

**Audit Period: January 1, 2023 – December 31, 2023**

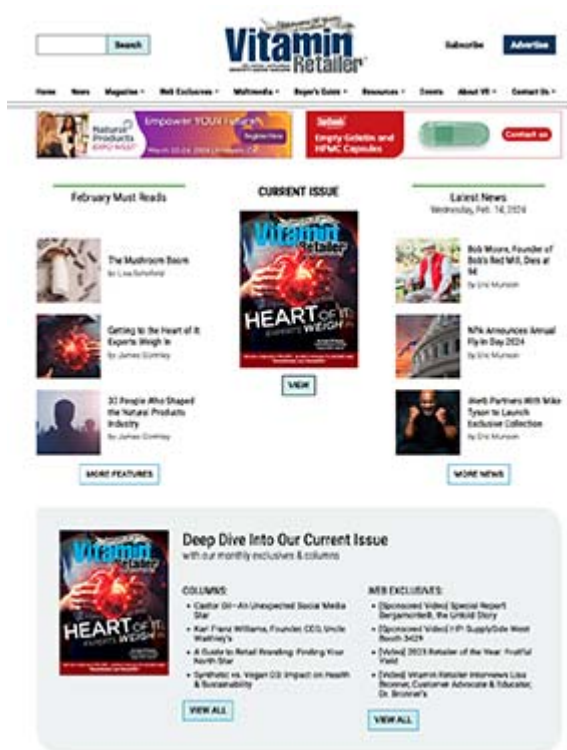
**Vitamin Retailer**

431 Cranbury Road, Suite A  
East Brunswick, NJ 08816  
(732) 432-9600

EMAIL: RussF@VRMmedia.com  
www.vitaminretailer.com

**1. Audited Media Platforms**

Print Publication:	Average Net Circulation:	9,339 (Print Edition)
Digital Edition:	Average Digital Edition Subscribers:	3,689 (Digital Edition)
Website:	Average Website Unique Users:	5,906
Social Media:	Average Facebook Likes:	13,533



**2. Publication Information**

Number of Editions:	One
Format / Average Page Count:	Magazine / 64 Pages
Circulation Cycle:	Monthly
Ownership:	Vitamin Retailer Magazine, Inc. dba VRM Media
Year Established:	1994
Publication Type:	Magazine
	100% Controlled / 0% Paid / 0% Sponsor Paid
Content:	29% Advertising / 71% Editorial
Primary Delivery Methods:	98% Mail / 2% Controlled Bulk
Annual Mail Subscription Rate:	\$60.00
	Please go to <a href="https://vre.magserv.com/info.html">https://vre.magserv.com/info.html</a> for more information.
Insert Zoning Available:	No
CVC Member Number:	01-3757
DMA/MSA/CBSA:	Nationally Distributed
Audit Funded By:	Publisher

**3. Rate Card and Mechanical Data**

Rate Card Effective Date:	January 1, 2024
Mechanical Data:	Three (3) columns X 10.875" column depth Full page: 8.125" wide X 10.875" depth.
Open Rate:	Local: \$4,330.00 Full Page - \$745.00 1/6 <sup>th</sup> Page National: \$4,330.00 Full Page - \$745.00 1/6 <sup>th</sup> Page
Insert Open Rate:	\$5,000.00 Two Sides - \$7,500.00 Four Sides (Contact Publisher)
Deadline Day & Time:	Contact Publisher
Website Rates:	\$2,115.00 - Banner Ad
E-Newsletter Rates:	E-newsletter Banner Ad: \$1,330.00 for one month
	Additional rates may be available from the publisher.

**4. Contact Information**

Publisher:	Dan McSweeney	EMAIL: <a href="mailto:danm@VRMmedia.com">danm@VRMmedia.com</a>
Advertising:	Russ Fields	EMAIL: <a href="mailto:russf@vrmmmedia.com">russf@vrmmmedia.com</a>
Circulation:	Rosie Brodsky	EMAIL: <a href="mailto:rosie@starkservices.com">rosie@starkservices.com</a>



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**5. 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>9,339</b>
Average Gross Distribution	(5-F)	9,339
Average Net Press Run	(5-A)	9,701
<b>Audit Period Detail</b>		
A. Average Net Press Run		9,701
B. Office / File		362
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		0
3. Mail		4,804
4. Requestor Mail		4,377
5. Waiting Rooms		0
6. Hotels		0
7. Events, Fairs, Festivals and Trade Shows		109
8. Education		0
9. Restock & Office Service		49
Total Average Controlled Distribution		9,339
Controlled Returns		(0)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>		<b>9,339</b>
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)
<b>TOTAL AVERAGE PAID CIRCULATION</b>		<b>0</b>
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)
<b>TOTAL AVERAGE SPONSORED CIRCULATION</b>		<b>0</b>
F. Average Gross Distribution		9,339
G. Total Unclaimed / Returns		(0)*
<b>H. Average Net Circulation</b>		<b>9,339</b>

## 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
01/01/23-12/31/23	CVC	10,201	9,482	8,996	8,674
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

