

Audit Period: January 1, 2008 – September 30, 2008

Mi Gente

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1. Publication Information

Average Net Circulation:	24,367 (Print Edition)
Number of Editions:	One
Format / Average Page Count:	Magazine / 64 Pages
Circulation Cycle:	Weekly
Circulation Day / Time:	Tuesday / by 9 PM
Ownership:	Norsan Media Group
Year Established:	2002
Publication Type:	Hispanic Publication
Content:	50% Advertising / 50% Editorial
Circulation Paid/Unpaid:	100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods:	0% Home Delivery / 0% Mail / 100% Controlled Bulk
Insert Zoning Available:	Yes - ZIP Code
CVC Member Number:	20-0250
DMA/MSA:	Charlotte, NC / Charlotte--Gastonia--Rock Hill, NC--SC
Audit Funded By:	Southeastern Advertising Publishers Association

2. Rate Card and Mechanical Data

Rate Card Effective Date:	January 1, 2007
Mechanical Data:	Four (4) columns x 11-inch column depth Full page: 9.5" wide X 11" depth.
Open Rate:	Local: \$1,013.00 Full Page - \$80.00 1/16th Page National: \$750.00 Full Page - \$60.00 1/16th Page
Insert Open Rate:	\$80.00 per thousand
Classified Rate:	\$10.00 for up to 15 words

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

3. Contact Information

Publisher:	Norberto Sanchez	EMAIL: publisher@migenteweb.com
Advertising:	Maria Pava	EMAIL: maria@migenteweb.com
Circulation:	Jorge Soler	EMAIL: distribution@migenteweb.com

4. Circulation Pricing

Mi Gente is a controlled circulation weekly without circulation pricing. Annual mail subscription rate: Contact Publisher



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

CVC Account Number: 20-0250		Mi Gente Charlotte, NC
Audit Period Summary		
Average Net Circulation	(5-H)	24,367
Average Gross Distribution	(5-F)	24,950
Average Net Press Run	(5-A)	25,000
Audit Period Detail		
A. Average Net Press Run		25,000
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		0
2. Controlled Bulk Delivery / Demand Distribution		24,900
3. Mail		0
4. Restock & Office Service		50
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		24,950
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		0
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		24,950
G. Unclaimed / Returns		(583)*
H. Average Net Circulation		24,367

6A. Audited Average Website Reporting

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

6B. Audited Online Edition Reporting

	Audit Period Average
Total Online Edition Circulation	Not Applicable
Unique Online Edition Circulation	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. 1. 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. 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. 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:
- 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.
5. OTHER:
- F. 1. AVERAGE GROSS DISTRIBUTION: Average gross distribution for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C)).
- G. 1. 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. 1. 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.

HITS: The successful transmission of a file contained within a web-page. A single web-page can consist of multiple files which are counted as a hit as the page is downloaded.

PARAGRAPH SIX (B)

TOTAL ONLINE EDITION READERS: Registered and/or non-registered users who open and read one or more pages of the online edition during the edition cycle.

UNIQUE ONLINE EDITION READERS: Registered users who have supplied CVC verification information to validate the online edition reader is not a duplicated print edition reader.



8. Average Print Circulation History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/08-12/31/08	CVC	24,379	24,330	24,393	-
01/01/07-12/31/07	CVC	24,164	24,121	24,022	24,418
04/01/06-12/31/06	CVC	-	24,129	23,951	24,098

