

**Circulation Audit Report**

**Audit Period: July 1, 2006 – December 31, 2006**

**Extra Bilingual Community Newspaper**

3906 W North Ave  
Chicago, IL 60647  
(773) 252-3534  
(773) 252-5891 FAX

EMAIL: sales@extranews.net  
www.extranews.net

**1. Publication Information**

Average Net Circulation:	55,810
Number of Editions:	One
Format & Average Page Count:	Tabloid / 40 Pages
Circulation Cycle:	Weekly
Circulation Day / Time:	Thursday / by 10 AM
Ownership:	WMBE Corp.
Year Established:	1980
Publication Type:	Hispanic Publication
Content:	60% Advertising / 40% Editorial
Circulation Paid/Unpaid:	99% Unpaid / 1% Paid / 0% Sponsored
Primary Delivery Methods:	23% Home Delivery/ 1% Mail/ 76% Controlled Bulk
Insert Zoning Available:	No
CVC Member Number:	01-0224
Audit Funded By:	Ethnic Print Media Group (866) 664-4432 www.ethnicprintmedia.com

**2. Rate Card and Mechanical Data**

Rate Card Date:	January 1, 2006
Mechanical Data:	Five (5) columns x 13-inch column depth Full page: 10.813" wide X 13" depth.
Open Rate:	Local \$46.15 per column inch National \$46.15 per column inch
Insert Open Rate:	\$43.00 per thousand
Classified Rate:	\$5.00 per line, special inch rates and Internet available Volume, contract, color, and other rates available from publisher.

**3. Contact Information**

Publisher:	Mila Tellez	EMAIL: mila@tma.net
Associate Publisher:	Nile Wendorf	EMAIL: nile@extranews.net
Display Sales Manager:	Kate Tellez	EMAIL: kate@extranews.net
Circulation:	Mila Tellez	EMAIL: mila@tma.net

**4. Circulation Pricing**

Extra Bilingual Community Newspaper is a controlled circulation weekly without circulation pricing. Annual mail subscription rate: \$75.60



## 5. Audited Circulation, Distribution and Net Press Averages

<b>Acct # 01-0224</b>	<b>Extra Bilingual Community Newspaper Chicago, IL</b>
<b>A. Controlled Distribution</b>	
1. Home Delivery	13,198
2. Controlled Bulk Delivery	42,798
3. Mail	171
4. Restock & Office Service Delivery	0
5. Other:	0
<b>TOTAL AVERAGE CONTROLLED DISTRIBUTION</b>	<b>56,167</b>
<b>B. Paid Distribution</b>	
1. Home Delivery	0
2. Single Copy	0
3. Mail	121
4. Restock & Office Service Delivery	0
5. Other:	0
<b>TOTAL AVERAGE PAID DISTRIBUTION</b>	<b>121</b>
<b>C. Sponsored / Voluntary Paid Distribution</b>	
<b>TOTAL AVERAGE SPONSORED DISTRIBUTION</b>	<b>0</b>
<b>D. Average Gross Distribution</b>	<b>56,288</b>
<b>E. Unclaimed / Returns</b>	<b>(478)*</b>
<b>F. Average Net Circulation</b>	<b>55,810</b>
<b>G. Office / File</b>	<b>692</b>
<b>H. Average Net Press Run</b>	<b>56,980</b>

## 6. Explanatory

- A.
  - 1. Editions delivered by private carrier to single family residences, and/or multi-family residences, and/or businesses.
  - 2. Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5E returns.
  - 3. Editions delivered by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses.
  - 4. Copies 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.
- B.
  - 1. Editions delivered by private carrier to paid subscribers in single family residences, and/or multi-family residences, and/or businesses.
  - 2. Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5E returns.
  - 3. Editions delivered by United States Postal Service mail to paid subscribers in single family residences, and/or multi-family residences, and/or businesses.
  - 4. Copies 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.
- C. No Sponsored Distribution.
- D. 1. Average gross distribution for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C).)
- E. 1. Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle. \*(See paragraph 12 for CVC return/unclaimed confirmation.)
- F. 1. Average net circulation for the audit period indicated.
- G. 1. Undistributed editions maintained by the publisher for office purposes.
- H. 1. Average net press run during the audit period indicated.

## 7. Average Circulation History

PERIOD	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/06-12/31/06	CVC	-	-	56,695	54,954

## 8. Defined Market Area

Circulation areas include, but are not limited to the cities of Addison, Bedford Park, Berwyn, Chicago, Cicero and Melrose Park, in Cook and Du Page counties, all in the state of Illinois.

