

**Audit Period: October 1, 2015 – September 30, 2016**

**RW Publications**

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

**1. Audited Media Platforms**

Print Publication:	Average Net Circulation:	62,249 (Print Edition)
Website:	Average Website Unique Users:	2,958

**2. Publication Information**

Number of Editions:	Five**
Format / Average Page Count:	Tabloid / 16 Pages
Circulation Cycle:	Weekly
Ownership:	RW Publications - Division of Waterhouse Publications, Inc.
Year Established:	1961
Publication Type:	Shopper
	100% Controlled / 0% Paid / 0% Sponsor Paid
Content:	90% Advertising / 10% Editorial
Primary Delivery Methods:	88% Carrier Delivery / 11% Controlled Bulk
Insert Zoning Available:	Yes - ZIP Code / Zone / Route
CVC Member Number:	16-0904
DMA/MSA/CBSA:	Buffalo, NY / Buffalo-Niagara Falls, NY / Buffalo-Niagara Falls, NY
Audit Funded By:	Free Community Papers of New York

**3. Rate Card and Mechanical Data**

Rate Card Effective Date:	September 1, 2016
Mechanical Data:	Six (6) columns x 16-inch column depth Full page: 10.25" wide X 16" depth.
Open Rate:	Local: \$16.15 per column inch National: \$16.15 per column inch
Insert Open Rate:	\$44.00 per thousand
Classified Rate:	\$9.50 for up to 10 words per edition
Deadline Day & Time:	Thursday by 3 PM
Additional rates may be available from the publisher.	

**4. Contact Information**

Publisher:	Margaret Bourdette	EMAIL: <a href="mailto:meg@rwpennysaver.com">meg@rwpennysaver.com</a>
Advertising:	Karin Weale	EMAIL: <a href="mailto:kweale@wnyps.com">kweale@wnyps.com</a>
Circulation:	David Young	EMAIL: <a href="mailto:circulation@rwpennysaver.com">circulation@rwpennysaver.com</a>

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

CVC Account Number: 16-0904		Sunday	RW Publications - Consolidated Elma, NY
<b>Audit Period Summary</b>			
<b>Average Net Circulation</b>	<b>(5-H)</b>		<b>62,249</b>
Average Gross Distribution	(5-F)		62,249
Average Net Press Run	(5-A)		62,961
<b>Audit Period Detail</b>			
A. Average Net Press Run			62,961
B. Office / File			712
C. Controlled Distribution			
1. Carrier Delivery			54,942
2. Bulk Delivery / Demand Distribution			6,902
3. Mail			0
4. Requestor Mail			0
5. Waiting Rooms			0
6. Hotels			0
7. Events, Fairs, Festivals and Trade Shows			0
8. Education			0
9. Restock & Office Service			405
Total Average Controlled Distribution			62,249
Controlled Returns			(0)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>			<b>62,249</b>
D. Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			0
4. Waiting Room			0
5. Hotels			0
6. Education			0
7. Restock & Office Service			0
Total Average Paid Distribution			0
Paid Returns			(0)
<b>TOTAL AVERAGE PAID CIRCULATION</b>			<b>0</b>
E. Sponsored / Voluntary Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			0
4. Waiting Rooms			0
5. Education			0
Sponsored Returns			(0)
<b>TOTAL AVERAGE SPONSORED CIRCULATION</b>			<b>0</b>
F. Average Gross Distribution			62,249
G. Total Unclaimed / Returns			(0)*
<b>H. Average Net Circulation</b>			<b>62,249</b>



