

**Audit Period: April 1, 2014 – December 31, 2015**

**Mainebiz**

48 Free Street  
Portland, ME 04101  
(207) 761-8379  
(207) 761-0732 FAX

EMAIL: [dbrassard@mainebiz.biz](mailto:dbrassard@mainebiz.biz)  
[www.mainebiz.com](http://www.mainebiz.com)

**1. Audited Media Platforms**

Print Publication:	Average Net Circulation:	9,564 (Print Edition)
Website:	Average Website Unique Visitors:	40,920
Social Media:	Average Facebook Likes:	2,650
	Average Twitter Followers:	10,014
E-Newsletters:	Average E-Newsletter Subscribers:	9,636



**2. Publication Information**

Number of Editions:	One
Format / Average Page Count:	Tabloid Magazine / 32 Pages
Circulation Cycle:	Bi-Weekly
Ownership:	New England Business Media
Year Established:	1994
Publication Type:	Business Publication
Content:	55% Advertising / 45% Editorial
Circulation Paid/Unpaid:	89% Unpaid / 11% Paid / 0% Sponsored
Primary Delivery Methods:	96% Mail / 4% Controlled Bulk & Single Copy
Annual Mail Subscription Rate:	\$47.95
Cover Price:	\$2.00
Insert Zoning Available:	No
CVC Member Number:	01-3605
DMA/MSA/CBSA:	Portland, ME / Portland, ME / Portland-South Portland-Biddeford, ME
Audit Funded By:	Alliance of Area Business Publishers

**3. Rate Card and Mechanical Data**

Rate Card Effective Date:	January 1, 2015
Mechanical Data:	Four (4) columns x 11.25-inch column depth Full page: 9" wide X 11.25" depth.
Open Rate:	Local: \$3,400.00 Full Page - \$1,225.00 1/4 <sup>th</sup> Page National: \$3,400.00 Full Page - \$1,225.00 1/4 <sup>th</sup> Page
Insert Open Rate:	Contact Publisher
Classified Rate:	Contact Publisher
Deadline Day & Time:	Wednesday by 5 PM
Website Rates:	Contact Publisher
E-Newsletter Rates:	Contact Publisher

Additional rates may be available from the publisher.

**4. Contact Information**

Publisher:	Donna Brassard	EMAIL: dbrassard@mainebiz.biz
Advertising:	Donna Brassard	EMAIL: dbrassard@mainebiz.biz
Circulation:	Kelly Ansley	EMAIL: Kansley@mainebiz.biz



www.cvcaudit.com



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

CVC Account Number: 01-3605	Monday	Mainebiz Portland, ME
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>9,564</b>
Average Gross Distribution	(5-F)	9,576
Average Net Press Run	(5-A)	9,601
<b>Audit Period Detail</b>		
A. Average Net Press Run		9,601
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		246
3. Mail		2,737
4. Requestor Mail		5,395
5. Waiting Rooms		0
6. Hotels		0
7. Events, Fairs, Festivals and Trade Shows		87
8. Education		0
9. Restock & Office Service		59
Total Average Controlled Distribution		8,524
Controlled Returns		(12)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>		<b>8,512</b>
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		1,052
4. Waiting Room		0
5. Hotels		0
6. Education		0
Total Average Paid Distribution		1,052
Paid Returns		(0)
<b>TOTAL AVERAGE PAID CIRCULATION</b>		<b>1,052</b>
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Rooms		0
5. Education		0
Total Average Sponsored Distribution		0
Sponsored Returns		(0)
<b>TOTAL AVERAGE SPONSORED CIRCULATION</b>		<b>0</b>
F. Average Gross Distribution		9,576
G. Total Unclaimed / Returns		(12)*
<b>H. Average Net Circulation</b>		<b>9,564</b>

## Explanatory – Print

### PARAGRAPH FIVE AUDIT PERIOD SUMMARY

**AVERAGE NET CIRCULATION:** Average net circulation based on quarterly averages for the audit period indicated. (Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G)). See audit period detail (H).

