

Audit Period: July 1, 2008 – June 30, 2009

Missouri Life

515 E Morgan Street
Boonville, MO 65233
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www.missourilife.com

1. Publication Information

Average Net Circulation: 21,248 (Print Edition)
 Number of Editions: One
 Format / Average Page Count: Magazine / 132 Pages
 Circulation Cycle: Bi-Monthly (Feb., Apr., June, Aug., Oct., Dec.)
 Circulation Day / Time: 1st of the month / by 5 PM
 Ownership: Missouri Life, Inc
 Year Established: 1999
 Publication Type: City & Regional Magazine
 Content: 50% Advertising / 50% Editorial
 Circulation Paid/Unpaid: 12% Unpaid / 88% Paid / 0% Sponsored
 Primary Delivery Methods: 0% Home Delivery / 74% Mail / 26% Controlled Bulk
 Insert Zoning Available: No
 CVC Member Number: 01-2650
 DMA/MSA: Columbia, MO / Statewide Distribution
 Audit Funded By: Publisher

2. Rate Card and Mechanical Data

Rate Card Effective Date: January 1, 2009
 Mechanical Data: Three (3) columns x 9.875-inch column depth
 Full page: 7.6" wide X 9.875" depth.
 Full page: 8.5" wide X 10.875" depth (with bleed)
 Open Rate: Local: \$1,740.00 Full Page - \$188.00 1/12th Page
 National: \$1,740.00 Full Page - \$188.00 1/12th Page
 Insert Open Rate: Contact Publisher
 Classified Rate: Contact Publisher

Volume, frequency, contract, color, and other rates may be available from the publisher.

3. Contact Information

Publisher: Greg Wood EMAIL: greg@missourilife.com
 Advertising: Greg Wood EMAIL: greg@missourilife.com
 Circulation: Danita Wood EMAIL: danita@missourilife.com

4. Circulation Pricing

Missouri Life is a controlled and paid circulation bi-monthly with a cover price of \$4.50. Annual mail subscription rate: \$19.99



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

CVC Account Number: 01-2650		Missouri Life Boonville, MO
Audit Period Summary		
Average Net Circulation	(5-H)	21,248
Average Gross Distribution	(5-F)	21,248
Average Net Press Run	(5-A)	21,417
Audit Period Detail		
A. Average Net Press Run		21,417
B. Office / File		169
C. Controlled Distribution		
1. Home Delivery		0
2. Controlled Bulk Delivery / Demand Distribution		532
3. Mail		972
4. Restock & Office Service		593
5. Other: Events & trade shows		517
TOTAL AVERAGE CONTROLLED DISTRIBUTION		2,614
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		3,967
3. Mail		14,667
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		18,634
E. Sponsored / Voluntary Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE SPONSORED DISTRIBUTION		0
F. Average Gross Distribution		21,248
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		21,248

6A. Audited Average Website Reporting

	Audit Period Average
Website Unique Visitors	Not Reported
Website Page Views	Not Reported

6B. Audited Online Edition Reporting

	Audit Period Average
Unique Digital Edition Visitors	Not Applicable
Digital Edition Page Views	Not Applicable

7. Explanatory

PARAGRAPH FIVE AUDIT PERIOD SUMMARY

AVERAGE NET CIRCULATION: See audit period detail (H).

AVERAGE GROSS DISTRIBUTION: See audit period detail (F).

NET PRESS RUN: See audit period detail (A).

AUDIT PERIOD DETAIL

- A. NET PRESS RUN: Average net press run during the audit period indicated. The net press run average does not include press waste, or start-up copies.
- B. 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. HOME 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 5E returns.
 3. MAIL: Editions delivered by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses.
 4. 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 5E returns.
 5. OTHER: Editions distributed at community events, fairs, festivals & trade shows and available to individual readers. Subject to paragraph 5E returns.
- D. PAID DISTRIBUTION: Editions distributed by the publisher through paid subscription or other monetary exchange with individual readers.
1. HOME DELIVERY: Editions distributed by private carrier to paid subscribers in single family residences, and/or multi family residences, and/or businesses.
 2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5E returns.
 3. MAIL: Editions delivered by United States Postal Service mail to paid subscribers in single family residences, and/or multi-family residences, and/or businesses.
 4. 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 5E returns.
 5. OTHER:
- E. SPONSORED / VOLUNTARY PAID DISTRIBUTION: Editions distributed by the publisher that are sponsored by a third party monetary exchange.
1. HOME DELIVERY: Editions delivered by private carrier to sponsored subscribers in single family residences, and/or multi-family residences, and/or businesses.
 2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers on a voluntary pay basis. Subject to paragraph 5E returns.
 3. MAIL: Editions delivered by United States Postal Service mail to sponsored subscribers in single family residences, and/or multi-family residences, and/or businesses.
 4. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of voluntary or sponsored newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5E returns.
- F. AVERAGE GROSS DISTRIBUTION: Average gross distribution for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C)).
- G. UNCLAIMED / RETURNS: Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle *(See paragraph 12 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)).