9. Distribution by Zip Code (7/28/2008 Edition) Monday

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
27104	Winston Salem	Forsyth	0	50	0	0	50
27105	Winston Salem	Forsyth	0	245	0	0	245
27106	Winston Salem	Forsyth	0	413	0	0	413
27107	Winston Salem	Forsyth	0	1,272	0	0	1,272
27403	Greensboro	Guilford	0	150	0	0	150
27405	Greensboro	Guilford	0	78	0	0	78
27407	Greensboro	Guilford	0	726	0	0	726
27604	Raleigh	Wake	0	1,689	0	0	1,689
27701	Durham	Durham	0	429	0	0	429
27703	Durham	Durham	0	150	0	0	150
27704	Durham	Durham	0	725	0	0	725
27707	Durham	Durham	0	145	0	0	145
28012	Belmont	Gaston	0	25	0	0	25
28025	Concord	Cabarrus	0	410	0	0	410
28027	Concord	Cabarrus	0	105	0	0	105
28031	Cornelius	Mecklenburg	0	51	0	0	51
28052	Gastonia	Gaston	0	620	0	0	620
28054	Gastonia	Gaston	0	549	0	0	549
28078	Huntersville	Mecklenburg	0	232	0	0	232
28083	Kannapolis	Cabarrus	0	530	0	0	530
28092	Lincolnton	Lincoln	0	705	0	0	705
28110	Monroe	Union	0	1,481	0	0	1,481
28115	Mooresville	Iredell	0	60	0	0	60
28117	Mooresville	Iredell	0	256	0	0	256
28134	Pineville	Mecklenburg	0	195	0	0	195
28146	Salisbury	Rowan	0	315	0	0	315
28205	Charlotte	Mecklenburg	0	1,773	0	0	1,773
28205	Charlotte	Mecklenburg	0	40	0	0	40
28206	Charlotte	Mecklenburg	0	271	0	0	271
28208	Charlotte	Mecklenburg	0	672	0	0	672
28209	Charlotte	Mecklenburg	0	345	0	0	345
28210	Charlotte	Mecklenburg	0	289	0	0	289
28212	Charlotte	Mecklenburg	0	1,916	0	100	2,016
28213	Charlotte	Mecklenburg	0	1,482	0	0	1,482
28215	Charlotte	Mecklenburg	0	250	0	0	250
28217	Charlotte	Mecklenburg	0	2,753	0	0	2,753
28227	Charlotte	Mecklenburg	0	757	0	0	757
28265	Charlotte	Mecklenburg	0	425	0	0	425
28602	Hickory	Catawba	0	562	0	0	562
28613	Conover	Catawba	0	205	0	0	205
28625	Statesville	Iredell	0	205	0	0	205

9. Distribution by Zip Code (7/28/2008 Edition) Monday CONTINUED

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
28658	Newton	Catawba	0	360	0	0	360
28677	Statesville	Iredell	0	277	0	0	277
29730	Rock Hill	York	0	448	0	0	448
29732	Rock Hill	York	0	260	0	0	260
Misc.	Assorted	Assorted	0	45	0	0	45
TOTAL			0	24,941	0	100	25,041

10. Distribution by County (7/28/2008 Edition) Monday

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Cabarrus	Concord Kannapolis	0	1,045	0	0	1,045
Catawba	Conover Hickory Newton	0	1,127	0	0	1,127
Durham	Durham	0	1,449	0	0	1,449
Forsyth	Winston Salem	0	1,980	0	0	1,980
Gaston	Belmont Gastonia	0	1,194	0	0	1,194
Guilford	Greensboro	0	954	0	0	954
Iredell	Mooresville Statesville	0	798	0	0	798
Lincoln	Lincolnton	0	705	0	0	705
Mecklenburg	Charlotte Cornelius Huntersville Pineville	0	11,451	0	100	11,551
Rowan	Salisbury	0	315	0	0	315
Union	Monroe	0	1,481	0	0	1,481
Wake	Raleigh	0	1,689	0	0	1,689
York	Rock Hill	0	708	0	0	708
Misc.	Assorted	0	45	0	0	45
TOTAL		0	24,941	0	100	25,041

11. Verification of Receivership & Readership

Home Delivery and Mail Distribution

Mi Gente did not report significant home delivery or mail distribution during the audit period. Mail distribution was verified through the review of USPS mail statements and additional publisher support documents. Home Delivery was verified through the review of carrier statements and additional publisher support documents.



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12. Verification of Distribution

Controlled Bulk / Demand Distribution

The Circulation Verification Council interviewed and/or visited controlled bulk/demand distribution 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 controlled bulk drop locations indicated they received Mi Gente on a regular basis.

CVC interviews indicate that less than 3% of Mi Gente’s controlled bulk 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: 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
SINGLE COPY	COVER PRICE: N/A
	AVERAGE WHOLESALE RATE: N/A
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 March 31, 2010.
If this report is presented after March 31, 2010 please call the toll-free number listed below.

Mi Gente – Charlotte, NC – 20-0250 - Supplemental Readership Study

The Circulation Verification Council interviewed 296 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 have read at least two of the last four issues of 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 news stories. 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 newspaper 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) newspaper 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. *0 Survey respondents were interviewed during the verification of home delivery and mail distribution. 296 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: 3.05***

*Readership estimates compiled from 2009 CVC circulation & readership study data.