**AVERAGE GROSS DISTRIBUTION:** Average gross distribution based on quarterly averages for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C)). See audit period detail (F).

**NET PRESS RUN:** Average net press run based on quarterly averages during the audit period indicated. The net press run average does not include press waste, or start-up copies. See audit period detail (A).

### AUDIT PERIOD DETAIL

**A. 1. NET PRESS RUN:** Average net press run based on quarterly averages 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. CARRIER 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 5G 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. REQUESTOR MAIL:** Editions delivered on a requestor basis by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses, and/or post office boxes. Qualified requestor circulation and other mail permit qualifications are audited by the United States Postal Service and not determined by CVC.

**5. CONTROLLED WAITING ROOMS:** Editions delivered to the waiting areas of local business and office buildings, including, but not limited to salons, medical and professional offices.

**6. CONTROLLED HOTELS:** Editions distributed to area hotels and available to individual readers. Subject to paragraph 5G returns.

**7. EVENTS, FAIRS, FESTIVALS and TRADE SHOWS:** Editions distributed to attendees and members of conventions, local fairs, festivals, trade shows and available to individual readers. Subject to paragraph 5G returns.

**8. CONTROLLED EDUCATION:** Editions distributed to area schools or educational institutions and available to individual readers. Subject to paragraph 5G returns.

**9. 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 5G returns.

**CONTROLLED RETURNS:** Edition distributed in the controlled distribution category, returned to the publisher unclaimed during the edition cycle \*(See paragraph 11 for CVC return/unclaimed confirmation.) Publications with greater than 25% returnable source distribution must report returns or unclaimed copies to qualify for net circulation reporting.

**D. PAID DISTRIBUTION:** Editions distributed by the publisher through paid subscription or other monetary exchange with individual readers.

**1. CARRIER DELIVERY:** See C1 for explanation of carrier home delivery. See paragraph 12 for paid reporting analysis.

**2. SINGLE COPY:** Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5G returns. See paragraph 12 for paid reporting analysis.

**3. MAIL:** See C3 for explanation of mail distribution. See paragraph 12 for paid reporting analysis.

**4. PAID WAITING ROOMS:** See C5 for explanation of waiting room distribution.

**5. PAID HOTELS:** See C6 for explanation of hotel distribution.

**6. PAID EDUCATION:** See C8 for explanation of educational copy distribution.

**7. RESTOCK / OFFICE SERVICE:** See C9 for explanation of restock and office distribution.

**PAID RETURNS:** See section C: controlled returns for explanation of returns reporting. \*(See paragraph 11 for CVC return/unclaimed confirmation.)

**E. SPONSORED / VOLUNTARY PAID DISTRIBUTION:** Editions distributed by the publisher that are sponsored by a third party monetary exchange or voluntary reader payment system.

**1. CARRIER DELIVERY:** See C1 for explanation of carrier home delivery.

**2. SINGLE COPY:** Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers on a sponsored or voluntary pay basis. Subject to paragraph 5G returns.

**3. MAIL:** See C3 for explanation of mail distribution.

**4. SPONSORED WAITING ROOMS:** See C5 for explanation of waiting room distribution.

**5. SPONSORED EDUCATION:** See C8 for explanation of educational copy distribution.

**6. RESTOCK / OFFICE SERVICE:** See C9 for explanation of restock and office distribution.

**SPONSORED RETURNS:** See section C: controlled returns for explanation of returns reporting \*(See paragraph 11 for CVC return/unclaimed confirmation.)

**F. AVERAGE GROSS DISTRIBUTION:** Average gross distribution based on quarterly averages for the audit period indicated. Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C).

**G. TOTAL UNCLAIMED / RETURNS:** Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle. \*(See paragraph 11 for CVC return/unclaimed confirmation.)