PARAGRAPH SIX (A)

UNIQUE VISITORS: A unique visitor 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 visitors. Please see CVC Rules & Regulations for further information.

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

PARAGRAPH SIX (B)

UNIQUE DIGITAL EDITION VISITORS: Unique visitors 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, within a defined time period (i.e. day, week or month). A unique visitor counts once within the timescale. A visitor can make multiple visits. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.

DIGITAL EDITION PAGE VIEWS: 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.



8. Average Print Circulation History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/09-12/31/09	CVC	20,500	21,950	-	-
01/01/08-12/31/08	CVC	19,950	19,950	20,950	20,450

9. Distribution by Zip Code (6/1/2009 Edition)

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
AE	*	*	0	0	2	0	2
AK	*	*	0	0	9	0	9
AL	*	*	0	3	4	0	7
AP	*	*	0	0	1	0	1
AR	*	*	0	35	31	0	66
AZ	*	*	0	0	61	0	61
CA	*	*	0	0	181	0	181
CO	*	*	0	0	55	0	55
CT	*	*	0	0	8	0	8
DC	*	*	0	0	6	0	6
DE	*	*	0	0	1	0	1
FL	*	*	0	5	72	0	77
GA	*	*	0	3	26	0	29
HI	*	*	0	0	7	0	7
IA	*	*	0	0	64	0	64
ID	*	*	0	0	5	0	5
IL	*	*	0	222	163	0	385
IN	*	*	0	0	23	0	23
KS	*	*	0	635	179	0	814
KY	*	*	0	0	8	0	8
LA	*	*	0	5	12	0	17
MA	*	*	0	0	10	0	10
MD	*	*	0	0	16	0	16
ME	*	*	0	0	7	0	7
MI	*	*	0	0	17	0	17
MN	*	*	0	0	16	0	16
MO	*	*	0	3,396	11,659	1,413	16,468
MS	*	*	0	3	6	0	9
MT	*	*	0	0	4	0	4
NC	*	*	0	5	25	0	30
ND	*	*	0	0	1	0	1
NE	*	*	0	75	21	0	96
NH	*	*	0	0	4	0	4
NJ	*	*	0	0	7	0	7
NM	*	*	0	0	12	0	12
NV	*	*	0	0	15	0	15
NY	*	*	0	0	24	0	24
OH	*	*	0	0	19	0	19
OK	*	*	0	52	34	0	86
OR	*	*	0	0	8	0	8
PA	*	*	0	0	10	0	10
RI	*	*	0	0	3	0	3

9. Distribution by Zip Code (6/1/2009 Edition) CONTINUED

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
SC	*	*	0	0	17	0	17
SD	*	*	0	0	10	0	10
TN	*	*	0	5	22	0	27
TX	*	*	0	0	113	0	113
UT	*	*	0	0	5	0	5
VA	*	*	0	0	38	0	38
VI	*	*	0	0	1	0	1
VT	*	*	0	0	2	0	2
WA	*	*	0	0	30	0	30
WI	*	*	0	3	12	0	15
WY	*	*	0	0	4	0	4
Misc.	Assorted	Assorted	0	2,068	982	0	3,050
TOTAL			0	6,515	14,072	1,413	22,000

10. Distribution by County (6/1/2009 Edition)

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Publisher filed a distribution by state report and is not required to file distribution by county data.						

