

Audit Period: April 1, 2020 – March 31, 2022

Penny Power

202-212 South Third Street
Coopersburg, PA 18036
(610) 282-4808
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EMAIL: sales@pennypowerads.com
www.pennypowerads.com

1. Audited Media Platforms

Print Publication:	Average Net Circulation:	53,049 (Print Edition)
Website:	Average Website Unique Users:	3,243

Penny Power – Total Gross Contacts

CVC Estimated Edition Readership:	71,658
Total Digital Contacts:	3,243
Total Estimated Gross Contacts:	74,901*

*Total gross contacts include CVC estimated edition readership, website unique users, social media followers, and opened e-newsletter contacts. Total gross contact estimates can include significant audience duplication. There was no attempt made to eliminate any duplication that may exist.

2. Publication Information

Number of Editions:	One
Format / Average Page Count:	Tabloid / 14 Pages
Circulation Cycle:	Weekly
Ownership:	Penny Power Ltd.
Year Established:	1981
Publication Type:	Shopper
	100% Controlled / 0% Paid / 0% Sponsor Paid
Content:	100% Advertising / 0% Editorial
Primary Delivery Methods:	88% Mail / 12% Controlled Bulk
Annual Mail Subscription Rate:	\$78.00
Insert Zoning Available:	Yes – ZIP Code
CVC Member Number:	13-0026
DMA/MSA/CBSA:	Philadelphia, PA / Allentown--Bethlehem--Easton, PA / Allentown--Bethlehem--Easton, PA-NJ
Audit Funded By:	Mid-Atlantic Community Publishers Association



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3. Rate Card and Mechanical Data

Rate Card Effective Date:	April 6, 2022
Mechanical Data:	Six (6) columns X 16" column depth Full page: 10.33" wide X 16" depth.
Open Rate:	Black & White: \$25.75 per column inch Color: \$30.75 per column inch
Insert Open Rate:	\$56.00 per thousand
Classified Rate:	\$17.00 for up to 20 words
Deadline Day & Time:	Friday by 12 Noon

Additional rates may be available from the publisher.

4. Contact Information

Publisher:	Cecile Brogan	EMAIL: sales@pennypowerads.com
Advertising:	Pat Young	EMAIL: young@pennypowerads.com
Circulation:	Daniel Krochmal	EMAIL: circ@pennypowerads.com



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

CVC Account Number: 13-0026	Wednesday	Penny Power Coopersburg, PA
Audit Period Summary		
Average Net Circulation	(5-H)	53,049
Average Gross Distribution	(5-F)	54,106
Average Net Press Run	(5-A)	54,131
Audit Period Detail		
A. Average Net Press Run		54,131
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		5,383
3. Mail		47,623
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		1,100
Total Average Controlled Distribution		54,106
Controlled Returns		(1,057)
TOTAL AVERAGE CONTROLLED CIRCULATION		53,049
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		54,106
G. Total Unclaimed / Returns		(1,057)*
H. Average Net Circulation		53,049

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 10 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 11 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 11 for paid reporting analysis.

3. MAIL: See C3 for explanation of mail distribution. See paragraph 11 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 10 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 10 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 10 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).

6. Average Print Circulation History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/22-12/31/22	CVC	51,192	-	-	-
01/01/21-12/31/21	CVC	50,486	50,181	50,947	52,395
01/01/20-12/31/20	CVC	59,368	55,242	55,621	51,512
01/01/19-12/31/19	CVC	63,235	64,113	63,817	59,863
01/01/18-12/31/18	CVC	73,558	73,806	73,967	66,444
01/01/17-12/31/17	CVC	67,975	67,790	66,550	71,875
01/01/16-12/31/16	CVC	61,675	61,675	62,637	67,837
01/01/15-12/31/15	CVC	72,910	64,144	61,382	61,675
01/01/14-12/31/14	CVC	73,675	73,675	73,081	73,020
01/01/13-12/31/13	CVC	72,129	72,256	72,300	73,383
01/01/06-12/31/12	Prior CVC	-	-	-	-