## 9. Distribution by Zip Code (12/30/2006 Edition)

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
60101	Addison	Du Page	0	300	0	0	300
60160	Melrose Park	Cook	0	610	0	0	610
60402	Berwyn	Cook	0	835	0	0	835
60601	Chicago	Cook	0	2,775	0	0	2,775
60608	Chicago	Cook	1,566	3,291	0	0	4,857
60609	Chicago	Cook	0	1,705	0	0	1,705
60618	Chicago	Cook	0	2,882	0	0	2,882
60622	Chicago	Cook	0	2,656	0	0	2,656
60623	Chicago	Cook	1,978	3,698	0	0	5,676
60625	Chicago	Cook	0	1,634	0	0	1,634
60626	Chicago	Cook	0	1,334	0	0	1,334
60629	Chicago Bedford Park	Cook	0	2,618	0	0	2,618
60632	Chicago	Cook	0	2,941	0	0	2,941
60639	Chicago	Cook	1,410	3,154	0	0	4,564
60640	Chicago	Cook	0	810	0	0	810
60641	Chicago	Cook	0	1,833	0	0	1,833
60647	Chicago	Cook	2,221	4,082	318	200	6,821
60651	Chicago	Cook	0	905	0	0	905
60804	Cicero	Cook	1,825	2,957	0	0	4,782
Misc.	Assorted	Assorted	0	480	0	0	480
<b>TOTAL</b>			<b>9,000</b>	<b>41,500</b>	<b>318</b>	<b>200</b>	<b>51,018</b>

## 10. Distribution by County (12/30/2006 Edition)

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Cook	Bedford Park Berwyn Chicago Cicero Melrose Park	9,000	40,720	318	200	50,238
Du Page	Addison	0	300	0	0	300
Misc.	Assorted	0	480	0	0	480
<b>TOTAL</b>		<b>9,000</b>	<b>41,500</b>	<b>318</b>	<b>200</b>	<b>51,018</b>



## 11. Verification of Receivership & Readership

### Controlled Home Delivery and Mail Distribution

The Circulation Verification Council interviewed 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. The following questions were asked:

1. Extra Bilingual Community Newspaper is distributed weekly in your area. Do you receive Extra Bilingual Community Newspaper on a regular basis?
2. (If response to #1 was YES) Do you or someone in your household regularly read or look through Extra Bilingual Community Newspaper?
  - CVC interviews indicate that a sufficient number of households indicated they receive Extra Bilingual Community Newspaper on a regular basis to substantiate the publisher's distribution claims.
  - CVC interviews indicate that 101 of 189 or 53.4% indicate they regularly read or look through Extra Bilingual Community Newspaper.

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 Distribution

The Circulation Verification Council interviewed and visited controlled bulk locations chosen randomly from the publication route lists. 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. The interviews took place throughout the audit cycle between the hours of 9:00 AM and 5:00 PM.

- CVC interviews indicate that over 99% of reported controlled bulk drop locations indicated they received Extra Bilingual Community Newspaper on a regular basis.
- CVC interviews indicate that less than 5% of Extra Bilingual Community Newspaper's controlled bulk distributed editions are returned to the publisher unclaimed after the edition cycle.

The Circulation Verification Council estimates that all the information in this text box has a minimum accuracy level of +/-2.5%.

## 13. Council Audit Statement

We have reviewed the printing, distribution, circulation, and general ledger records of this publication for the purpose of compiling this information. Our review was completed using Council auditing procedures and surveys considered necessary under the circumstances of the audit. In our opinion, this report fairly and accurately represents the publication's printing, distribution and/or circulation for the period (s) indicated.