OUR DATA SPEAKS VOLUMES



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

CVC Account Number: 16-0032	Sunday	Akron / Corfu PennySaver Elma, NY
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>7,766</b>
Average Gross Distribution	(5-F)	7,766
Average Net Press Run	(5-A)	7,876
<b>Audit Period Detail</b>		
A. Average Net Press Run		7,876
B. Office / File		110
C. Controlled Distribution		
1. Carrier Delivery		5,900
2. Bulk Delivery / Demand Distribution		1,788
3. Mail		0
4. Requestor Mail		0
5. Waiting Rooms		0
6. Hotels		0
7. Events, Fairs, Festivals and Trade Shows		0
8. Education		0
9. Restock & Office Service		78
Total Average Controlled Distribution		7,766
Controlled Returns		(0)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>		<b>7,766</b>
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		0
Paid Returns		(0)
<b>TOTAL AVERAGE PAID CIRCULATION</b>		<b>0</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		7,766
G. Total Unclaimed / Returns		(0)*
<b>H. Average Net Circulation</b>		<b>7,766</b>

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

CVC Account Number: 16-0288		Sunday	Attica PennySaver Elma, NY
<b>Audit Period Summary</b>			
<b>Average Net Circulation</b>	<b>(5-H)</b>		<b>6,752</b>
Average Gross Distribution	(5-F)		6,752
Average Net Press Run	(5-A)		6,840
<b>Audit Period Detail</b>			
A. Average Net Press Run			6,840
B. Office / File			88
C. Controlled Distribution			
1. Carrier Delivery			6,100
2. Bulk Delivery / Demand Distribution			554
3. Mail			0
4. Requestor Mail			0
5. Waiting Rooms			0
6. Hotels			0
7. Events, Fairs, Festivals and Trade Shows			0
8. Education			0
9. Restock & Office Service			98
Total Average Controlled Distribution			6,752
Controlled Returns			(0)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>			<b>6,752</b>
D. Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			0
4. Waiting Room			0
5. Hotels			0
6. Education			0
7. Restock & Office Service			0
Total Average Paid Distribution			0
Paid Returns			(0)
<b>TOTAL AVERAGE PAID CIRCULATION</b>			<b>0</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			6,752
G. Total Unclaimed / Returns			(0)*
<b>H. Average Net Circulation</b>			<b>6,752</b>



OUR DATA SPEAKS VOLUMES



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

CVC Account Number: 16-0290	Sunday	East Aurora / Elma PennySaver Elma, NY
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>15,737</b>
Average Gross Distribution	(5-F)	15,737
Average Net Press Run	(5-A)	15,900
<b>Audit Period Detail</b>		
A. Average Net Press Run		15,900
B. Office / File		163
C. Controlled Distribution		
1. Carrier Delivery		14,263
2. Bulk Delivery / Demand Distribution		1,381
3. Mail		0
4. Requestor Mail		0
5. Waiting Rooms		0
6. Hotels		0
7. Events, Fairs, Festivals and Trade Shows		0
8. Education		0
9. Restock & Office Service		93
Total Average Controlled Distribution		15,737
Controlled Returns		(0)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>		<b>15,737</b>
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		0
Paid Returns		(0)
<b>TOTAL AVERAGE PAID CIRCULATION</b>		<b>0</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		15,737
G. Total Unclaimed / Returns		(0)*
<b>H. Average Net Circulation</b>		<b>15,737</b>

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

CVC Account Number: 16-0289	Sunday	Orchard Park PennySaver Elma, NY
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>11,886</b>
Average Gross Distribution	(5-F)	11,886
Average Net Press Run	(5-A)	12,024
<b>Audit Period Detail</b>		
A. Average Net Press Run		12,024
B. Office / File		138
C. Controlled Distribution		
1. Carrier Delivery		10,772
2. Bulk Delivery / Demand Distribution		1,021
3. Mail		0
4. Requestor Mail		0
5. Waiting Rooms		0
6. Hotels		0
7. Events, Fairs, Festivals and Trade Shows		0
8. Education		0
9. Restock & Office Service		93
Total Average Controlled Distribution		11,886
Controlled Returns		(0)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>		<b>11,886</b>
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		0
Paid Returns		(0)
<b>TOTAL AVERAGE PAID CIRCULATION</b>		<b>0</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		11,886
G. Total Unclaimed / Returns		(0)*
<b>H. Average Net Circulation</b>		<b>11,886</b>