**H. 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).

**Audit Period Edition Reporting - 2015**

WEEK	CIRCULATION	WEEK	CIRCULATION	WEEK	CIRCULATION	WEEK	CIRCULATION
01/12/15	9,316	04/06/15	9,360	07/06/15	12,867	10/05/15	9,660
01/26/15	9,353	04/20/15	9,486	07/13/15	9,393	10/19/15	9,362
02/09/15	9,330	05/04/15	9,430	07/27/15	9,384	11/02/15	9,323
02/23/15	9,257	05/18/15	9,588	08/10/15	9,478	11/16/15	9,517
03/09/15	9,265	06/01/15	9,651	08/17/15	10,333	11/30/15	9,232
03/23/15	9,336	06/15/15	9,637	08/24/15	9,485	12/14/15	9,234
-	-	06/29/15	9,627	09/07/15	9,387	12/28/15	9,949
-	-	-	-	09/21/15	9,480	-	-
-	-	-	-	09/28/15	9,837	-	-

**Audit Period Edition Reporting - 2014**

WEEK	CIRCULATION	WEEK	CIRCULATION	WEEK	CIRCULATION
04/07/14	8,921	07/14/14	10,152	10/06/14	9,551
04/21/14	9,575	07/28/14	9,369	10/20/14	9,341
05/05/14	9,563	08/11/14	9,598	11/03/14	9,400
05/19/14	9,565	08/25/14	9,504	11/17/14	9,212
06/02/14	9,558	09/08/14	9,615	12/01/14	9,212
06/16/14	9,495	09/22/14	9,541	12/15/14	9,213
06/30/14	9,400	09/29/14	9,949	12/29/14	9,903

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

	Monthly Audit Period Average
Website Unique Visitors	40,920
Website Visitors	69,726
Website Page Views	119,134
Pages Per Visit	1.71
Average Time Spent on Website	00:01:19

**Explanatory – Website**

**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.

**VISITORS:** The total number of visitors, expressed as a monthly average, to a publication’s website regardless of unique status, as expressed above.

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

**PAGES PER VISIT:** The average number of page views per session, expressed as a monthly average.

**AVG. TIME SPENT:** The average amount of time spent on a website during a single visit, expressed in hours, minutes and seconds.

**6B. Audited Online/Digital Edition Reporting**

	Monthly Audit Period Average
Digital Edition Subscribers	4,676
Unique Digital Edition Visitors	Not Reported

**Explanatory – Digital Edition**

**PARAGRAPH SIX (B)**

**DIGITAL EDITION:** Subscribers to a digital edition version of the publication. Subscriptions, unless expressed here, may be part of a print subscription package or a stand-alone digital subscription. Please see CVC Rules & Regulations for further information.

**UNIQUE DIGITAL EDITION VISITORS (WEB):** 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 that is attached to the browser with the defined cycle. 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.



**6C. Text Media - Not Reported**

**6D. Social Media**

Social Media Source	Media Usage
Facebook - www.facebook.com/Mainebiz	2,650 Likes
Twitter - @Mainebiz	10,014 Followers

**Explanatory – Social Media**

**PARAGRAPH SIX (D)**

**FACEBOOK LIKES:** The average number of likes as expressed by followers of the Facebook page. Information sourced at regular intervals from the publications page on Facebook.com or third party measurement sources.

**TWITTER FOLLOWERS:** The average number of followers as expressed by members of the Twitter community. Information sourced at regular intervals from the publications page on Twitter.com or third party measurement sources.

**6E. Email Media**

Media Type	Database Recipients
Subscriber Email Database	9,636
Non-Subscriber Email Opt-In Database	Not Applicable

**Explanatory – Email Media, E-Newsletters & E-Blasts**

**PARAGRAPH SIX (E)**

**SUBSCRIBER EMAIL DATABASE:** Subscribers of the publication who have provided email contact information to receive newsletters, special content, special offers, coupons or redemption codes for use within a specified period of time.

**NON-SUBSCRIBER EMAIL OPT-IN DATABASE:** Subscribers who have provided email contact data to receive newsletters, special content, special offers, coupons or redemption codes for use within a specified period of time, and are sourced through third party efforts such as trade shows, opt-in email newsletters or surveys.

