

Gross Distribution Audit Period: January 1, 2011 – June 30, 2011

Gulf Coast Parents & Kids Magazine

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1. Publication Information

Average Gross Distribution: 19,975 (Print Edition) ** (See Paragraph 7 explanatory)
 Number of Editions: One
 Format / Average Page Count: Magazine / 16 Pages
 Distribution Cycle: Bi-Monthly
 Distribution Day / Time: Bi-Monthly / by 5 PM
 Ownership: Bella Luna Productions LLC
 Year Established: 2003
 Publication Type: Parenting Publication
 Content: 55% Advertising / 45% Editorial
 Distribution Paid/Unpaid: 100% Unpaid / 0% Paid / 0% Sponsored
 Primary Delivery Methods: 0% Carrier Delivery / 0% Mail / 100% Controlled Bulk
 Insert Zoning Available: Yes
 CVC Member Number: 01-3396
 DMA/MSA: Jackson, MS / Jackson, MS
 Audit Funded By: Parenting Media Association

2. Rate Card and Mechanical Data

Rate Card Effective Date: October 1, 2010
 Mechanical Data: Three (3) columns x 9.75-inch column depth
 Full page: 7.25" wide X 9.75" depth.
 Open Rate: Local: \$1,740.00 Full Page - \$460.00 1/6th Page
 National: \$1,740.00 Full Page - \$460.00 1/6th Page
 Insert Open Rate: \$42.00 - \$57.00 per thousand
 Classified Rate: Contact Publisher
Volume, frequency, contract, color, and other rates may be available from the publisher.

3. Contact Information

Publisher: Gretchen Cook EMAIL: gretchen@parents-kids.com
 Advertising: Gretchen Cook EMAIL: gretchen@parents-kids.com
 Distribution: Gretchen Cook EMAIL: gretchen@parents-kids.com

4. Distribution Pricing

Gulf Coast Parents & Kids Magazine is a controlled distribution bi-monthly without distribution pricing. Annual mail subscription rate: Contact Publisher



5. Audited Distribution and Net Press Averages - Print Edition

CVC Account Number: 01-3396		Gulf Coast Parents & Kids Magazine Jackson, MS
Audit Period Summary		
Average Net Circulation	(5-H)	**
Average Gross Distribution	(5-F)	19,975
Average Net Press Run	(5-A)	20,000
Audit Period Detail		
A. Average Net Press Run		20,000
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		0
2. Controlled Bulk Delivery / Demand Distribution		19,475
3. Mail		0
4. Restock & Office Service		500
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		19,975
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		0
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE SPONSORED DISTRIBUTION		0
F. Average Gross Distribution		19,975
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		**

6A. Audited Average Website Reporting - www.parents-kids.com

	Monthly Audit Period Average
Website Unique Visitors	2,849
Website Page Views	25,926
Average Time Spent	Not Applicable

6B. Audited Online Edition Reporting

	Monthly Audit Period Average
Unique Digital Edition Visitors	1,189
Digital Edition Page Views	6,945

7. Explanatory

PARAGRAPH FIVE AUDIT PERIOD SUMMARY

**** This is a gross distribution audit. The publisher did not file return / unclaimed editions to qualify for CVC net circulation reporting. See paragraph twelve for CVC return / unclaimed estimates.**

AVERAGE NET CIRCULATION: See audit period detail (H).

AVERAGE GROSS DISTRIBUTION: See audit period detail (F).

NET PRESS RUN: See audit period detail (A).

AUDIT PERIOD DETAIL

- A. 1. NET PRESS RUN: Average net press run 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 5E 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. 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 5E returns.
5. OTHER:
- D. PAID DISTRIBUTION: Editions distributed by the publisher through paid subscription or other monetary exchange with individual readers.
1. CARRIER DELIVERY: Editions distributed by private carrier to paid subscribers in single family residences, and/or multi-family residences, and/or businesses.
2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5E returns.
3. MAIL: Editions delivered by United States Postal Service mail to paid subscribers in single family residences, and/or multi-family residences, and/or businesses.
4. 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 5E returns.
- E. SPONSORED / VOLUNTARY PAID DISTRIBUTION: Editions distributed by the publisher that are sponsored by a third party monetary exchange.
1. CARRIER DELIVERY: Editions delivered by private carrier to sponsored subscribers in single family residences, and/or multi-family residences, and/or businesses.
2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers on a voluntary pay basis. Subject to paragraph 5E returns.
3. MAIL: Editions delivered by United States Postal Service mail to sponsored subscribers in single family residences, and/or multi-family residences, and/or businesses.
4. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of voluntary or sponsored newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5E returns.
- F. 1. AVERAGE GROSS DISTRIBUTION: Average gross distribution for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C)).
- G. 1. UNCLAIMED / RETURNS: Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle *(See paragraph 12 for CVC return/unclaimed confirmation.)
- H. 1. 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)).

