

Audit Period: October 1, 2016 – September 30, 2018

The Country Bounty

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www.sheridanmedia.com

1. Audited Media Platforms

Print Publication:	Average Net Circulation:	17,838	(Print Edition)
Digital Edition:	Average Monthly Unique Users:	991	(Digital Edition)
Website:	Average Website Unique Users:	49,331	
Social Media:	Average Facebook Likes:	6,759	
	Average Twitter Followers:	1,280	

2. Publication Information

Number of Editions:	One
Format / Average Page Count:	Tabloid / 32 Pages
Circulation Cycle:	Weekly
Ownership:	The Country Bounty
Year Established:	1974
Publication Type:	Shopper
	100% Controlled / 0% Paid / 0% Sponsor Paid
Content:	100% Advertising / 0% Editorial
Primary Delivery Methods:	94% Mail / 5% Controlled Bulk / 1% Waiting Room
Insert Zoning Available:	Yes - Zone
CVC Member Number:	19-0111
DMA/CBSA:	Rapid City, SD / Sheridan, WY
Audit Funded By:	Independent Free Papers of America

3. Rate Card and Mechanical Data

Rate Card Effective Date:	May 31, 2016
Mechanical Data:	Six (6) columns X 12.75" column depth Full page: 10.25" wide X 12.75" depth.
Open Rate:	Local: \$8.50 per column inch National: \$8.50 per column inch
Insert Open Rate:	\$59.00 per thousand
Classified Rate:	\$8.00 up to 12 words; \$0.20 per word thereafter
Deadline Day & Time:	Wednesday by 5 PM
Additional rates may be available from the publisher.	

4. Contact Information

Publisher:	Bob Grammens	EMAIL: grammens@wavecom.net
Advertising:	Jim Schellinger	EMAIL: jim@sheridanmedia.com
Circulation:	Shawna Olson	EMAIL: shawna@sheridanmedia.com

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

CVC Account Number: 19-0111	Tuesday	The Country Bounty Sheridan, WY
Audit Period Summary		
Average Net Circulation	(5-H)	17,838
Average Gross Distribution	(5-F)	17,975
Average Net Press Run	(5-A)	18,000
Audit Period Detail		
A. Average Net Press Run		18,000
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		807
3. Mail		16,879
4. Requestor Mail		0
5. Waiting Rooms		147
6. Hotels		142
7. Events, Fairs, Festivals and Trade Shows		0
8. Education		0
9. Restock & Office Service		0
Total Average Controlled Distribution		17,975
Controlled Returns		(137)
TOTAL AVERAGE CONTROLLED CIRCULATION		17,838
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)
TOTAL AVERAGE PAID CIRCULATION		0
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)
TOTAL AVERAGE SPONSORED CIRCULATION		0
F. Average Gross Distribution		17,975
G. Total Unclaimed / Returns		(137)*
H. Average Net Circulation		17,838

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).



6A. Audited Average Website Reporting - www.sheridanmedia.com

	Monthly Audit Period Average
Website Unique Users	49,331
Website Sessions	159,156
Percent of New Users	28.94%
Website Page Views	407,149
Pages Per Visit	2.56
Average Time Spent on Website	0:02:24
Bounce Rate	41.65%

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.

PERCENT NEW USERS: The percentage of users that have visited the publication’s website for the first time through the course of the month and are considered unique and are differentiated from multiple returning users.

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.

BOUNCE RATE: Bounce rate reports the percentage of visits that view only one page before exiting a site. This number is presented as a monthly average.

6B. Audited Online/Digital Edition Reporting

	Monthly Audit Period Average
Unique Digital Edition Users (Web)	624
Digital Edition Page Views (Web)	1,241
Unique Digital Edition Users (Mobile)	367
Digital Edition Page Views (Mobile)	628

Explanatory – Digital Edition

PARAGRAPH SIX (B)

UNIQUE DIGITAL EDITION USERS (WEB): Unique users 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 user counts once within the timescale. A user can make multiple visits. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.

DIGITAL EDITION PAGE VIEWS (WEB): Requests for files whose types are defined as pages; transmittals of full pages contained within the digital edition publication to the user’s browser. Several page views are expected to be logged per Visit/Session.

UNIQUE DIGITAL EDITION USERS (MOBILE): Unique users to a digital edition publication, through a mobile device 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 user counts once within the timescale. A user can make multiple visits. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.

DIGITAL EDITION PAGE VIEWS (MOBILE): Requests for files whose types are defined as pages; transmittals of full pages contained within the digital edition publication to the user’s browser. Several page views are expected to be logged per Visit/Session.