**Circulation Verification Council**

**May 29, 2007**



www.cvcaudit.com

**The current status of this report expires June 30, 2008.**

## 2006-2007 Ethnic Print Media Group Hispanic Readership Study

The Circulation Verification Council interviewed \*617 readers in the primary market areas indicated in publication's CVC audit report. The purpose was to identify the number of residents who indicate they have read at least two of the last four issues of the publication, and gather readership study information useful for advertising purchase decisions. Market statistics estimates appearing in CVC reports are obtained from EASI Software 2006. The population studied consisted of adults age 18 and over, living in households within the survey area. Within this area, each household and each adult within the household had a known (or "non-zero") probability of being selected for the sample. Interviews were conducted solely with pre-designated respondents and no substitutions were permitted. The verification and readership study took place throughout the audit cycle between the hours of 5:30 PM and 8:30 PM and 10:00 AM and 2:00 PM. Initial interview attempts were spread evenly across all survey days (i.e., Tuesday through Saturday). A minimum of 250 completed interviews is required per publication with no more than one interview per household. Interview Procedures: To ensure the highest degree of comparability and to facilitate the auditing process, a standard, consistent, specified list of interview questions was asked. Interviews were conducted by CVC with supervision, interview training, and monitoring capabilities. Interviews were conducted over a minimum period of four weeks to minimize the impact of weather and/or special news stories. Every effort was made to ensure that interviews were assigned randomly by day and that an approximately equal number of interviews were completed on each interviewing day. Where appropriate, data was balanced and/or weighted by ZIP code using up-to-date known demographics: gender, age, number of adults in household and ethnicity in those cases where one minority comprised no less than ten percent of the total population. Non-responses to any single question were eliminated from the survey. In all cases, at least six attempts were made to contact all pre-designated respondents. The telephone rang a minimum of six times each time a number was dialed before the attempt was classified as a "no answer." Each number was dialed at different times and, as necessary, on different days. Every effort was made to surmount language, cultural, behavioral and other barriers to a successful interview; and to the extent feasible, callbacks were scheduled on a random basis. At least one callback attempt per respondent was made on a weekend. During the interview process, no questions were asked prior to the newspaper readership question, with the exception of a qualifying question designed to determine the ZIP code of recipient residence; and general warm-up questions designed to put the respondent at ease. Warm-up questions did not include any reference to the publication itself or the nature of the study. This study followed recommended guidelines developed in part from the Advertising Research Foundation (ARF) newspaper readership guidelines. Survey totals may not equal 100% due to rounding. The Circulation Verification Council estimates that all the information in this survey has a maximum error margin of +/-2.5 (at the 95% confidence level). \*101 Survey respondents were interviewed during the verification of home delivery distribution. 516 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: 3.25\*\***

\* 211 survey respondents completed the surveys in Spanish.

1. Extra Bilingual Community Newspaper is distributed every week in your area. Do you regularly read or look through Extra Bilingual Community Newspaper?

YES 617 Survey Respondents  
NO Survey Terminated

2. Do you frequently purchase products or services from ads seen in Extra Bilingual Community Newspaper

YES 335 54.3%  
NO 282 45.7%

3. Which of the following categories best describes your age?

Reader Demographics  
02% 18 - 20  
08% 21 - 24  
17% 25 - 34  
26% 35 - 44  
27% 45 - 54  
16% 55 - 64  
04% 65 - 74  
01% 75 years or older

4. Gender (Voice recognition - Gender Bias Rotation)

41% Male Readers  
59% Female Readers

5. What category best describes your marital status?
- 14% Single (never married)
  - 71% Married
  - 15% Divorced/Widowed/Separated
6. How many children under the age of 18 live in your household?
- 14% None / Zero
  - 16% One
  - 24% Two
  - 24% Three
  - 14% Four
  - 08% Five or more
- 6A. (If YES to question six) How many in the following age ranges? (% of total respondents)
- 36% Under 5
  - 39% 5-12 years
  - 27% 13-18 years
7. On a typical shopping trip to the grocery store, approximately how much money do you usually spend?
- 09% Less than \$25.00
  - 19% \$26.00 - \$75.00
  - 37% \$76.00 - \$150.00
  - 24% \$151.00 - \$250.00
  - 11% \$251.00 +
8. Some stores use separate newspaper inserts to advertise specials and sales. How often do you read or look at these inserts if they were in Extra Bilingual Community Newspaper?
- 63% Always
  - 15% Sometimes
  - 16% Seldom
  - 06% Never
9. How often do you use coupons?
- 05% Regularly / Weekly
  - 20% About once a month
  - 30% Occasionally
  - 24% Rarely
  - 21% Never
- 9A. (If RARELY or NEVER to question nine) Which of the following, if any, best describes why you do not use coupons more often?
- 56% Don't get coupons at all, or not enough
  - 11% Don't get offers for brands or products I would use
  - 25% Don't get coupons in Spanish
  - 08% Have never used coupons
  - 00% Don't need coupons to get the best "deals"
  - 00% Other

10. Which of the following responses, if any, would most influence your decision to purchase a particular brand or product?

- 14% Store circulars / sale flyers
- 24% Newspaper Insert or advertisement
- 09% Sale signs in the store
- 00% Recommended by a friend or family member
- 04% Coupons
- 18% Store signs or displays in Spanish
- 01% Familiarity with a brand (it's a brand you're comfortable with)
- 20% TV Commercial
- 08% Product packaging in Spanish
- 02% Other advertisement

11. Do you currently have any of the following bank or investment accounts? (% Affirmative Response)

- 29% Savings
- 76% Checking
- 11% CDs
- 08% Mutual funds
- 30% Stocks/Bonds

12. Would any of the following responses influence your decision to change banks? (% of total respondents)

- 98% Bilingual Tellers/Staff
- 91% Free Checking
- 12% Better investment rates
- 55% Money Transfer – (i.e. Western Union) (international)