PARAGRAPH SIX (A)

UNIQUE VISITORS: A unique visitor to a website where the user registers or where the user is identified or marked by a cookie, IP address, or other ID that is attached to the browser within the defined cycle. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.

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

TIME SPENT: the average amount of time spent on a website during a single visit, expressed in HH:MM:SS

PARAGRAPH SIX (B)

UNIQUE DIGITAL EDITION VISITORS: Unique visitors to a digital edition publication where the user registers or where the user is identified or marked by a cookie, IP address, or other ID, within a defined time period (i.e. day, week or month). A unique visitor counts once within the timescale. A visitor can make multiple visits. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.

DIGITAL EDITION PAGE VIEWS: 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.



8. Average Print Circulation History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/11-12/31/11	CVC	19,975	19,975	-	-

9. Distribution by Zip Code (April 2011 Edition)

ZIP CODE	CITY / AREA	COUNTY	CARRIER DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
39501	Gulfport	Harrison	0	750	0	0	750
39503	Gulfport	Harrison	0	3,850	0	0	3,850
39507	Gulfport	Harrison	0	1,900	0	0	1,900
39520	Bay Saint Louis	Hancock	0	1,100	0	0	1,100
39530	Biloxi	Harrison	0	250	0	0	250
39531	Biloxi	Harrison	0	300	0	0	300
39532	Biloxi	Harrison	0	1,800	0	0	1,800
39540	Diberville	Harrison	0	100	0	0	100
39553	Gautier	Jackson	0	1,100	0	0	1,100
39560	Long Beach	Harrison	0	1,600	0	0	1,600
39564	Ocean Springs	Jackson	0	1,500	0	0	1,500
39565	Vancleave	Jackson	0	1,300	0	0	1,300
39567	Pascagoula	Jackson	0	350	0	0	350
39568	Pascagoula	Jackson	0	150	0	0	150
39571	Pass Christian	Harrison	0	550	0	0	550
39573	Perkinston	Stone	0	1,400	0	0	1,400
39574	Saucier	Harrison	0	1,100	0	0	1,100
39581	Pascagoula	Jackson	0	350	0	0	350
TOTAL			0	19,450	0	0	19,450

10. Distribution by County (April 2011 Edition)

COUNTY	CITY / AREA	CARRIER DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Hancock	Bay Saint Louis	0	1,100	0	0	1,100
Harrison	Biloxi Diberville Gulfport Long Beach Pass Christian Saucier	0	12,200	0	0	12,200
Jackson	Gautier Ocean Springs Pascagoula Vancleave	0	4,750	0	0	4,750
Stone	Perkinston	0	1,400	0	0	1,400
TOTAL		0	19,450	0	0	19,450

11. Verification of Receivership & Readership

Carrier Delivery and Mail Distribution

Gulf Coast Parents & Kids Magazine did not report significant carrier delivery or mail distribution during the audit period. Carrier Delivery is verified through the review of carrier statements and additional publisher support documents. Mail distribution is verified through the review of USPS mail statements and additional publisher support documents.

12. Verification of Distribution

Controlled Bulk / Demand Distribution

The Circulation Verification Council interviewed and/or visited controlled bulk/demand distribution locations chosen randomly from the publication's delivery list. 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.

CVC interviews indicate that a sufficient number of reported controlled bulk drop locations indicated they received Gulf Coast Parents & Kids Magazine on a regular basis to substantiate the publisher's distribution claims.

CVC interviews indicate that less than 15% of Gulf Coast Parents & Kids Magazine's controlled bulk distributed editions are returned to the publisher unclaimed after the edition cycle.