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

CVC Account Number: 16-0291	Sunday	West Seneca PennySaver Elma, NY
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>20,108</b>
Average Gross Distribution	(5-F)	20,108
Average Net Press Run	(5-A)	20,321
<b>Audit Period Detail</b>		
A. Average Net Press Run		20,321
B. Office / File		213
C. Controlled Distribution		
1. Carrier Delivery		17,907
2. Bulk Delivery / Demand Distribution		2,158
3. Mail		0
4. Requestor Mail		0
5. Waiting Rooms		0
6. Hotels		0
7. Events, Fairs, Festivals and Trade Shows		0
8. Education		0
9. Restock & Office Service		43
Total Average Controlled Distribution		20,108
Controlled Returns		(0)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>		<b>20,108</b>
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		0
Paid Returns		(0)
<b>TOTAL AVERAGE PAID CIRCULATION</b>		<b>0</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		20,108
G. Total Unclaimed / Returns		(0)*
<b>H. Average Net Circulation</b>		<b>20,108</b>

## Explanatory – Print

### PARAGRAPH FIVE AUDIT PERIOD SUMMARY

**\*\* RW Publications began publishing the Hamburg Shopper on September 4, 2016. This edition will be included in future audit reporting. The current press run is 16,670. Contact the publication for further details.**

**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.

**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).



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

	Monthly Audit Period Average
Website Unique Users	2,958
Website Sessions	5,026
Website Page Views	20,560
Pages Per Visit	4.09

**Explanatory – Website**

**PARAGRAPH SIX (A)**

**UNIQUE USERS:** A unique user 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 users. Please see CVC Rules & Regulations for further information.

**SESSIONS:** The total number of sessions, 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.

**6B. Audited Online/Digital Edition Reporting - Not Reported**

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

**6D. Social Media - Not Reported**

**6E. Email Media - Not Reported**

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

**7. Average Print Circulation History**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/16-12/31/16	CVC	62,340	62,269	61,972	-
01/01/15-12/31/15	CVC	62,498	62,631	62,528	62,423
01/01/14-12/31/14	CVC	62,788	62,744	62,604	62,471
01/01/13-12/31/13	CVC	63,321	63,295	63,285	62,902
01/01/12-12/31/12	CVC	63,344	63,295	63,285	62,902
01/01/11-12/31/11	CVC	63,603	63,501	63,485	63,388
01/01/10-12/31/10	CVC	63,779	63,790	63,805	63,660
01/01/09-12/31/09	CVC	64,119	63,938	63,975	63,783
01/01/08-12/31/08	CVC	64,122	63,918	64,045	64,063
01/01/07-12/31/07	CVC	63,369	63,505	63,407	64,257
01/01/06-12/31/06	CVC	63,243	63,341	63,534	64,021
10/01/03-12/31/05	Prior CVC	-	-	-	-

**8A. Distribution by Zip Code (9/25/2016 Edition) Sunday - Akron / Corfu PennySaver**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
14001	Akron	Erie	NY	2,767	1,170	0	0	3,937
14004	Alden	Erie	NY	353	67	0	0	420
14013	Alabama	Genesee	NY	732	180	0	0	912
14031	Clarence	Erie	NY	307	110	0	0	417
14036	Corfu	Genesee	NY	1,224	285	0	0	1,509
14040	Darien Center	Genesee	NY	290	0	0	0	290
14094	Lockport	Niagara	NY	227	25	0	0	252
Misc.	Assorted	Assorted	-	0	111	0	78	189
<b>TOTAL</b>				<b>5,900</b>	<b>1,948</b>	<b>0</b>	<b>78</b>	<b>7,926</b>