6C. Text Media - Not Reported



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6D. Social Media

Social Media Source	Average Media Usage	September 2018
www.facebook.com/sheridanmedia	6,759 Likes	7,954 Likes
Twitter - @sheridanmedia	1,280 Followers	1,420 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 - Not Reported

6F. Video & Podcast Media - Not Reported

7. Average Print Circulation History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/18-12/31/18	CVC	17,975	17,975	17,975	-
01/01/17-12/31/17	CVC	17,850	17,845	17,771	17,975
01/01/16-12/31/16	CVC	17,853	17,853	17,861	17,885
01/01/15-12/31/15	CVC	17,867	17,811	17,815	17,854
01/01/14-12/31/14	CVC	17,820	17,821	17,859	17,870
01/01/13-12/31/13	CVC	17,892	17,885	17,888	17,817
01/01/12-12/31/12	CVC	17,704	17,712	17,914	17,928
01/01/11-12/31/11	CVC	17,702	17,707	17,730	17,740
04/01/10-12/31/10	CVC	-	17,673	17,685	17,720

8. Distribution by Zip Code (11/13/2018 Edition) Tuesday

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
82639	Kaycee	Johnson	WY	0	0	335	0	335
82718	Gillette	Campbell	WY	0	100	0	0	100
82801	Sheridan	Sheridan	WY	0	905	11,142	0	12,047
82831	Arvada	Sheridan	WY	0	0	75	0	75
82832	Banner	Sheridan	WY	0	0	232	0	232
82833	Big Horn	Sheridan	WY	0	0	325	0	325
82834	Buffalo	Johnson	WY	0	50	3,207	0	3,257
82835	Clearmont	Sheridan	WY	0	0	150	0	150
82836	Dayton	Sheridan	WY	0	0	440	0	440
82837	Leiter	Sheridan	WY	0	0	19	0	19
82838	Parkman	Sheridan	WY	0	0	100	0	100
82839	Ranchester	Sheridan	WY	0	0	585	0	585
82842	Story	Sheridan	WY	0	0	459	0	459
82845	Wyarno	Sheridan	WY	0	0	55	0	55
Misc.	Assorted	Assorted	-	0	0	21	0	21
TOTAL				0	1,055	17,145	0	18,200

9. Distribution by County (11/13/2018 Edition) Tuesday

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Campbell	Gillette	WY	0	100	0	0	100
Johnson	Buffalo Kaycee	WY	0	50	3,542	0	3,592
Sheridan	Arvada Banner Big Horn Clearmont Dayton Leiter Parkman Ranchester Sheridan Story Wyarno	WY	0	905	13,582	0	14,487
Misc.	Assorted	-	0	0	21	0	21
TOTAL			0	1,055	17,145	0	18,200

10. Verification of Distribution – Mail and Carrier Delivery Distribution

The Country Bounty reported an average mail distribution of 16,879 during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. The Country Bounty 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 The Country Bounty on a regular basis to substantiate the publisher’s distribution claims.

CVC verification confirms that 260 of 328 or 79.3% report they regularly read or look through The Country Bounty.

*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%.



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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 substantiates The Country Bounty's claim of 137 returnable source distributed editions returned to the publisher unclaimed after the edition cycle.

12. Paid Reporting Analysis – Not Applicable

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 September 30, 2020.

If this report is presented after September 30, 2020 please call the toll-free number listed below.



The Country Bounty - Sheridan, WY - 19-0111 - Supplemental Readership Study

The Circulation Verification Council surveyed The Country Bounty readers in the primary market areas indicated in publication's CVC audit report. The purpose was to identify the number of individuals who indicate they have read at least two of the last four issues of the publication, and gather study information solely for advertising purchase evaluations. Market statistics estimates appearing in CVC reports, when available, are obtained from EASI Software. CVC study sources can include, but are not limited to, residential and cell phone surveys, online surveys, email surveys, and/or social media surveys. Study source data can include, but are not limited to, residential phone listings, cell phone exchanges, publisher delivery lists, opt-in email, online and/or social media databases. Residential and cell phone survey populations consist of adults age 18 and over, living in households within the survey area. Within this area, each individual had a known (or "non-zero") probability of being selected for the random sample. Surveys were conducted solely with pre-designated respondents and no substitutions were permitted. Initial survey attempts were spread evenly across all survey days (i.e., Tuesday through Saturday). A minimum of 250 completed surveys, or 2.5% of net circulation for publications under 10,000 circulation is required with no more than one survey per household. Survey Procedures: To ensure the highest degree of comparability and to facilitate the survey process, a standard, consistent, specified list of questions was asked. Surveys were conducted over a minimum period of two weeks to minimize the impact of weather and/or special circumstances. Every effort was made to ensure that surveys were assigned randomly by day and that an approximately equal number of surveys were completed on each survey 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 four attempts were made to contact all pre-designated respondents. Every effort was made to surmount language, cultural, behavioral and other barriers to a successful survey; and to the extent feasible, contact attempts were scheduled on a random basis. During the survey process, no questions were asked prior to the readership question, with the exception of a qualifying question designed to determine the ZIP code of the individual; and a general warm-up call explanation designed to put the respondent at ease. Warm-up questions did not include any reference to a publication itself or the nature of the study information. The study followed recommended guidelines developed in part from established media usage and evaluation 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 +/-4% at the 95% confidence level. 260 Survey respondents were interviewed during the verification of carrier 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. 0 Survey respondents responded to a geo-coded outbound email verification. This publication did not participate in the CVC online research program.

