

Audit Period: January 1, 2018 – December 31, 2019

Tidbits of Linn and Johnson Counties

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1. Audited Media Platforms

Print Publication: Average Net Circulation: 14,661 (Print Edition)

2. Publication Information

Number of Editions: One
Format / Average Page Count: Tabloid / 8 Pages
Circulation Cycle: Weekly
Ownership: Hawkeye Publishing, LLC
Year Established: 2005
Publication Type: Shopper
100% Controlled / 0% Paid / 0% Sponsor Paid
Content: 66% Advertising / 34% Editorial
Primary Delivery Methods: 49% Controlled Bulk & Single Copy / 51% Waiting Room
Insert Zoning Available: No
CVC Member Number: 01-2559
DMA/MSA/CBSA: Cedar Rapids, IA / Cedar Rapids, IA / Cedar Rapids, IA
Audit Funded By: Midwest Free Community Papers

3. Rate Card and Mechanical Data

Rate Card Effective Date: January 1, 2020
Mechanical Data: Three (3) columns X 15.6" column depth
Full page: 10.3" wide X 15.6" depth.
Open Rate: Local: \$1,600.00 Full Page - \$1,250.00 1/15th Page
National: \$1,600.00 Full Page - \$1,250.00 1/15th Page
Insert Open Rate: \$300.00 - \$12,700.00 per thousand
Classified Rate: \$0.25 per word (20 word minimum)
Deadline Day & Time: Tuesday by 12 AM

Additional rates may be available from the publisher.

4. Contact Information

Publisher: Russ Swart EMAIL: russ@tidbitpapers.com
Advertising: Russ Swart EMAIL: russ@tidbitpapers.com
Circulation: Russ Swart EMAIL: russ@tidbitpapers.com



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

CVC Account Number: 01-2559		Tuesday	Tidbits of Linn County / Johnson Counties Cedar Rapids, IA
Audit Period Summary			
Average Net Circulation	(5-H)		14,661
Average Gross Distribution	(5-F)		14,870
Average Net Press Run	(5-A)		14,890
Audit Period Detail			
A. Average Net Press Run			14,890
B. Office / File			20
C. Controlled Distribution			
1. Carrier Delivery			0
2. Bulk Delivery / Demand Distribution			7,050
3. Mail			0
4. Requestor Mail			0
5. Waiting Rooms			7,640
6. Hotels			180
7. Events, Fairs, Festivals and Trade Shows			0
8. Education			0
9. Restock & Office Service			0
Total Average Controlled Distribution			14,870
Controlled Returns			(209)
TOTAL AVERAGE CONTROLLED CIRCULATION			14,661
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)
TOTAL AVERAGE PAID CIRCULATION			0
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)
TOTAL AVERAGE SPONSORED CIRCULATION			0
F. Average Gross Distribution			14,870
G. Total Unclaimed / Returns			(209)*
H. Average Net Circulation			14,661

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
01/01/19-12/31/19	CVC	14,727	14,728	14,546	14,418
01/01/18-12/31/18	CVC	14,922	14,754	14,588	14,594
01/01/17-12/31/17	CVC	17,525	17,729	18,123	15,090
01/01/16-12/31/16	CVC	18,290	18,518	18,573	18,480
01/01/15-12/31/15	CVC	18,159	18,133	18,219	18,253
01/01/14-12/31/14	CVC	17,318	17,534	17,941	18,041
01/01/13-12/31/13	CVC	16,356	17,051	17,504	17,283
01/01/12-12/31/12	CVC	13,045	14,785	15,063	15,223
01/01/11-12/31/11	CVC	8,817	9,103	9,722	10,362
01/01/10-12/31/10	CVC	6,942	7,067	7,688	8,297
04/01/07-12/31/09	Prior CVC	-	-	-	-

