

**PUBLISHER'S STATEMENT: JANUARY 1, 2023 – JUNE 30, 2023  
THIS REPORT IS SUBJECT TO AUDIT FOR THE PERIOD ENDING DECEMBER 31, 2023**

**Vitamin Retailer**

431 Cranbury Rd, Ste C  
East Brunswick, NJ 08816  
(732) 432-9600 x 101  
(732) 432-9288 FAX

EMAIL: robertc@vrmmmedia.com  
www.vitaminretailer.com

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

CVC Account Number: 01-3757	Monthly	Vitamin Retailer East Brunswick, NJ
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>9,842</b>
Average Gross Distribution	(5-F)	9,842
Average Net Press Run	(5-A)	10,224
<b>Audit Period Detail</b>		
A. Average Net Press Run		10,224
B. Office / File		382
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		0
3. Mail		5,281
4. Requestor Mail		4,432
5. Waiting Rooms		0
6. Hotels		0
7. Events, Fairs, Festivals and Trade Shows		83
8. Education		0
9. Restock & Office Service		46
Total Average Controlled Distribution		9,842
Controlled Returns		(0)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>		<b>9,842</b>
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		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
Total Average Sponsored Distribution		0
Sponsored Returns		(0)
<b>TOTAL AVERAGE SPONSORED CIRCULATION</b>		<b>0</b>
F. Average Gross Distribution		9,842
G. Total Unclaimed / Returns		(0)*
<b>H. Average Net Circulation</b>		<b>9,842</b>

## 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. 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 1G 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 1G 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 1G 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 1G 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 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).



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

	Monthly Audit Period Average
Website Unique Users	5,435
Website Sessions	11,500
Website Page Views	18,142
Pages Per Visit	1.58

**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
Digital Edition Subscribers	3,665
Unique Digital Edition Users	Not Reported

**Explanatory – Digital Edition**

**PARAGRAPH TWO (B)**

**DIGITAL EDITION:** Subscribers to a digital edition version of the publication. Subscriptions, unless expressed here, may be part of a print subscription package or a stand-alone digital subscription. Please see CVC Rules & Regulations for further information.

**UNIQUE DIGITAL EDITION USERS:** 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.

**2C. Text Media - Not Reported**

**2D. Social Media**

Social Media Source	Media Usage	June 2023
Facebook - www.facebook.com/VitaminRetailerMagazine	12,851 Likes	13,817 Likes

**Explanatory – Social Media**

**PARAGRAPH TWO (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.

**2E. Email Media - Not Reported**

**2F. Video & Podcast Media - Not Reported**

**3. Average Print Circulation History**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/23-12/31/23	CVC	10,201	9,482	-	-
01/01/22-12/31/22	CVC	10,463	10,144	10,213	10,122
01/01/21-12/31/21	CVC	10,024	10,001	11,795	10,406
01/01/20-12/31/20	CVC	10,886	10,582	10,395	10,122
01/01/19-12/31/19	CVC	11,397	10,989	10,999	11,255
01/01/18-12/31/18	CVC	12,876	11,756	11,500	12,039
01/01/17-12/31/17	CVC	12,073	13,234	13,453	13,130
01/01/16-12/31/16	CVC	14,866	13,923	13,783	13,710
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

**Optional Publisher Reporting – Subscriber Business Title Reporting**

TITLE	AVERAGE PRINT	AVERAGE DIGITAL
Owner/ President/ Chairperson/ CEO/ Partner	7,727	1,881
VP/ COO/ CFO/ GM	209	251
Division/ Regional/ Store Director or Manager	335	247
Health Care Practitioner	178	130
Marketing/ Sales Director or Manager	399	557
Researcher/ Product Developer	50	116
Nutritionist/ Dietician/ Wellness or Health Consultant	126	143
Retail Sales Associate	70	84
Other – Titled and Non-Titled	748	256
<b>TOTAL</b>	<b>9,842</b>	<b>3,665</b>

**Optional Publisher Reporting – Subscriber Industry Type Reporting**

INDUSTRY	AVERAGE PRINT	AVERAGE DIGITAL
Natural/Health/Organic Food Store	4,435	858
Supermarket	42	24
Drug Store/Pharmacy	232	145
Natural/Nutritional Product Broker	58	103
Wholesaler / Distributor	644	407
Manufacturer/Supplier	1,402	816
Professional Health Care	404	328
Vitamin/Nutritional Supplement Store	1,970	589
Other / Not Reported	655	395
<b>TOTAL</b>	<b>9,842</b>	<b>3,665</b>



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