**8B. Distribution by Zip Code (9/25/2016 Edition) Sunday - Attica PennySaver**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
14004	Alden	Erie	NY	149	25	0	0	174
14005	Alexander	Genesee	NY	625	30	0	0	655
14011	Attica	Wyoming	NY	2,589	250	0	0	2,839
14020	Batavia	Genesee	NY	90	28	0	0	118
14037	Cowlesville	Wyoming	NY	361	40	0	0	401
14039	Dale	Wyoming	NY	50	0	0	0	50
14040	Darien Center	Genesee	NY	645	42	0	0	687
14054	East Bethany	Genesee	NY	460	0	0	0	460
14113	North Java	Wyoming	NY	130	70	0	0	200
14145	Strykersville	Wyoming	NY	248	0	0	0	248
14167	Varysburg	Wyoming	NY	520	73	0	0	593
14569	Warsaw	Wyoming	NY	228	0	0	0	228
Misc.	Assorted	Assorted	-	0	90	0	98	188
<b>TOTAL</b>				<b>6,095</b>	<b>648</b>	<b>0</b>	<b>98</b>	<b>6,841</b>

**8C. Distribution by Zip Code (9/25/2016 Edition) Sunday - East Aurora / Elma PennySaver**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
14004	Alden	Erie	NY	159	60	0	0	219
14009	Arcade	Wyoming	NY	60	0	0	0	60
14037	Cowlesville	Wyoming	NY	340	40	0	0	380
14052	East Aurora	Erie	NY	5,972	553	0	0	6,525
14059	Elma	Erie	NY	3,300	150	0	0	3,450
14080	Holland	Erie	NY	1,444	184	0	0	1,628
14082	Java Center	Wyoming	NY	310	0	0	0	310
14083	Java Village	Wyoming	NY	0	50	0	0	50
14102	Marilla	Erie	NY	337	25	0	0	362
14113	North Java	Wyoming	NY	93	70	0	0	163
14127	Orchard Park	Erie	NY	107	0	0	0	107
14139	South Wales	Erie	NY	706	79	0	0	785
14140	Spring Brook	Erie	NY	0	45	0	0	45
14145	Strykersville	Wyoming	NY	455	50	0	0	505
14167	Varysburg	Wyoming	NY	285	51	0	0	336
14170	West Falls	Erie	NY	707	30	0	0	737
Misc.	Assorted	Assorted	-	0	165	0	93	258
<b>TOTAL</b>				<b>14,275</b>	<b>1,552</b>	<b>0</b>	<b>93</b>	<b>15,920</b>

**8D. Distribution by Zip Code (9/25/2016 Edition) Sunday - Orchard Park PennySaver**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
14025	Boston	Erie	NY	25	0	0	0	25
14033	Colden	Erie	NY	840	55	0	0	895
14069	Glenwood	Erie	NY	145	0	0	0	145
14075	Hamburg	Erie	NY	45	0	0	0	45
14127	Orchard Park	Erie	NY	8,437	885	0	0	9,322
14170	West Falls	Erie	NY	99	0	0	0	99

**8D. Distribution by Zip Code (9/25/2016 Edition) Sunday - Orchard Park PennySaver (continued)**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
14218	Lackawanna	Erie	NY	47	0	0	0	47
14219	Blasdell	Erie	NY	1,020	0	0	0	1,020
14220	Buffalo	Erie	NY	0	20	0	0	20
14224	Buffalo	Erie	NY	55	0	0	0	55
Misc.	Assorted	Assorted	-	0	140	0	93	233
<b>TOTAL</b>				<b>10,713</b>	<b>1,100</b>	<b>0</b>	<b>93</b>	<b>11,906</b>

**8E. Distribution by Zip Code (9/25/2016 Edition) Sunday - West Seneca PennySaver**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
14127	Orchard Park	Erie	NY	0	25	0	0	25
14206	Buffalo	Erie	NY	390	0	0	0	390
14210	Buffalo	Erie	NY	957	0	0	0	957
14218	Buffalo	Erie	NY	605	150	0	0	755
14220	Buffalo	Erie	NY	646	36	0	0	682
14224	Buffalo	Erie	NY	15,278	1,953	0	0	17,231
Misc.	Assorted	Assorted	-	0	215	0	43	258
<b>TOTAL</b>				<b>17,876</b>	<b>2,379</b>	<b>0</b>	<b>43</b>	<b>20,298</b>