**6F. Video & Podcast Media - Not Reported**

**7. Average Print Circulation History**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/15-12/31/15	CVC	9,310	9,539	9,960	9,468
01/01/14-12/31/14	CVC	8,853	9,439	9,675	9,404
07/01/13-12/31/13	CVC	-	-	8,951	8,637

**8. Distribution by Zip Code (6/15/2015 Edition) Monday**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
01604	Worcester	Worcester	MA	0	0	5	20	25
03801	Portsmouth	Rockingham	NH	0	0	15	0	15
03901	Berwick	York	ME	0	0	10	0	10
03903	Eliot	York	ME	0	0	19	0	19
03904	Kittery	York	ME	0	0	32	0	32
03907	Ogunquit	York	ME	0	0	21	0	21
03908	South Berwick	York	ME	0	0	13	0	13
03909	York	York	ME	0	0	53	0	53
04005	Biddeford	York	ME	0	0	147	0	147
04009	Bridgton	Cumberland	ME	0	0	42	0	42
04011	Brunswick	Cumberland	ME	0	0	189	0	189
04015	Casco	Cumberland	ME	0	0	14	0	14
04021	Cumberland Center	Cumberland	ME	0	0	47	0	47
04032	Freeport	Cumberland	ME	0	0	71	0	71
04033	Freeport	Cumberland	ME	0	0	10	0	10
04037	Fryeburg	Oxford	ME	0	0	16	0	16
04038	Gorham	Cumberland	ME	0	0	89	0	89

**8. Distribution by Zip Code (6/15/2015 Edition) Monday (continued)**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
04039	Gray	Cumberland	ME	0	0	31	0	31
04040	Harrison	Cumberland	ME	0	0	14	0	14
04043	Kennebunk	York	ME	0	0	92	0	92
04046	Kennebunkport	York	ME	0	0	40	0	40
04055	Naples	Cumberland	ME	0	0	14	0	14
04062	Windham	Cumberland	ME	0	0	69	0	69
04064	Old Orchard Beach	York	ME	0	0	16	0	16
04070	Scarborough	Cumberland	ME	0	0	45	0	45
04071	Raymond	Cumberland	ME	0	0	18	0	18
04072	Saco	York	ME	0	0	104	0	104
04073	Sanford	York	ME	0	0	94	0	94
04074	Scarborough	Cumberland	ME	0	0	224	0	224
04079	Harpswell	Cumberland	ME	0	0	21	0	21
04083	Springvale	York	ME	0	0	11	0	11
04084	Standish	Cumberland	ME	0	0	31	0	31
04086	Topsham	Sagadahoc	ME	0	0	62	0	62
04090	Wells	York	ME	0	0	32	0	32
04092	Westbrook	Cumberland	ME	0	0	216	0	216
04093	Buxton	York	ME	0	0	22	0	22
04096	Yarmouth	Cumberland	ME	0	0	127	0	127
04097	North Yarmouth	Cumberland	ME	0	0	23	0	23
04098	Westbrook	Cumberland	ME	0	0	24	0	24
04101	Portland	Cumberland	ME	0	75	910	60	1,045
04102	Portland	Cumberland	ME	0	10	231	0	241
04103	Portland	Cumberland	ME	0	0	284	0	284
04104	Portland	Cumberland	ME	0	0	239	0	239
04105	Falmouth	Cumberland	ME	0	0	172	0	172
04106	South Portland	Cumberland	ME	0	10	307	0	317
04107	Cape Elizabeth	Cumberland	ME	0	0	67	0	67
04110	Cumberland Foreside	Cumberland	ME	0	0	26	0	26
04112	Portland	Cumberland	ME	0	0	160	0	160
04116	South Portland	Cumberland	ME	0	0	25	0	25
04122	Portland	Cumberland	ME	0	0	18	0	18
04210	Auburn	Androscoggin	ME	0	0	169	0	169
04211	Auburn	Androscoggin	ME	0	0	42	0	42
04212	Auburn	Androscoggin	ME	0	0	32	0	32
04217	Bethel	Oxford	ME	0	0	18	0	18
04240	Lewiston	Androscoggin	ME	0	0	260	0	260
04241	Lewiston	Androscoggin	ME	0	0	28	0	28
04243	Lewiston	Androscoggin	ME	0	0	59	0	59
04252	Lisbon Falls	Androscoggin	ME	0	0	16	0	16
04254	Livermore Falls	Androscoggin	ME	0	0	14	0	14
04256	Mechanic Falls	Androscoggin	ME	0	0	10	0	10
04260	New Gloucester	Cumberland	ME	0	0	55	0	55
04268	Norway	Oxford	ME	0	0	34	0	34
04270	Oxford	Oxford	ME	0	0	15	0	15