1. Mi Gente is distributed regularly in your area. Do you regularly read or look through Mi Gente?

YES	296	Survey Respondents
NO		Survey Terminated

2. Do you frequently purchase products or services from ads seen in Mi Gente?

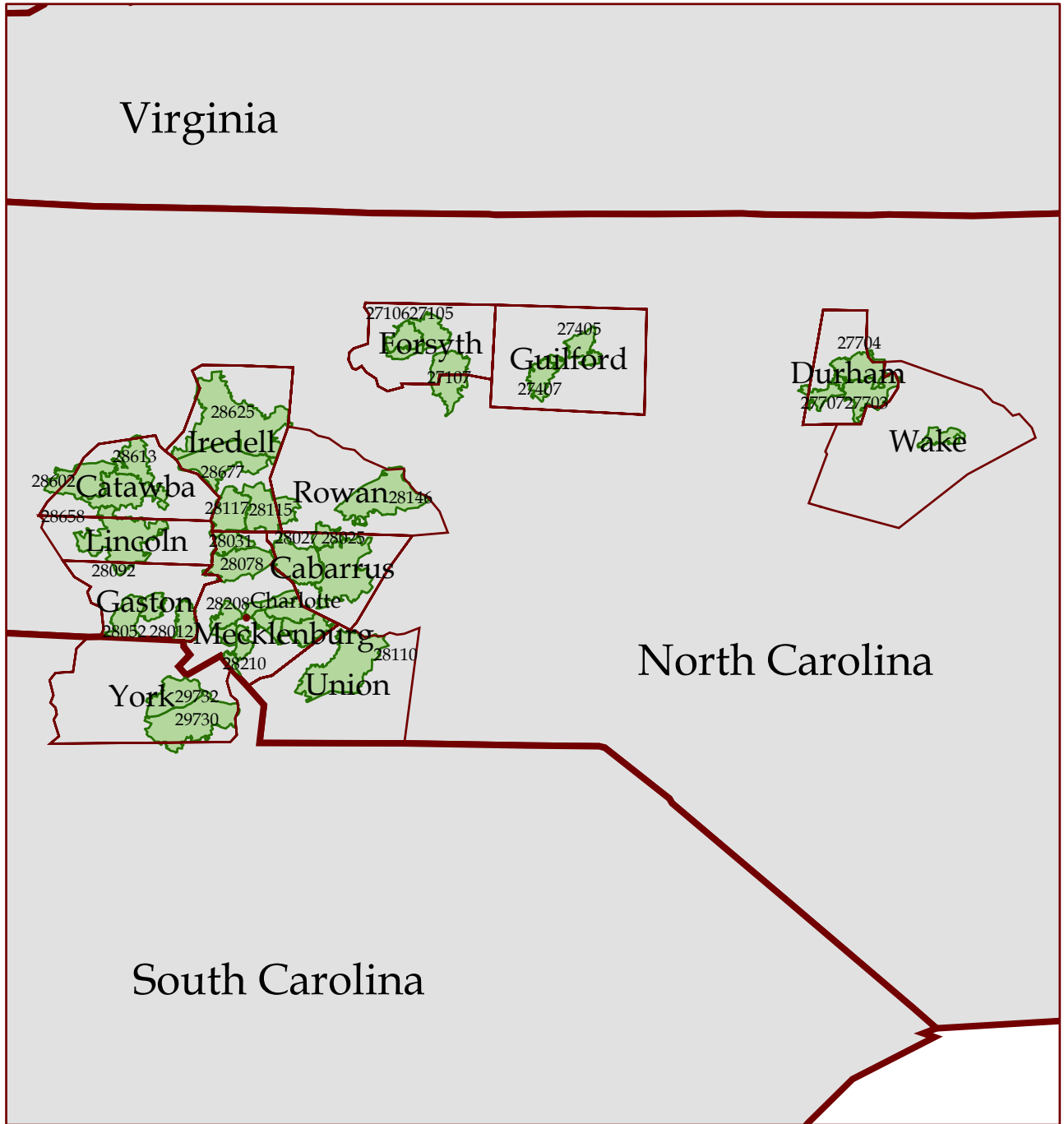
YES	177	59.8%
NO	119	40.2%

3. How long do you keep Mi Gente before discarding it?

54%	1-2 Days
13%	3-4 Days
14%	5-6 Days
19%	1 Week or More




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

Reader Demographics	Market Demographics	
02%	06%	18 - 20
06%	08%	21 - 24
23%	21%	25 - 34
28%	19%	35 - 44
24%	19%	45 - 54
11%	13%	55 - 64
05%	07%	65 - 74
01%	07%	75 years or older



Mi Gente
 Charlotte, North Carolina
 20-0250

Key to Features

-  State Boundary
-  County Boundary
-  Zip Code Boundary

