

PUBLISHER'S STATEMENT: April 1, 2016 – JUNE 30, 2016
THIS REPORT IS SUBJECT TO AUDIT FOR THE PERIOD ENDING DECEMBER 31, 2016

Vitamin Retailer

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

CVC Account Number: 01-3757	Monthly	Vitamin Retailer East Brunswick, NJ
Audit Period Summary		
Average Net Circulation	(5-H)	13,923
Average Gross Distribution	(5-F)	13,923
Average Net Press Run	(5-A)	14,401
Audit Period Detail		
A. Average Net Press Run		14,401
B. Office / File		478
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		0
3. Mail		5,750
4. Requestor Mail		8,101
5. Restock & Office Service		72
Total Average Controlled Distribution		13,923
Controlled Returns		(0)
TOTAL AVERAGE CONTROLLED CIRCULATION		13,923
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		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
Total Average Sponsored Distribution		0
Sponsored Returns		(0)
TOTAL AVERAGE SPONSORED CIRCULATION		0
F. Average Gross Distribution		13,923
G. Total Unclaimed / Returns		(0)*
H. Average Net Circulation		13,923

Explanatory – Print

PARAGRAPH ONE 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 1G 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. 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 1G 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 1G returns. See paragraph 12 for paid reporting analysis.

3. MAIL: See C3 for explanation of mail distribution. See paragraph 12 for paid reporting analysis.

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 1G returns.

3. MAIL: See C3 for explanation of mail 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).



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2A. Audited Average Website Reporting - www.vitaminretailer.com

	Monthly Audit Period Average
Website Unique Users	24,446
Website Sessions	121,986
Website Page Views	388,631
Pages Per Visit	3.19

Explanatory – Website

PARAGRAPH TWO (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.

2B. Audited Online/Digital Edition Reporting

	Monthly Audit Period Average
Unique Digital Edition Users (Web)	Not Reported
Digital Edition Page Views (Web)	9,068
Unique Digital Edition Users (Mobile)	Not Reported
Digital Edition Page Views (Mobile)	2,575

Explanatory – Digital Edition

PARAGRAPH TWO (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.

2C. Text Media - Not Reported

2D. Social Media - Not Reported

2E. Email Media - Not Reported

2F. Video & Podcast Media - Not Reported

3. Average Print Circulation History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/16-12/31/16	CVC	14,866	13,923	-	-
01/01/15-12/31/15	CVC	14,838	14,633	14,788	14,730
07/01/14-12/31/14	CVC	-	-	16,333	14,738



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Optional Publisher Reporting – Subscriber Business Title Reporting

TITLE	AVERAGE PRINT	AVERAGE DIGITAL
Owner/ President/ Chairperson/ CEO/ Partner	6,919	1,196
VP/ COO/ CFO/ GM	581	212
Division/ Regional/ Store Director or Manager	1,994	132
Health Care Practitioner	241	69
Marketing/ Sales Director or Manager	1,031	440
Researcher/ Product Developer	96	68
Nutritionist/ Dietician/ Wellness or Health Consultant	170	78
Retail Sales Associate	136	40
Other – Titled and Non-Titled	2,175	209
TOTAL	13,343	2,444

Optional Publisher Reporting – Subscriber Industry Type Reporting

INDUSTRY	AVERAGE PRINT	AVERAGE DIGITAL
Natural/Health/Organic Food Store	6,656	519
Supermarket	90	21
Drug Store/Pharmacy	401	87
Natural/Nutritional Product Broker	219	91
Wholesaler / Distributor	668	283
Manufacturer/Supplier	1,496	608
Professional Health Care	506	184
Vitamin/Nutritional Supplement Store	2,734	361
Other / Not Reported	573	290
TOTAL	13,343	2,444



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