7. Distribution by Zip Code (6/1/2022 Edition) Wednesday

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
18015	Bethlehem	Northampton	PA	0	0	2,653	0	2,653
18034	Center Valley	Lehigh	PA	0	0	2,999	0	2,999
18036	Coopersburg	Lehigh	PA	0	0	5,533	1,172	6,705
18039	Durham	Bucks	PA	0	50	0	0	50
18055	Hellertown	Northampton	PA	0	0	5,165	0	5,165
18060	Limeport	Lehigh	PA	0	0	83	0	83
18073	Pennsburg	Montgomery	PA	0	300	0	0	300
18076	Red Hill	Montgomery	PA	0	50	0	0	50
18077	Riegelsville	Bucks	PA	0	175	0	0	175
18081	Springtown	Bucks	PA	0	75	0	0	75
18901	Doylestown	Bucks	PA	0	1,125	0	0	1,125
18910	Bedminster	Bucks	PA	0	50	0	0	50
18911	Blooming Glen	Bucks	PA	0	75	0	0	75
18914	Chalfont	Bucks	PA	0	100	0	0	100
18917	Dublin	Bucks	PA	0	0	850	0	850
18920	Erwinna	Bucks	PA	0	100	0	0	100
18921	Ferndale	Bucks	PA	0	125	0	0	125
18923	Fountainville	Bucks	PA	0	150	0	0	150
18927	Hilltown	Bucks	PA	0	125	0	0	125
18932	Line Lexington	Bucks	PA	0	100	0	0	100
18942	Ottsville	Bucks	PA	0	225	0	0	225
18944	Perkasie	Bucks	PA	0	175	9,667	0	9,842
18947	Pipersville	Bucks	PA	0	275	0	0	275
18949	Plumsteadville	Bucks	PA	0	650	0	0	650
18951	Quakertown	Bucks	PA	0	175	13,754	0	13,929
18953	Revere	Bucks	PA	0	125	0	0	125
18955	Richlandtown	Bucks	PA	0	225	0	0	225
18960	Sellersville	Bucks	PA	0	0	5,149	0	5,149
18962	Silverdale	Bucks	PA	0	100	0	0	100
18964	Souderton	Montgomery	PA	0	675	0	0	675
18968	Spinnerstown	Bucks	PA	0	50	0	0	50
18969	Telford	Montgomery	PA	0	550	0	0	550
18970	Trumbauersville	Bucks	PA	0	225	0	0	225



7. Distribution by Zip Code (6/1/2022 Edition) Wednesday (continued)

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
18972	Upper Black Eddy	Bucks	PA	0	250	0	0	250
19440	Hatfield	Montgomery	PA	0	175	0	0	175
TOTAL				0	6,475	45,853	1,172	53,500

8. Distribution by County (6/1/2022 Edition) Wednesday

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Bucks	Bedminster Blooming Glen Chalfont Doylestown Dublin Durham Erwinna Ferndale Fountainville Hilltown Line Lexington Ottsville Perkasie Pipersville Plumsteadville Quakertown Revere Richlandtown Riegelsville Sellersville Silverdale Spinnerstown Springtown Trumbauersville Upper Black Eddy	PA	0	4,725	29,420	0	34,145
Lehigh	Center Valley Coopersburg Limeport	PA	0	0	8,615	1,172	9,787
Montgomery	Hatfield Pennsburg Red Hill Souderton Telford	PA	0	1,750	0	0	1,750
Northampton	Bethlehem Hellertown	PA	0	0	7,818	0	7,818
TOTAL			0	6,475	45,853	1,172	53,500

9. Verification of Distribution – Mail and Carrier Delivery Distribution

Penny Power reported an average mail distribution of 47,623 during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. Penny Power 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.

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

CVC verification confirms that 446 of 559 or 79.8% report they regularly read or look through Penny Power.

*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%.

10. 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 is performed using multi-source methodologies considered necessary under the circumstances of the audit. Delivery verification can include, but is not limited to, on-site verification, business 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).