**9A. Distribution by County (9/25/2016 Edition) Sunday - Akron / Corfu PennySaver**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Erie	Akron Alden Clarence	NY	3,427	1,347	0	0	4,774
Genesee	Alabama Corfu Darien Center	NY	2,246	465	0	0	2,711
Niagara	Lockport	NY	227	25	0	0	252
Misc.	Assorted	-	0	111	0	78	189
<b>TOTAL</b>			<b>5,900</b>	<b>1,948</b>	<b>0</b>	<b>78</b>	<b>7,926</b>

**9B. Distribution by County (9/25/2016 Edition) Sunday - Attica PennySaver**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Erie	Alden	NY	149	25	0	0	174
Genesee	Alexander Batavia Darien Center East Bethany	NY	1,820	100	0	0	1,920
Wyoming	Attica Cowlesville Dale North Java Strykersville Varysburg Warsaw	NY	4,126	433	0	0	4,559
Misc.	Assorted	-	0	90	0	98	188
<b>TOTAL</b>			<b>6,095</b>	<b>648</b>	<b>0</b>	<b>98</b>	<b>6,841</b>

**9C. Distribution by County (9/25/2016 Edition) Sunday - East Aurora / Elma PennySaver**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Erie	Alden East Aurora Elma Holland Marilla Orchard Park South Wales Spring Brook West Falls	NY	12,732	1,126	0	0	13,858
Wyoming	Arcade Cowlesville Java Center Java Village North Java Strykersville Varysburg	NY	1,543	261	0	0	1,804
Misc.	Assorted	-	0	165	0	93	258
<b>TOTAL</b>			<b>14,275</b>	<b>1,552</b>	<b>0</b>	<b>93</b>	<b>15,920</b>

**9D. Distribution by County (9/25/2016 Edition) Sunday - Orchard Park PennySaver**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Erie	Blasdell Boston Buffalo Colden Glenwood Hamburg Lackawanna Orchard Park West Falls	NY	10,713	960	0	0	11,673
Misc.	Assorted	-	0	140	0	93	233
<b>TOTAL</b>			<b>10,713</b>	<b>1,100</b>	<b>0</b>	<b>93</b>	<b>11,906</b>

**9E. Distribution by County (9/25/2016 Edition) Sunday - West Seneca PennySaver**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Erie	Buffalo Orchard Park	NY	17,876	2,164	0	0	20,040
Misc.	Assorted	-	0	215	0	43	258
<b>TOTAL</b>			<b>17,876</b>	<b>2,379</b>	<b>0</b>	<b>43</b>	<b>20,298</b>



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

RW Publications did not report mail distribution during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. RW Publications reported an average carrier delivery distribution of 54,942 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 RW Publications on a regular basis to substantiate the publisher's distribution claims. CVC verification confirms that 695 of 729 individuals or 95.3% report they receive Penny Saver on a regular basis.**

**CVC verification confirms that 548 of 695 or 78.8% report they regularly read or look through the (appropriate RW Publication).**

\*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

The Circulation Verification Council performed delivery verification in the primary market areas indicated in paragraph nine. Delivery verification can include, but is not limited to, on-site verification, business and cell phone verification, online, email, and/or social media contact. Delivery verification source data can include, but is not limited to, business and cell phone listings, delivery lists, opt-in email, online, and/or social media databases. Circulation Verification Council performed the delivery verification from locations chosen randomly from the publication's delivery list(s). The purpose was to verify whether the distribution and return quantities reported by the publisher are reasonable and accurate.

**CVC verification indicates that less than 15% of RW Publications' returnable source distributed editions are returned to the publisher unclaimed after the edition cycle.**

## 12. Paid Reporting Analysis – Not Applicable



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### 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.



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**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.