**8. Distribution by Zip Code (6/15/2015 Edition) Monday (continued)**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
04274	Poland	Androscoggin	ME	0	0	10	0	10
04276	Rumford	Oxford	ME	0	0	18	0	18
04280	Sabattus	Androscoggin	ME	0	0	13	0	13
04281	South Paris	Oxford	ME	0	0	17	0	17
04282	Turner	Androscoggin	ME	0	0	12	0	12
04330	Augusta	Kennebec	ME	0	0	222	0	222
04332	Augusta	Kennebec	ME	0	0	45	0	45
04333	Augusta	Kennebec	ME	0	200	46	0	246
04336	Augusta	Kennebec	ME	0	0	13	0	13
04344	Farmingdale	Kennebec	ME	0	0	14	0	14
04345	Gardiner	Kennebec	ME	0	0	36	0	36
04347	Hallowell	Kennebec	ME	0	0	11	0	11
04351	Manchester	Kennebec	ME	0	0	18	0	18
04364	Winthrop	Kennebec	ME	0	0	27	0	27
04401	Bangor	Penobscot	ME	0	10	327	0	337
04402	Bangor	Penobscot	ME	0	0	77	0	77
04412	Brewer	Penobscot	ME	0	0	88	0	88
04416	Bucksport	Hancock	ME	0	0	13	0	13
04426	Dover Foxcroft	Piscataquis	ME	0	0	17	0	17
04429	Holden	Penobscot	ME	0	0	13	0	13
04441	Greenville	Piscataquis	ME	0	0	12	0	12
04443	Guilford	Piscataquis	ME	0	0	12	0	12
04444	Hampden	Penobscot	ME	0	0	40	0	40
04457	Lincoln	Penobscot	ME	0	0	21	0	21
04462	Millinocket	Penobscot	ME	0	0	16	0	16
04463	Milo	Piscataquis	ME	0	0	10	0	10
04468	Old Town	Penobscot	ME	0	0	19	0	19
04469	Orono	Penobscot	ME	0	0	26	0	26
04473	Orono	Penobscot	ME	0	0	28	0	28
04530	Bath	Sagadahoc	ME	0	0	67	0	67
04537	Boothbay	Lincoln	ME	0	0	14	0	14
04538	Boothbay Harbor	Lincoln	ME	0	0	30	0	30
04543	Damariscotta	Lincoln	ME	0	0	44	0	44
04544	East Boothbay	Lincoln	ME	0	0	10	0	10
04553	Newcastle	Lincoln	ME	0	0	18	0	18
04556	Edgecomb	Lincoln	ME	0	0	12	0	12
04562	Phippsburg	Sagadahoc	ME	0	0	10	0	10
04572	Waldoboro	Lincoln	ME	0	0	19	0	19
04578	Wiscasset	Lincoln	ME	0	0	27	0	27
04579	Woolwich	Sagadahoc	ME	0	0	13	0	13
04605	Ellsworth	Hancock	ME	0	0	70	0	70
04609	Bar Harbor	Hancock	ME	0	0	65	0	65
04614	Blue Hill	Hancock	ME	0	0	30	0	30
04619	Calais	Washington	ME	0	0	19	0	19
04627	Deer Isle	Hancock	ME	0	0	10	0	10
04654	Machias	Washington	ME	0	0	22	0	22