13. What is your most trusted media source for bank and investment services information?

- 58% Newspaper
- 24% TV
- 16% Radio
- 02% Online

14. Are you considering the purchase of a new vehicle in the next six months?

- 33% Yes
- 67% No

15. Which of the following, if any, is a critical factor in determining which car you purchase? (% of total respondents)

- 90% Price
- 92% Quality
- 79% Safety
- 66% Looks
- 29% Brand
- 07% Image

16. How important are gas / oil prices when choosing a car?

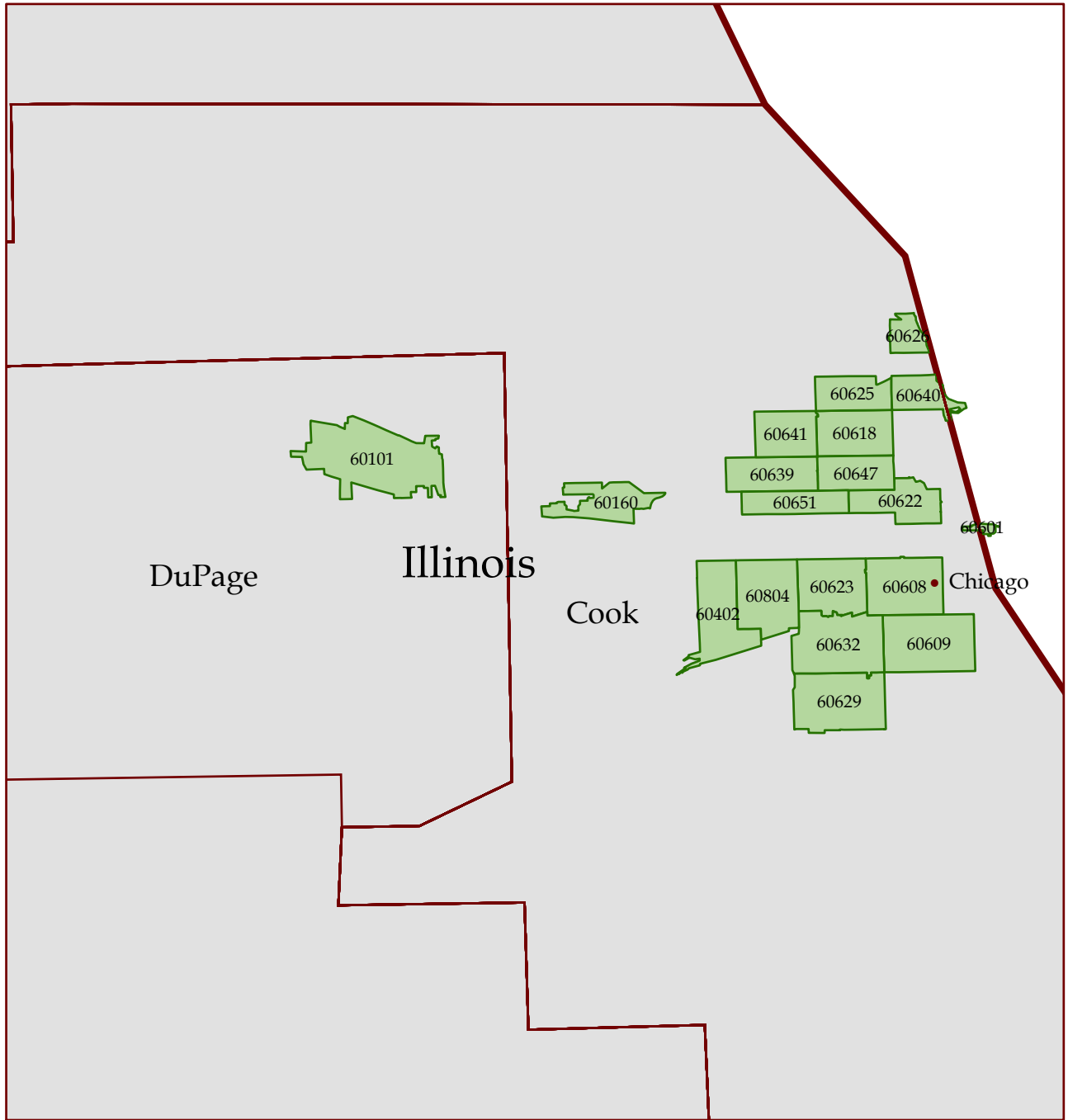
- 56% Very Important
- 22% Important
- 15% Somewhat Important
- 07% Not important at all

17. Would you consider a hybrid vehicle when you make your next vehicle purchase?

- 22% Yes
- 78% No




18. When you purchase a car is the purchase an individual decision, or a family decision?

- 19% Individual
- 81% Family



## Extra Bilingual Community Newspaper - Chicago, Illinois 01-0224

### Key to Features

-  State Boundary
-  County Boundary
-  Zip Code Boundary