11. Verification of Receivership & Readership

Paid Home Delivery and Mail Distribution

The Circulation Verification Council interviewed 369 subscribers in the primary market areas indicated in paragraph nine. The purpose was to identify the number of subscribers from the publisher's subscription list who indicate they paid for and receive the publication on a regular basis, and further identify the number of residents who read or look through the publication. The interviews took place throughout the audit cycle between the hours of 5:30 PM-8:30 PM and 10:00 AM-2:00 PM. All respondents identified themselves as 18 or older.

1. Missouri Life is distributed regularly in your area. Do you subscribe to Missouri Life?
2. (If response to #1 was YES) Do you or someone in your household regularly read or look through Missouri Life?

CVC interviews indicate that 369 of 369 households or 100% indicated they subscribe to and receive Missouri Life.

CVC interviews indicate that 363 of 369 or 98.4% indicate they regularly read or look through Missouri Life.

*Households with confirmed stop delivery requests were excluded from the survey.

The Circulation Verification Council estimates that all the information in this text box has a minimum accuracy level of +/-2.5%.



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12. Verification of Distribution

Paid Single Copy Distribution

The Circulation Verification Council interviewed and/or visited single copy sales locations chosen randomly from the publication's delivery list. The purpose was to identify the number of locations who indicate they receive the publication on a regular basis, and further verify the number of publications distributed at the beginning of the edition cycle, and the number of editions left unclaimed by readers at the end of the edition cycle.

CVC interviews indicate that 100% of reported single copy sales locations indicated they received Missouri Life on a regular basis.

CVC interviews indicate that less than 40% of Missouri Life's single copy distributed editions are returned to the publisher unclaimed after the edition cycle.

13. Paid Reporting Analysis

HOME DELIVERY	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
Over 75% of basic rate	0
Over 50% of basic rate	0
Under 50% of basic rate	0
MAIL	Basic Rates: \$19.99 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	14,667
Over 75% of basic rate	0
Over 50% of basic rate	0
Under 50% of basic rate	0
SINGLE COPY	COVER PRICE: \$4.50
	AVERAGE WHOLESALE RATE: \$2.25
OTHER:	

14. Council Audit Statement

Circulation Verification Council (CVC) reviewed the printing, distribution, circulation, 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 Requirements. In our opinion, this report fairly and accurately represents the publication's printing, distribution, and circulation for the period indicated.



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The current status of this report expires September 30, 2010.
If this report is presented after September 30, 2010 please call the toll-free number listed below.

Missouri Life - Boonville, MO - 01-2650 - Supplemental Readership Study

The Circulation Verification Council interviewed 480 readers in the primary market areas indicated in publication's CVC audit report. The purpose was to identify the number of residents who indicate they receive the publication on a regular basis, identify the number of residents who read or look through the publication, and gather readership study information useful for advertising purchase decisions. Market statistics estimates appearing in CVC reports are obtained from EASI Software. The population studied consisted of adults age 18 and over, living in households within the survey area. Within this area, each household and each adult within the household had a known (or "non-zero") probability of being selected for the sample. Interviews were conducted solely with pre-designated respondents and no substitutions were permitted. The verification and readership study took place throughout the audit cycle between the hours of 5:30 PM and 8:30 PM and 10:00 AM and 2:00 PM. Initial interview attempts were spread evenly across all survey days (i.e., Tuesday through Saturday). A minimum of 250 completed interviews is required with no more than one interview per household. Interview Procedures: To ensure the highest degree of comparability and to facilitate the auditing process, a standard, consistent, specified list of interview questions was asked. Interviews were conducted by CVC with supervision, interview training, and monitoring capabilities. Interviews were conducted over a minimum period of four weeks to minimize the impact of weather and/or special events. Every effort was made to ensure that interviews were assigned randomly by day and that an approximately equal number of interviews were completed on each interviewing 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 six attempts were made to contact all pre-designated respondents. The telephone rang a minimum of six times each time a number was dialed before the attempt was classified as a "no answer." Each number was dialed at different times and, as necessary, on different days. Every effort was made to surmount language, cultural, behavioral and other barriers to a successful interview; and to the extent feasible, callbacks were scheduled on a random basis. At least one callback attempt per respondent was made on a weekend. During the interview process, no questions were asked prior to the publication readership question, with the exception of a qualifying question designed to determine the ZIP code of recipient residence; and a general warm-up call explanation designed to put the respondent at ease. Warm-up questions did not include any reference to the publication itself or the nature of the study. This study followed recommended guidelines developed in part from the Advertising Research Foundation (ARF) readership 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 +/-2.5 at the 95% confidence level. *363 Survey respondents were interviewed during the verification of home delivery and mail distribution. 117 Survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution.