### 7. Distribution by Zip Code (December 2023 Edition) Monthly

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
AK	Assorted	Assorted	AK	0	0	26	0	26
AL	Assorted	Assorted	AL	0	0	95	0	95
AR	Assorted	Assorted	AR	0	0	78	0	78
AZ	Assorted	Assorted	AZ	0	0	197	0	197
CA	Assorted	Assorted	CA	0	0	1,378	2	1,380
CO	Assorted	Assorted	CO	0	0	143	0	143
CT	Assorted	Assorted	CT	0	0	93	0	93
DC	Assorted	Assorted	DC	0	0	11	0	11
DE	Assorted	Assorted	DE	0	0	17	0	17
FL	Assorted	Assorted	FL	0	0	722	0	722
GA	Assorted	Assorted	GA	0	0	258	0	258
HI	Assorted	Assorted	HI	0	0	74	0	74
IA	Assorted	Assorted	IA	0	0	48	0	48
ID	Assorted	Assorted	ID	0	0	72	0	72
IL	Assorted	Assorted	IL	0	0	357	0	357
IN	Assorted	Assorted	IN	0	0	147	0	147
KS	Assorted	Assorted	KS	0	0	76	0	76
KY	Assorted	Assorted	KY	0	0	68	0	68
LA	Assorted	Assorted	LA	0	0	105	0	105
MA	Assorted	Assorted	MA	0	0	125	0	125
MD	Assorted	Assorted	MD	0	0	116	0	116
ME	Assorted	Assorted	ME	0	0	44	0	44
MI	Assorted	Assorted	MI	0	0	196	0	196
MN	Assorted	Assorted	MN	0	0	139	0	139
MO	Assorted	Assorted	MO	0	0	140	0	140
MS	Assorted	Assorted	MS	0	0	39	0	39
MT	Assorted	Assorted	MT	0	0	37	0	37
NC	Assorted	Assorted	NC	0	0	187	0	187
ND	Assorted	Assorted	ND	0	0	26	0	26
NE	Assorted	Assorted	NE	0	0	42	0	42
NH	Assorted	Assorted	NH	0	0	37	0	37
NJ	Assorted	Assorted	NJ	0	0	342	40	382
NM	Assorted	Assorted	NM	0	0	57	0	57
NV	Assorted	Assorted	NV	0	0	93	0	93

**7. Distribution by Zip Code (December 2023 Edition) Monthly (continued)**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
NY	Assorted	Assorted	NY	0	0	511	0	511
OH	Assorted	Assorted	OH	0	0	232	0	232
OK	Assorted	Assorted	OK	0	0	95	0	95
OR	Assorted	Assorted	OR	0	0	187	0	187
PA	Assorted	Assorted	PA	0	0	296	0	296
RI	Assorted	Assorted	RI	0	0	32	0	32
SC	Assorted	Assorted	SC	0	0	86	0	86
SD	Assorted	Assorted	SD	0	0	29	0	29
TN	Assorted	Assorted	TN	0	0	163	0	163
TX	Assorted	Assorted	TX	0	0	564	0	564
UT	Assorted	Assorted	UT	0	0	124	0	124
VA	Assorted	Assorted	VA	0	0	137	0	137
VT	Assorted	Assorted	VT	0	0	22	0	22
WA	Assorted	Assorted	WA	0	0	228	0	228
WI	Assorted	Assorted	WI	0	0	144	0	144
WV	Assorted	Assorted	WV	0	0	21	0	21
WY	Assorted	Assorted	WY	0	0	21	0	21
Misc.	Assorted	Assorted	-	0	0	14	0	14
<b>TOTAL</b>				<b>0</b>	<b>0</b>	<b>8,491</b>	<b>42</b>	<b>8,533</b>

**8. Distribution by County (December 2023 Edition) Monthly**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Publisher reported distribution by state. Distribution by county reporting is not required.							

**9. Verification of Distribution – Mail and Carrier Delivery Distribution**

Vitamin Retailer reported an average mail distribution of 9,181 during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. Vitamin Retailer 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.

**10. Verification of Distribution**

**Controlled Bulk / Demand Distribution / Single Copy**

Vitamin Retailer did not report significant controlled bulk / demand distribution, or single copy distribution during the audit cycle. Distribution locations received an average 109 copies per edition during the audit cycle.

**11. Paid Reporting Analysis – Not Applicable**

**12A. Audited Average Website Reporting - [www.vitaminretailer.com](http://www.vitaminretailer.com)**

	Monthly Audit Period Average
Website Unique Users	5,906
Website Sessions	12,150
Website Page Views	21,506
Pages Per Visit	1.77

**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.

**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.

**12B. Audited Online/Digital Edition Reporting**

	Monthly Audit Period Average	January 2024
Digital Edition Subscribers	3,689	8,350

**Explanatory – Digital Edition**

**PARAGRAPH TWELVE (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.

**12C. Text Media - Not Reported**

**12D. Social Media**

Social Media Source	Average Media Usage	December 2023
www.facebook.com/VitaminRetailerMagazine	13,533 Likes	15,180 Likes

**Explanatory – Social Media**

**PARAGRAPH TWELVE (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.

**12E. Email Media - Not Reported**

**12F. Video & Podcast Media - Not Reported**

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

TITLE	AVERAGE PRINT	AVERAGE DIGITAL
Owner/ President/ Chairperson/ CEO/ Partner	7,334	1,903
VP/ COO/ CFO/ GM	203	251
Division/ Regional/ Store Director or Manager	322	249
Health Care Practitioner	177	129
Marketing/ Sales Director or Manager	396	555
Researcher/ Product Developer	50	117
Nutritionist/ Dietician/ Wellness or Health Consultant	123	144
Retail Sales Associate	72	88
Other – Titled and Non-Titled	662	253
TOTAL	9,339	3,689

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

INDUSTRY	AVERAGE PRINT	AVERAGE DIGITAL
Natural/Health/Organic Food Store	4,181	855
Supermarket	42	24
Drug Store/Pharmacy	228	145
Natural/Nutritional Product Broker	57	104
Wholesaler / Distributor	622	402
Manufacturer/Supplier	1,267	827
Professional Health Care	414	335
Vitamin/Nutritional Supplement Store	1,847	597
Other / Not Reported	681	400
TOTAL	9,339	3,689

### 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, 2025.**

If this report is presented after March 31, 2025 please call the toll-free number listed below.