

Audit Period: January 1, 2024 - December 31, 2024

**Vitamin Retailer**

431 Cranbury Road, Suite A  
East Brunswick, NJ 08816  
(732) 432-9600 x 101

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

**1. Audited Media Platforms**

Print Publication:	Average Net Circulation:	9,514 (Print Edition)
Digital Edition:	Average Digital Edition Users:	3,652 (Digital Edition)
Website:	Average Website Users:	13,880
Social Media:	Average Facebook Followers:	16,837



**2. Publication Information**

Number of Editions:	One
Format / Average Page Count:	Magazine / 72 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 - Print:	Three (3) columns X 10.875" column depth Full page: 8.125" wide X 10.875" depth.
Print 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
Mechanical Data - Web:	640 X 116 Banner / 300 X 250 Square
Website Rates:	\$2,325.00 - Banner Ad
Mechanical Data - Email:	640 X 116 Banner / 300 X 250 Square
E-Newsletter Rates:	\$1,465.00 - Banner Ad for one month
Social Media Rates:	\$1,430.00 - Facebook Post
Video Rates:	\$2,795.00 - Advertiser Video Email Blast
Audio / Podcast Rates:	\$1,700.00 - Podcast Interview
	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>
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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>		
Average Net Circulation	(5-H)	9,514
Average Gross Distribution	(5-F)	9,514
Average Net Press Run	(5-A)	9,684
<b>Audit Period Detail</b>		
A. Average Net Press Run		9,684
B. Office / File		170
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		0
3. Mail		4,391
4. Requestor Mail		4,939
5. Waiting Rooms		0
6. Hotels		0
7. Events, Fairs, Festivals and Trade Shows		94
8. Education		0
9. Restock & Office Service		90
Total Average Controlled Distribution		9,514
Controlled Returns		(0)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>		<b>9,514</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		9,514
G. Total Unclaimed / Returns		(0)*
H. Average Net Circulation		9,514

## 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
01/01/24-12/31/24	CVC	10,300	9,555	9,237	8,962
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
07/01/14-12/31/19	Prior CVC	-	-	-	-

**7. Distribution by Zip Code (December 2024 Edition) Monthly**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
AK	Assorted	Assorted	AK	0	0	10	0	10
AL	Assorted	Assorted	AL	0	0	239	0	239
AR	Assorted	Assorted	AR	0	0	38	0	38
AZ	Assorted	Assorted	AZ	0	0	124	0	124
CA	Assorted	Assorted	CA	0	0	663	2	665
CO	Assorted	Assorted	CO	0	0	81	0	81
CT	Assorted	Assorted	CT	0	0	63	0	63
FL	Assorted	Assorted	FL	0	0	1,755	0	1,755
GA	Assorted	Assorted	GA	0	0	214	0	214
HI	Assorted	Assorted	HI	0	0	20	0	20
IA	Assorted	Assorted	IA	0	0	130	0	130
ID	Assorted	Assorted	ID	0	0	41	0	41
IL	Assorted	Assorted	IL	0	0	498	0	498
IN	Assorted	Assorted	IN	0	0	219	0	219
KS	Assorted	Assorted	KS	0	0	31	0	31
KY	Assorted	Assorted	KY	0	0	196	0	196
LA	Assorted	Assorted	LA	0	0	50	0	50
MA	Assorted	Assorted	MA	0	0	94	0	94
MD	Assorted	Assorted	MD	0	0	89	0	89
ME	Assorted	Assorted	ME	0	0	30	0	30
MI	Assorted	Assorted	MI	0	0	404	0	404
MN	Assorted	Assorted	MN	0	0	234	0	234
MO	Assorted	Assorted	MO	0	0	147	0	147
MS	Assorted	Assorted	MS	0	0	117	0	117
MT	Assorted	Assorted	MT	0	0	76	0	76
NC	Assorted	Assorted	NC	0	0	173	0	173
ND	Assorted	Assorted	ND	0	0	70	0	70
NE	Assorted	Assorted	NE	0	0	19	0	19
NH	Assorted	Assorted	NH	0	0	24	0	24
NJ	Assorted	Assorted	NJ	0	0	260	53	313
NM	Assorted	Assorted	NM	0	0	29	0	29
NV	Assorted	Assorted	NV	0	0	69	0	69
NY	Assorted	Assorted	NY	0	0	361	0	361
OH	Assorted	Assorted	OH	0	0	425	0	425
OK	Assorted	Assorted	OK	0	0	56	0	56
OR	Assorted	Assorted	OR	0	0	65	0	65
PA	Assorted	Assorted	PA	0	0	228	0	228
RI	Assorted	Assorted	RI	0	0	20	0	20



**7. Distribution by Zip Code (December 2024 Edition) Monthly (continued)**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
SC	Assorted	Assorted	SC	0	0	54	0	54
SD	Assorted	Assorted	SD	0	0	44	0	44
TN	Assorted	Assorted	TN	0	0	322	0	322
TX	Assorted	Assorted	TX	0	0	281	0	281
UT	Assorted	Assorted	UT	0	0	95	0	95
VA	Assorted	Assorted	VA	0	0	81	0	81
VT	Assorted	Assorted	VT	0	0	13	0	13
WA	Assorted	Assorted	WA	0	0	100	0	100
WI	Assorted	Assorted	WI	0	0	267	0	267
WV	Assorted	Assorted	WV	0	0	20	0	20
Misc.	Assorted	Assorted	-	0	0	76	0	76
<b>TOTAL</b>				<b>0</b>	<b>0</b>	<b>8,715</b>	<b>55</b>	<b>8,770</b>

**8. Distribution by County (December 2024 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 9,330 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 94 copies per edition during the audit cycle.

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

**12A. Audited Average Website Reporting - www.vitaminretailer.com**

	Monthly Audit Period Average
Website Total Users	13,880
Website Sessions	16,044
Website Views	32,038
Views Per Session	2.00

**Explanatory – Website**

**PARAGRAPH TWELVE (A)**

**TOTAL 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.

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

**PAGES PER SESSION:** The average number of page views per session, expressed as a monthly average.

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

	Monthly Audit Period Average	December 2024
Digital Edition Subscribers	3,652	3,793

**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 2024
www.facebook.com/VitaminRetailerMagazine	16,837 Followers	18,903 Followers

**Explanatory – Social Media**

PARAGRAPH TWELVE (D)

FACEBOOK LIKES: The average number of followers as expressed by 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	6,300	1,867
VP/ COO/ CFO/ GM	188	249
Division/ Regional/ Store Director or Manager	284	240
Health Care Practitioner	178	138
Marketing/ Sales Director or Manager	379	549
Researcher/ Product Developer	52	128
Nutritionist/ Dietician/ Wellness or Health Consultant	120	144
Retail Sales Associate	72	88
Other – Titled and Non-Titled	1,942	250
<b>TOTAL</b>	<b>9,514</b>	<b>3,652</b>

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

INDUSTRY	AVERAGE PRINT	AVERAGE DIGITAL
Natural/Health/Organic Food Store	4,389	781
Supermarket	37	21
Drug Store/Pharmacy	1,496	150
Natural/Nutritional Product Broker	78	113
Wholesaler / Distributor	508	380
Manufacturer/Supplier	899	834
Professional Health Care	425	356
Vitamin/Nutritional Supplement Store	975	614
Other / Not Reported	707	402
<b>TOTAL</b>	<b>9,514</b>	<b>3,652</b>



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### 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, 2026.**

If this report is presented after March 31, 2026 please call the toll-free number listed below.