13. Paid Reporting Analysis

CARRIER DELIVERY	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
Over 75% of basic rate	0
Over 50% of basic rate	0
Under 50% of basic rate	0
MAIL	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
Over 75% of basic rate	0
Over 50% of basic rate	0
Under 50% of basic rate	0
SINGLE COPY	COVER PRICE: N/A
	AVERAGE WHOLESALE RATE: N/A
OTHER:	

14. Council Audit Statement

Circulation Verification Council (CVC) reviewed the printing, distribution, circulation, 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 Requirements. In our opinion, this report fairly and accurately represents the publication's printing, distribution, and circulation for the period indicated.



www.cvcaudit.com

The current status of this report expires December 31, 2012.

If this report is presented after December 31, 2012 please call the toll-free number listed below.



Gulf Coast Parents & Kids Magazine - Jackson, MS - 01-3396 - Supplemental Readership Study

The Circulation Verification Council interviewed Gulf Coast Parents & Kids Magazine 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. 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 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 a general warm-up call explanation 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. *0 Survey respondents were interviewed during the verification of home delivery and mail distribution. 277 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: 2.325***
*Readership estimates compiled from 2011 CVC circulation & readership study data.

- Gulf Coast Parents & Kids is distributed regularly in your area. Do you regularly read or look through Gulf Coast Parents & Kids?

YES	277	Survey Respondents
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- Do you frequently purchase products or services from ads seen in Gulf Coast Parents & Kids?

YES	165	59.6%
NO	112	40.4%
- How long do you keep Gulf Coast Parents & Kids before discarding it?

49%	Two weeks or less
04%	Three weeks
28%	One month
19%	More than one month
- What category best describes your combined annual household income for last year?

Reader Demographics	Market Demographics	
07%	25%	Under \$25,000
34%	29%	\$25,001 - \$49,999
29%	20%	\$50,000 - \$74,999
16%	13%	\$75,000 - \$99,999
11%	09%	\$100,000 - \$149,999
03%	04%	Over \$150,000
- How many children under the age of 18 live in your household?
2.40 Average response
- (IF YES to #) How many in the following age ranges? (% of total)

59%	Under 5
65%	5-12 years
29%	13-18 years
04%	Over 18



7. Please select the category that best describes your age.

Reader Demographics	Market Demographics	
00%	06%	18 - 20
06%	09%	21 - 24
45%	18%	25 - 34
36%	20%	35 - 44
09%	19%	45 - 54
03%	15%	55 - 64
00%	08%	65 - 74
00%	05%	75 years or older

8. Reader Gender? (Voice recognition – Gender Bias Rotation)

07%	Male Readers
93%	Female Readers

9. Which of the following products or services do you plan to purchase during the next twelve months?

	(% = Positive respondents)
14%	New Automobile
21%	Used Automobile
16%	Antiques / Auctions
47%	Furniture / Home Furnishings
15%	Major Home Appliance
20%	Home Computers
36%	Home Improvements / Supplies
49%	Television / Electronics
11%	Carpet / Flooring
64%	Automobile Accessories (tires, brakes & service)
50%	Lawn & Garden
36%	Florist / Gift Shops
19%	Home Heating / Air Conditioning (service, new equipment)
45%	Vacations / Travel
08%	Real Estate
71%	Men's Apparel
90%	Women's Apparel
98%	Children's Apparel
02%	Boats / Personal Watercraft
27%	Art & Crafts Supplies
40%	Childcare
56%	Education / Classes
03%	Attorney
24%	Veterinarian
11%	Chiropractor
20%	Financial Planner (Retirement, Investing)
64%	Tax Advisor / Services
32%	Health Club / Exercise Class
30%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
12%	Weight Loss
29%	Lawn Care Service (Maintenance & Landscaping)
39%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
67%	Pharmacist / Prescription Service
28%	Cellular Phone New/Update Service
76%	Dining & Entertainment
18%	Jewelry
02%	Wedding Supplies
43%	Athletic & Sports Equipment






Gulf Coast Parents & Kids Magazine

Jackson, Mississippi

01-3396

Key to Features

-  State Boundary
-  County Boundary
-  ZIP Code Boundary