7. Distribution by Zip Code (12/24/2019 Edition) Tuesday

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
52205	Amber	Jones	IA	0	256	0	0	256
52214	Central City	Linn	IA	0	53	0	0	53
52228	Fairfax	Linn	IA	0	50	0	0	50
52233	Hiawatha	Linn	IA	0	462	0	0	462
52240	Iowa City	Johnson	IA	0	506	0	0	506
52241	Coralville	Johnson	IA	0	718	0	59	777
52242	Iowa City	Johnson	IA	0	760	0	0	760
52243	Iowa City	Johnson	IA	0	33	0	0	33
52245	Iowa City	Johnson	IA	0	304	0	0	304
52246	Iowa City	Johnson	IA	0	660	0	0	660
52253	Lisbon	Linn	IA	0	71	0	0	71
52302	Marion	Linn	IA	0	757	0	0	757
52305	Martelle	Jones	IA	0	27	0	0	27
52314	Mount Vernon	Linn	IA	0	186	0	0	186
52317	North Liberty	Johnson	IA	0	435	0	0	435
52332	Shellsburg	Benton	IA	0	22	0	0	22
52333	Solon	Johnson	IA	0	95	0	0	95
52336	Springville	Linn	IA	0	31	0	0	31
52338	Swisher	Johnson	IA	0	37	0	0	37
52340	Tiffin	Johnson	IA	0	237	0	0	237
52345	Urbana	Benton	IA	0	45	0	0	45
52349	Vinton	Benton	IA	0	230	0	0	230
52351	Walford	Linn	IA	0	63	0	0	63
52401	Cedar Rapids	Linn	IA	0	363	0	0	363
52402	Cedar Rapids	Linn	IA	0	2,984	0	31	3,015
52403	Cedar Rapids	Linn	IA	0	820	0	0	820
52404	Cedar Rapids	Linn	IA	0	2,183	0	81	2,264
52405	Cedar Rapids	Linn	IA	0	1,442	0	0	1,442
Misc.	Assorted	Assorted	-	0	21	0	0	21
TOTAL				0	13,851	0	171	14,022

8. Distribution by County (12/24/2019 Edition) Tuesday

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Benton	Shellsburg Urbana Vinton	IA	0	297	0	0	297
Johnson	Coralville Iowa City North Liberty Solon Swisher Tiffin	IA	0	3,785	0	59	3,844
Jones	Amber Martelle	IA	0	283	0	0	283
Linn	Cedar Rapids Central City Fairfax Hiawatha Lisbon Marion Mount Vernon Springville Walford	IA	0	9,465	0	112	9,577
Misc.	Assorted	-	0	21	0	0	21
TOTAL			0	13,851	0	171	14,022

9. Verification of Distribution – Carrier Delivery and Mail Distribution

Tidbits of Linn County / Johnson Counties did not report significant carrier delivery or mail distribution during the audit period. Carrier delivery is verified through the review of carrier statements and/or additional publisher support documents. Mail distribution is verified through the review of postal mail statements and/or additional publisher support documents.

10. Verification of Distribution – Controlled Bulk / Demand Distribution / Single Copy

The Circulation Verification Council performed delivery verification in the primary market areas indicated in paragraph nine. Delivery verification is performed using multi-source methodologies considered necessary under the circumstances of the audit. Delivery verification can include, but is not limited to, on-site verification, business phone verification, online, email, and/or social media contact. Delivery verification source data can include, but is not limited to, business and cell phone listings, delivery lists, opt-in email, online, and/or social media databases. Circulation Verification Council performed the delivery verification from locations chosen randomly from the publication’s delivery list(s).

CVC verification substantiates Tidbits of Linn County / Johnson Counties’s claim of 209 returnable source distributed editions returned to the publisher unclaimed after the edition cycle

11. Paid Reporting Analysis – Not Applicable

12. Optional Digital Reporting - Not Reported



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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 December 31, 2021.

If this report is presented after December 31, 2021 please call the toll-free number listed below.

Tidbits of Linn County / Johnson Counties - Cedar Rapids, IA - 01-2559 - Supplemental Readership Study

The Circulation Verification Council surveyed Tidbits of Linn County / Johnson Counties readers in the primary market areas indicated in publication's CVC audit report. The purpose was to identify the number of individuals who indicate they have read at least two of the last four issues of the publication, and gather study information solely for advertising purchase evaluations. Market statistics estimates appearing in CVC reports, when available, are obtained from EASI Software. CVC study sources can include, but are not limited to, residential and cell phone surveys, online surveys, email surveys, and/or social media surveys. Study source data can include, but are not limited to, residential phone listings, cell phone exchanges, publisher delivery lists, opt-in email, online, and/or social media databases. Residential and cell phone survey populations consist of adults age 18 and over, living in households within the survey area. Within this area, each individual had a known (or "non-zero") probability of being selected for the random sample. Surveys were conducted solely with pre-designated respondents and no substitutions were permitted. Initial survey attempts were spread evenly across all survey days (i.e., Tuesday through Saturday). A minimum of 250 completed surveys, or 2.5% of net circulation for publications under 10,000 circulation is required with no more than one survey per household. Survey Procedures: To ensure the highest degree of comparability and to facilitate the survey process, a standard, consistent, specified list of questions was asked. Surveys were conducted over a minimum period of two weeks to minimize the impact of weather and/or special circumstances. Every effort was made to ensure that surveys were assigned randomly by day and that an approximately equal number of surveys were completed on each survey 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 four attempts were made to contact all pre-designated respondents. Every effort was made to surmount language, cultural, behavioral and other barriers to a successful survey; and to the extent feasible, contact attempts were scheduled on a random basis. During the survey process, no questions were asked prior to the readership question, with the exception of a qualifying question designed to determine the ZIP code of the individual; and a general warm-up call explanation designed to put the respondent at ease. Warm-up questions did not include any reference to a publication itself or the nature of the study information. The study followed recommended guidelines developed in part from established media usage and evaluation 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 +/-4% at the 95% confidence level. 0 Survey respondents were interviewed during the verification of carrier delivery and mail distribution. 256 Survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution. 86 Survey respondents responded to a geo-coded outbound email verification. This publication participated in the CVC online research program.