- **Average estimated readers per edition during the audit period: 1.65**
*Readership estimates compiled from 2018 CVC circulation & readership study data.

1. The Country Bounty is distributed regularly in your area. Do you regularly read or look through The Country Bounty?

YES	260	Survey Respondents
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2. Do you frequently purchase products or services from ads seen in The Country Bounty?

YES	188	72.3%
NO	72	27.7%

3. How long do you keep The Country Bounty before discarding it?

56%	1-2 Days
30%	3-4 Days
08%	5-6 Days
06%	1 Week or More

4. Reader Gender (Voice recognition - Gender Bias Rotation)

Reader Demographics	Market Demographics	
50%	51%	Male Readers
50%	49%	Female Readers



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5. What range best describes your age.

Reader Demographics	Market Demographics
<01%	05% 18 - 20
02%	06% 21 - 24
13%	19% 25 - 34
18%	16% 35 - 44
23%	19% 45 - 54
24%	19% 55 - 64
16%	09% 65 - 74
03%	05% 75 - 84
01%	02% 85 years or older

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

Reader Demographics	Market Demographics
00%	08% under \$15,000
02%	07% \$15,000 - \$24,999
10%	09% \$25,000 - \$34,999
13%	13% \$35,000 - \$49,999
24%	20% \$50,000 - \$74,999
19%	15% \$75,000 - \$99,999
14%	12% \$100,000 - \$124,999
10%	07% \$125,000 - \$149,999
06%	05% \$150,000 - \$199,999
02%	04% over \$200,000

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

Reader Demographics	Market Demographics
<01%	06% Some High School or Less
31%	33% Graduated High School
40%	37% Some College
23%	16% Graduated College
04%	06% Completed Master Degree
02%	01% Completed Professional Degree
<01%	01% Completed Doctorate Degree



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

- (% = Positive respondents)
- 16% New Automobile, Truck or SUV
 - 22% Used Automobile, Truck or SUV
 - 22% Antiques / Auctions
 - 53% Furniture / Home Furnishings
 - 20% Major Home Appliance
 - 20% Computers, Tablets or Laptops
 - 29% Home Improvements or Home Improvement Supplies
 - 30% Television or Electronics
 - 19% Carpet or Flooring
 - 47% Automobile Accessories (tires, brakes or service)
 - 29% Lawn & Garden Supplies
 - 27% Florist / Gift Shops
 - 19% Home Heating & Air Conditioning (service, new equipment)
 - 58% Vacations / Travel
 - 12% Real Estate (Sell or purchase)
 - 66% Men's Apparel
 - 70% Women's Apparel
 - 31% Children's Apparel
 - 01% Boats or Personal Watercraft
 - 23% Art & Crafts Supplies
 - 11% Childcare
 - 14% Education or Classes
 - 06% Attorney
 - 30% Veterinarian
 - 12% Chiropractor
 - 26% Financial Planner (Retirement, Investing)
 - 42% Tax Advisor / Tax Services
 - 31% Health Club / Exercise Class
 - 36% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
 - 11% Weight Loss
 - 23% Lawn Care Service (Maintenance & Landscaping)
 - 31% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
 - 46% Pharmacist / Prescription Service
 - 23% Cell Phone or Smart Phone (New Service or Update Service)
 - 81% Dining & Entertainment
 - 20% Jewelry
 - 05% Wedding Supplies
 - 23% Athletic & Sports Equipment
 - 06% Motorcycles / ATV's
 - 61% Medical Services / Physicians
 - 28% Pet Supplies



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