**8. Distribution by Zip Code (6/15/2015 Edition) Monday (continued)**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
04679	Southwest Harbor	Hancock	ME	0	0	20	0	20
04730	Houlton	Aroostook	ME	0	0	29	0	29
04736	Caribou	Aroostook	ME	0	0	54	0	54
04742	Fort Fairfield	Aroostook	ME	0	0	14	0	14
04743	Fort Kent	Aroostook	ME	0	0	26	0	26
04756	Madawaska	Aroostook	ME	0	0	22	0	22
04769	Presque Isle	Aroostook	ME	0	0	96	0	96
04841	Rockland	Knox	ME	0	0	97	0	97
04843	Camden	Knox	ME	0	0	82	0	82
04849	Lincolnton	Waldo	ME	0	0	13	0	13
04856	Rockport	Knox	ME	0	0	40	0	40
04861	Thomaston	Knox	ME	0	0	18	0	18
04864	Warren	Knox	ME	0	0	13	0	13
04901	Waterville	Kennebec	ME	0	0	131	0	131
04903	Waterville	Kennebec	ME	0	0	12	0	12
04915	Belfast	Waldo	ME	0	0	49	0	49
04917	Belgrade	Kennebec	ME	0	0	20	0	20
04930	Dexter	Penobscot	ME	0	0	10	0	10
04937	Fairfield	Somerset	ME	0	0	35	0	35
04938	Farmington	Franklin	ME	0	0	43	0	43
04947	Kingfield	Franklin	ME	0	0	12	0	12
04950	Madison	Somerset	ME	0	0	14	0	14
04953	Newport	Penobscot	ME	0	0	15	0	15
04963	Oakland	Kennebec	ME	0	0	31	0	31
04967	Pittsfield	Somerset	ME	0	0	19	0	19
04970	Rangeley	Franklin	ME	0	0	20	0	20
04974	Searsport	Waldo	ME	0	0	14	0	14
04976	Skowhegan	Somerset	ME	0	0	62	0	62
04988	Unity	Waldo	ME	0	0	17	0	17
04989	Vassalboro	Kennebec	ME	0	0	10	0	10
Misc.	Assorted	Assorted	-	0	0	1,278	5	1,283
<b>TOTAL</b>				<b>0</b>	<b>305</b>	<b>9,331</b>	<b>85</b>	<b>9,721</b>

**9. Distribution by County (6/15/2015 Edition) Monday**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Androscoggin	Auburn Lewiston Lisbon Falls Livermore Falls Mechanic Falls Poland Sabattus Turner	ME	0	0	665	0	665

**9. Distribution by County (6/15/2015 Edition) Monday (continued)**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Aroostook	Caribou Fort Fairfield Fort Kent Houlton Madawaska Presque Isle	ME	0	0	241	0	241
Cumberland	Bridgton Brunswick Cape Elizabeth Casco Cumberland Center Cumberland Foreside Falmouth Freeport Gorham Gray Harpstown Harrison Naples New Gloucester North Yarmouth Portland Raymond Scarborough South Portland Standish Westbrook Windham Yarmouth	ME	0	95	3,813	60	3,968
Franklin	Farmington Kingfield Rangeley	ME	0	0	75	0	75
Hancock	Bar Harbor Blue Hill Bucksport Deer Isle Ellsworth Southwest Harbor	ME	0	0	208	0	208
Kennebec	Augusta Belgrade Farmingdale Gardiner Hallowell Manchester Oakland Vassalboro Waterville Winthrop	ME	0	200	636	0	836
Knox	Camden Rockland Rockport Thomaston Warren	ME	0	0	250	0	250

**9. Distribution by County (6/15/2015 Edition) Monday (continued)**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Lincoln	Boothbay Boothbay Harbor Damariscotta East Boothbay Edgecomb Newcastle Waldoboro Wiscasset	ME	0	0	174	0	174
Oxford	Bethel Fryeburg Norway Oxford Rumford South Paris	ME	0	0	118	0	118
Penobscot	Bangor Brewer Dexter Hampden Holden Lincoln Millinocket Newport Old Town Orono	ME	0	10	680	0	690
Piscataquis	Dover Foxcroft Greenville Guilford Milo	ME	0	0	51	0	51
Rockingham	Portsmouth	NH	0	0	15	0	15
Sagadahoc	Bath Phippsburg Topsham Woolwich	ME	0	0	152	0	152
Somerset	Fairfield Madison Pittsfield Skowhegan	ME	0	0	130	0	130
Waldo	Belfast Lincolnville Searsport Unity	ME	0	0	93	0	93
Washington	Calais Machias	ME	0	0	41	0	41
Worcester	Worcester	MA	0	0	5	20	25