• **Average readers per edition during the audit period: 3.25***
*Readership estimates compiled from 2009 CVC circulation & readership study data.

1. Missouri Life is distributed regularly in your area. Do you regularly read or look through Missouri Life?

YES 480 Survey Respondents

2. Do you frequently purchase products or services from ads seen in Missouri Life?

YES 318 66.3%
NO 162 33.8%

3. How long do you keep Missouri Life before discarding it?

05% Two weeks or less
08% Three weeks
16% One month
71% More than one month

4. Please select the category that best describes your age.

Reader	Market	
Demographics	Demographics	
00%	06%	18 - 20
01%	08%	21 - 24
03%	16%	25 - 34
11%	19%	35 - 44
25%	19%	45 - 54
33%	15%	55 - 64
21%	09%	65 - 74
06%	09%	75 years or older

MEDIAN READER AGE: 54.8
AVERAGE READER AGE: 58.4



5. What category best describes your combined annual household income for last year?

Reader Demographics	Market Demographics		
05%	24%	Under \$25,000	
08%	28%	\$25,001 - \$49,999	
20%	19%	\$50,000 - \$74,999	
26%	13%	\$75,000 - \$99,999	MEDIAN READER HH INCOME: \$88,411.00
24%	11%	\$100,000 - \$149,999	AVERAGE READER HH INCOME: \$96,500.00
17%	05%	Over \$150,000	

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

Reader Demographics	Market Demographics	
01%	16%	Some High School or Less
11%	32%	Graduated High School
27%	29%	Some College
41%	15%	Graduated College
20%	08%	Completed Post Graduate

7. Which of the following best describes how many overnight stays have you made in a Missouri hotel, motel, inn or bed & breakfast during the last 12 months?

36%	None
29%	1-5
17%	5-10
09%	10-15
01%	15-20
08%	More than 20

8. Which of the following leisure activities have you participated in during the last 12 months?

29%	Golf
18%	Camping
12%	RV
53%	Visiting Missouri Wineries
68%	Gardening
21%	Bicycling
10%	Motorcycling
33%	Hiking
28%	Boating
30%	Hunting
51%	Fishing
72%	Attending Sports Event
56%	Antiquing
42%	Visiting Historic Sites
81%	Cooking
68%	Attending a Live Music Performance
18%	Train travel
79%	Attending a Festival
60%	Fitness/Wellness activities
41%	Visiting Art Exhibits, Shows, or Galleries

9. Which of the following products or services do you plan to purchase during the next twelve months?

(% = Positive respondents)

- 12% New Automobile
- 11% Used Automobile
- 42% Antiques / Auctions
- 51% Furniture / Home Furnishings
- 18% Major Home Appliance
- 13% Home Computers
- 49% Home Improvements / Supplies
- 40% Television / Electronics
- 04% Musical Equipment or instruments
- 18% Carpet / Flooring
- 64% Automobile Accessories (tires, brakes & service)
- 81% Lawn & Garden
- 64% Florist / Gift Shops
- 33% Home Heating / Air Conditioning (service, new equipment)
- 84% Vacations / Travel In Missouri
- 52% Vacations / Travel Outside Missouri
- 04% Real Estate
- 79% Men's Apparel
- 96% Women's Apparel
- 49% Children's Apparel
- 02% Boats / Personal Watercraft
- 38% Art & Crafts Supplies
- 23% Childcare
- 58% Education / Classes
- 12% Attorney
- 21% Veterinarian
- 18% Chiropractor
- 49% Spa Services
- 22% Financial Planner (Retirement, Investing)
- 64% Tax Advisor / Services
- 31% Health Club / Exercise Class
- 48% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
- 10% Weight Loss
- 43% Lawn Care Service (Maintenance & Landscaping)
- 59% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
- 79% Pharmacist / Prescription Service
- 19% Cellular Phone New/Update Service
- 91% Dining & Entertainment
- 24% Jewelry
- 10% Wedding Supplies
- 36% Athletic & Sports Equipment
- 71% Wine or Beer



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