The Black River News – Flanders, NJ – 19-0282 - Supplemental Readership Study

The Circulation Verification Council interviewed 296 residents in the 07930 and 07853 ZIP codes 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 Tuesday July 7 through Saturday July 25, 2009 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. *224 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: ***
*Readership estimates compiled from 2009 CVC circulation & readership study data.

1. The Black River News is distributed regularly in your area. Does your household regularly receive The Black River News?

YES	294	99.3%
NO	2	00.7%

2. Do you or someone in your household regularly read or look through The Black River News?

YES	224	79.6%
NO	70	23.8%

3. Which of the following publications, if any, do you read on a regular basis?

27%	The Daily Record
42%	The Star Ledger
13%	Our Town
05%	Print Media News

Mt. Olive This Month – Flanders, NJ – 01-3080 - Supplemental Readership Study

The Circulation Verification Council interviewed 313 residents in the 07836 and 07828 ZIP codes 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 Tuesday July 7 through Saturday July 25, 2009 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. *226 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: ***
*Readership estimates compiled from 2009 CVC circulation & readership study data.

1. Mt. Olive This Month is distributed regularly in your area. Does your household regularly receive Mt. Olive this Month?

YES	304	97.1%
NO	9	02.9%

2. Do you or someone in your household regularly read or look through Mt. Olive This Month?

YES	226	74.3%
NO	78	25.7%

3. Which of the following publications, if any, do you read on a regular basis?

18%	The Daily Record
21%	The Star Ledger
10%	Our Town
19%	Mt. Olive Chronicle



Hackettstown This Month – Flanders, NJ – 01-3081 - Supplemental Readership Study

The Circulation Verification Council interviewed 327 residents in the 07840 ZIP code 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 Tuesday July 7 through Saturday July 25, 2009 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. 255* 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: ***
*Readership estimates compiled from 2009 CVC circulation & readership study data.

1. Hackettstown This Month is distributed regularly in your area. Does your household regularly receive Hackettstown this Month?

YES	322	98.5%
NO	5	01.5%

2. Do you or someone in your household regularly read or look through Hackettstown This Month?

YES	255	79.2%
NO	67	20.8%

3. Which of the following publications, if any, do you read on a regular basis?

- 11% The Daily Record
- 24% The Star Ledger
- 06% Our Town
- 71% Warren Reporter

Ole’ Musconetcong News – Flanders, NJ – 01-3082 - Supplemental Readership Study

The Circulation Verification Council interviewed 340 residents in the 07857, 07874 and 07849 ZIP codes 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 Tuesday July 7 through Saturday July 25, 2009 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. *226 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: ***
*Readership estimates compiled from 2009 CVC circulation & readership study data.

1. The (Ole’) Musconetcong News is distributed regularly in your area. Does your household regularly receive The (Ole’) Musconetcong News?

YES	324	95.3%
NO	16	04.7%

2. Do you or someone in your household regularly read or look through The (Ole’) Musconetcong News?

YES	226	69.8%
NO	98	30.2%

3. Which of the following publications, if any, do you read on a regular basis?

32%	The Daily Record
41%	The Star Ledger
15%	Our Town

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

Reader Demographics	Market Demographics	
01%	06%	Under \$25,000
08%	09%	\$25,001 - \$49,999
18%	10%	\$50,000 - \$74,999
24%	12%	\$75,000 - \$99,999
28%	25%	\$100,000 - \$149,999
21%	38%	Over \$150,000

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

Reader Demographics	Market Demographics	
00%	02%	18 - 20
04%	04%	21 - 24
12%	11%	25 - 34
28%	24%	35 - 44
30%	28%	45 - 54
17%	18%	55 - 64
06%	06%	65 - 74
03%	06%	75 years or older

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

(% = Positive respondents)

15%	New Automobile
11%	Used Automobile
15%	Antiques / Auctions
49%	Furniture / Home Furnishings
21%	Major Home Appliance
18%	Home Computers
46%	Home Improvements / Supplies
35%	Television / Electronics
21%	Carpet / Flooring
64%	Automobile Accessories (tires, brakes & service)
72%	Lawn & Garden
55%	Florist / Gift Shops
54%	Home Heating / Air Conditioning (service, new equipment)
50%	Vacations / Travel
04%	Real Estate
88%	Men's Apparel
95%	Women's Apparel
51%	Children's Apparel
02%	Boats / Personal Watercraft
32%	Art & Crafts Supplies
21%	Childcare
45%	Education / Classes
19%	Attorney
20%	Veterinarian
17%	Chiropractor
20%	Financial Planner (Retirement, Investing)
72%	Tax Advisor / Services
42%	Health Club / Exercise Class
43%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
10%	Weight Loss
61%	Lawn Care Service (Maintenance & Landscaping)
50%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
69%	Pharmacist / Prescription Service
28%	Cellular Phone New/Update Service
81%	Dining & Entertainment
29%	Jewelry
15%	Wedding Supplies
51%	Athletic & Sports Equipment



Iron Area News – Flanders, NJ – 01-3083 - Supplemental Readership Study

The Circulation Verification Council interviewed residents in the 07847, 07850, 07876, and 07852 ZIP codes 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 Tuesday January 11 through Saturday March 5, 2011 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. *276 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: 1.55***
*Readership estimates compiled from 2009 CVC circulation & readership study data.