CVC verification substantiates Penny Power’s claim of 1,057 returnable source distributed editions returned to the publisher unclaimed after the edition cycle.

11. Paid Reporting Analysis – Not Applicable

12A. Audited Average Website Reporting - www.pennypowerads.com

	Monthly Audit Period Average
Website Unique Users	3,243
Website Sessions	5,152
Percent of New Users	67.2%
Website Page Views	40,726
Pages Per Visit	7.91
Average Time Spent on Website	00:02:37



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Explanatory – Website

PARAGRAPH TWELVE (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.

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 March 31, 2024.

If this report is presented after March 31, 2024 please call the toll-free number listed below.

Penny Power - Coopersburg, PA - 13-0026 - Supplemental Readership Study

The Circulation Verification Council surveyed Penny Power 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. 446 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. 79 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 2022 CVC circulation & readership study data.

1. Penny Power is distributed regularly in your area. Do you regularly read or look through Penny Power?

YES	525	Survey Respondents
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2. Do you frequently purchase products or services from ads seen in Penny Power?

YES	383	73.0%
NO	142	27.0%

3. How long do you keep Penny Power before discarding it?

57%	1-2 Days
17%	3-4 Days
14%	5-6 Days
12%	1 Week or More

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

Reader Demographics	Market Demographics
42%	49% Male Readers
58%	51% Female Readers



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5. What range best describes your age.

Reader Demographics	Market Demographics
00%	05% 18 - 20
<01%	07% 21 - 24
07%	14% 25 - 34
20%	16% 35 - 44
27%	21% 45 - 54
28%	17% 55 - 64
15%	10% 65 - 74
03%	06% 75 - 84
<01%	04% 85 years or older

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

Reader Demographics	Market Demographics
00%	07% under \$15,000
01%	07% \$15,000 - \$24,999
03%	08% \$25,000 - \$34,999
06%	11% \$35,000 - \$49,999
21%	18% \$50,000 - \$74,999
19%	14% \$75,000 - \$99,999
15%	11% \$100,000 - \$124,999
12%	08% \$125,000 - \$149,999
12%	08% \$150,000 - \$199,999
11%	08% over \$200,000

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

Reader Demographics	Market Demographics
00%	09% Some High School or Less
25%	33% Graduated High School
25%	24% Some College
29%	21% Graduated College
15%	10% Completed Master Degree
05%	02% 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?

- 18% New Automobile, Truck or SUV
- 15% Used Automobile, Truck or SUV
- 13% Antiques / Auctions
- 48% Furniture / Home Furnishings
- 25% Major Home Appliance
- 30% Computers, Tablets or Laptops
- 35% Home Improvements or Home Improvement Supplies
- 26% Television or Electronics
- 17% Carpet or Flooring
- 32% Automobile Accessories (tires, brakes or service)
- 45% Lawn & Garden Supplies
- 21% Florist / Gift Shops
- 18% Home Heating & Air Conditioning (service, new equipment)
- 56% Vacations / Travel
- 12% Real Estate (Sell or purchase)
- 54% Men's Apparel
- 72% Women's Apparel
- 19% Children's Apparel
- 01% Boats or Personal Watercraft
- 22% Art & Crafts Supplies
- 08% Childcare
- 10% Education or Classes
- 08% Attorney
- 41% Veterinarian
- 10% Chiropractor
- 23% Financial Planner (Retirement, Investing)
- 28% Tax Advisor / Tax Services
- 26% Health Club / Exercise Class
- 35% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
- 08% Weight Loss
- 25% Lawn Care Service (Maintenance & Landscaping)
- 21% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
- 45% Pharmacist / Prescription Service
- 25% Cell Phone or Smart Phone (New Service or Update Service)
- 81% Dining & Entertainment
- 25% Jewelry
- 03% Wedding Supplies
- 19% Athletic & Sports Equipment
- 02% Motorcycles / ATV's
- 44% Medical Services / Physicians
- 37% Pet Supplies

(% = Positive respondents)



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