[www.cvcaudit.com](http://www.cvcaudit.com)



**9. Distribution by County (6/15/2015 Edition) Monday (continued)**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
York	Berwick Biddeford Buxton Eliot Kennebunk Kennebunkport Kittery Ogunquit Old Orchard Beach Saco Sanford South Berwick Springvale Wells York	ME	0	0	706	0	706
Misc.	Assorted	-	0	0	1,278	5	1,283
<b>TOTAL</b>			<b>0</b>	<b>305</b>	<b>9,331</b>	<b>85</b>	<b>9,721</b>

**10. Verification of Distribution – Mail and Carrier Delivery Distribution**

Mainebiz reported an average mail distribution of 9,184 during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. Mainebiz did not report carrier delivery distribution during the audit period. Carrier delivery is verified through the review of carrier statements and/or additional publisher support documents. The Circulation Verification Council performed a delivery & readership verification in the primary market areas indicated in paragraph nine. Delivery verification is performed using multi-source methodologies considered necessary under the circumstances of the audit. Delivery verification can include, but is not limited to, residential and cell phone interviews, online surveys, email surveys, USPS surveys, in-person interviews and/or social media surveys. Delivery verification source data can include, but is not limited to, residential phone listings, cell phone exchanges, delivery lists, opt-in email databases, online, and/or social media databases. The purpose of the verification is to substantiate receipt of the publication, and further identify individuals who read or look through the publication.

**CVC review indicates that a sufficient number of individuals reported that they receive Mainebiz on a regular basis to substantiate the publisher’s distribution claims.**

**CVC verification confirms that 241 of 249 or 96.8% report they regularly read or look through Mainebiz.**

\*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 +/-4%.

**11. Verification of Distribution – Controlled Bulk / Demand Distribution / Single Copy**

**Controlled Bulk / Demand Distribution / Single Copy**

Mainebiz did not report significant controlled bulk / demand distribution, or single copy distribution during the audit cycle. Distribution locations received an average 246 copies per edition during the audit cycle.

**12. Paid Reporting Analysis**

<b>CARRIER DELIVERY</b>	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
<b>MAIL</b>	Basic Rates: \$47.95 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	726
Over 75% of basic rate	195
Over 50% of basic rate	127
Over 25% of basic rate	0
1%-24% of basic rate	0
Less than 1% of basic rate*	4
<b>SPONSORED</b>	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
<b>SINGLE COPY</b>	COVER PRICE: \$2.00
	AVERAGE WHOLESALE RATE: N/A

**13. Council Audit Statement**

Circulation Verification Council (CVC) reviewed the printing, distribution, circulation, technology, 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 Regulations. In our opinion, this report fairly and accurately represents the publication's printing, distribution, circulation, and technology reporting, if applicable, for the period indicated. The publication has sworn that the information presented for this audit reporting is accurate and supplied CVC with general business records substantiating the information under audit review. This report is released subject to the provisions of the CVC Rules & Regulations which are hereby incorporated by reference. CVC Rules & Regulations may be amended from time to time without notice at the sole discretion of CVC. In no event shall CVC be liable for indirect, incidental, consequential, special, or punitive damages, or damages for lost profits, lost income, or lost savings arising by negligence, intended conduct, breach of contract, or otherwise. CVC reports and data are released for the sole use of advertising purchase evaluations and any use for valuations or determination of value is strictly prohibited. CVC reports may not be used for USPS requestor or other permit qualifications. This report is subject to copyright laws and may only be reproduced by the publisher.



www.cvcaudit.com

**The current status of this report expires December 31, 2017.**

If this report is presented after December 31, 2017 please call the toll-free number listed below.