• **Average estimated readers per edition during the audit period: 4.5**
 *Readership estimates compiled from 2019 CVC circulation & readership study data.

1. Tidbits of Linn County / Johnson Counties is distributed regularly in your area. Do you regularly read or look through Tidbits of Linn County / Johnson Counties?

YES 342 Survey Respondents

2. Do you frequently purchase products or services from ads seen in Tidbits of Linn County / Johnson Counties?

YES 217 63.5%
 NO 125 36.5%

3. How long do you keep Tidbits of Linn County / Johnson Counties before discarding it?

63% 1-2 Days
 21% 3-4 Days
 05% 5-6 Days
 11% 1 Week or More

4. Reader Gender (Voice recognition - Gender Bias Rotation)

Reader	Market	
Demographics	Demographics	
42%	50%	Male Readers
58%	50%	Female Readers



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5. What range best describes your age.

Reader Demographics	Market Demographics
00%	08% 18 - 20
01%	10% 21 - 24
04%	20% 25 - 34
15%	15% 35 - 44
27%	17% 45 - 54
29%	15% 55 - 64
18%	08% 65 - 74
05%	05% 75 - 84
01%	02% 85 years or older

6. What range best describes your combined annual household income for last year?

Reader Demographics	Market Demographics
00%	11% under \$15,000
02%	09% \$15,000 - \$24,999
08%	10% \$25,000 - \$34,999
21%	14% \$35,000 - \$49,999
31%	19% \$50,000 - \$74,999
16%	14% \$75,000 - \$99,999
10%	09% \$100,000 - \$124,999
05%	05% \$125,000 - \$149,999
05%	05% \$150,000 - \$199,999
02%	04% over \$200,000

7. What is the highest level of education you have obtained?

Reader Demographics	Market Demographics
00%	05% Some High School or Less
35%	23% Graduated High School
30%	34% Some College
25%	24% Graduated College
07%	08% Completed Master Degree
02%	03% Completed Professional Degree
01%	03% Completed Doctorate Degree

8. Which of the following products or services, if any, do you plan to purchase during the next twelve months?

- 11% New Automobile, Truck or SUV
- 13% Used Automobile, Truck or SUV
- 15% Antiques / Auctions
- 33% Furniture / Home Furnishings
- 19% Major Home Appliance
- 19% Computers, Tablets or Laptops
- 41% Home Improvements or Home Improvement Supplies
- 27% Television or Electronics
- 14% Carpet or Flooring
- 31% Automobile Accessories (tires, brakes or service)
- 35% Lawn & Garden Supplies
- 21% Florist / Gift Shops
- 18% Home Heating & Air Conditioning (service, new equipment)
- 39% Vacations / Travel
- 07% Real Estate (Sell or purchase)
- 56% Men's Apparel
- 59% Women's Apparel
- 25% Children's Apparel
- 02% Boats or Personal Watercraft
- 28% Art & Crafts Supplies
- 07% Childcare
- 10% Education or Classes
- 05% Attorney
- 28% Veterinarian
- 14% Chiropractor
- 19% Financial Planner (Retirement, Investing)
- 36% Tax Advisor / Tax Services
- 25% Health Club / Exercise Class
- 28% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
- 11% Weight Loss
- 25% Lawn Care Service (Maintenance & Landscaping)
- 27% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
- 55% Pharmacist / Prescription Service
- 21% Cell Phone or Smart Phone (New Service or Update Service)
- 72% Dining & Entertainment
- 14% Jewelry
- 04% Wedding Supplies
- 19% Athletic & Sports Equipment
- 04% Motorcycles / ATV's
- 58% Medical Services / Physicians
- 26% Pet Supplies

(% = Positive respondents)



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