1. The Iron Area News is distributed regularly in your area. Do you or someone in your household regularly read or look through the Iron Area News?

YES	276	73.8%
NO	98	26.2%

2. Which of the following publications, if any, do you read on a regular basis? (276 Reader Respondents)

43%	The Daily Record
46%	The Star Ledger
35%	Our Town
19%	Roxbury Register
30%	Roxbury This Week

3. Do you frequently purchase products or services from ads seen in the Iron Area News?

YES	185	67.0%
NO	91	33.0%

4. How long do you keep the Iron Area News before discarding it?

44%	1-2 Days
14%	3-4 Days
03%	5-6 Days
39%	1 Week or More

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

Reader Demographics	Market Demographics
01%	03% 18 - 20
02%	06% 21 - 24
13%	16% 25 - 34
23%	23% 35 - 44
25%	23% 45 - 54
22%	16% 55 - 64
10%	07% 65 - 74
04%	06% 75 years or older

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

Reader Demographics	Market Demographics
02%	09% Under \$25,000
11%	14% \$25,001 - \$49,999
17%	18% \$50,000 - \$74,999
26%	18% \$75,000 - \$99,999
28%	24% \$100,000 - \$149,999
16%	17% Over \$150,000

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

Reader Demographics	Market Demographics
01%	09% Some High School or Less
24%	28% Graduated High School
34%	28% Some College
29%	25% Graduated College
12%	10% Completed Post Graduate



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

(% = Positive respondents)

- 11% New Automobile
- 15% Used Automobile
- 21% Antiques / Auctions
- 42% Furniture / Home Furnishings
- 15% Major Home Appliance
- 11% Home Computers
- 41% Home Improvements / Supplies
- 44% Television / Electronics
- 15% Carpet / Flooring
- 69% Automobile Accessories (tires, brakes & service)
- 71% Lawn & Garden
- 54% Florist / Gift Shops
- 42% Home Heating / Air Conditioning (service, new equipment)
- 53% Vacations / Travel
- 05% Real Estate
- 81% Men's Apparel
- 90% Women's Apparel
- 54% Children's Apparel
- 01% Boats / Personal Watercraft
- 12% Art & Crafts Supplies
- 19% Childcare
- 41% Education / Classes
- 15% Attorney
- 23% Veterinarian
- 19% Chiropractor
- 21% Financial Planner (Retirement, Investing)
- 79% Tax Advisor / Services
- 32% Health Club / Exercise Class
- 41% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
- 05% Weight Loss
- 52% Lawn Care Service (Maintenance & Landscaping)
- 41% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
- 85% Pharmacist / Prescription Service
- 24% Cellular Phone New/Update Service
- 89% Dining & Entertainment
- 26% Jewelry
- 10% Wedding Supplies
- 43% Athletic & Sports Equipment



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Three Rivers News – Flanders, NJ – 01-3084 - Supplemental Readership Study

The Circulation Verification Council interviewed residents in the 07845 and 07869 ZIP codes 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 Tuesday January 11 through Saturday March 12, 2011 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. *259 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: 1.625***
*Readership estimates compiled from 2009 CVC circulation & readership study data.

1. The Three Rivers News is distributed regularly in your area. Do you or someone in your household regularly read or look through the Three Rivers News?

YES	259	71.5%
NO	103	28.5%

2. Which of the following publications, if any, do you read on a regular basis? (259 Reader Respondents)

21%	The Daily Record
35%	The Star Ledger
22%	Our Town
31%	Randolph Reporter
30%	Randolph This Week

3. Do you frequently purchase products or services from ads seen in the Three Rivers Journal?

YES	169	65.3%
NO	90	34.7%

4. How long do you keep the Three Rivers News before discarding it?

56%	1-2 Days
20%	3-4 Days
01%	5-6 Days
23%	1 Week or More



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

(% = Positive respondents)

- 16% New Automobile
- 11% Used Automobile
- 23% Antiques / Auctions
- 58% Furniture / Home Furnishings
- 16% Major Home Appliance
- 09% Home Computers
- 51% Home Improvements / Supplies
- 56% Television / Electronics
- 13% Carpet / Flooring
- 72% Automobile Accessories (tires, brakes & service)
- 64% Lawn & Garden
- 63% Florist / Gift Shops
- 49% Home Heating / Air Conditioning (service, new equipment)
- 71% Vacations / Travel
- 05% Real Estate
- 84% Men's Apparel
- 90% Women's Apparel
- 42% Children's Apparel
- 02% Boats / Personal Watercraft
- 19% Art & Crafts Supplies
- 22% Childcare
- 40% Education / Classes
- 15% Attorney
- 25% Veterinarian
- 19% Chiropractor
- 21% Financial Planner (Retirement, Investing)
- 82% Tax Advisor / Services
- 50% Health Club / Exercise Class
- 43% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
- 03% Weight Loss
- 57% Lawn Care Service (Maintenance & Landscaping)
- 39% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
- 84% Pharmacist / Prescription Service
- 33% Cellular Phone New/Update Service
- 89% Dining & Entertainment
- 30% Jewelry
- 08% Wedding Supplies
- 39% Athletic & Sports Equipment



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