

Circulation Audit Report

Audit Period: January 1, 2006 – December 31, 2006

Milestones

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Philadelphia, PA 19130-3409
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1. Publication Information

Average Net Circulation:	75,078
Number of Editions:	One
Format & Average Page Count:	Tabloid / 24 Pages
Circulation Cycle:	Monthly
Circulation Day / Time:	First of the Month / All Day
Ownership:	Philadelphia Corporation For Aging
Year Established:	1987
Publication Type:	Senior Publication
Content:	40% Advertising / 60% Editorial
Circulation Paid/Unpaid:	100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods:	3% Home Delivery/ 10% Mail/ 87% Controlled Bulk
Insert Zoning Available:	Yes - Zip Code
CVC Member Number:	01-0658
Audit Funded By:	Publisher

2. Rate Card and Mechanical Data

Rate Card Date:	January 1, 2007
Mechanical Data:	Four (4) columns x 11.25-inch column depth Full page: 10.125" wide X 11.25" depth.
Open Rate:	Local \$1,885.00 Full Page - \$360.00 1/8 th Page National \$1,885.00 Full Page - \$360.00 1/8 th Page
Insert Open Rate:	\$50.00 per thousand
Classified Rate:	Contact Publisher
Volume, contract, color, and other rates available from publisher.	

3. Contact Information

Publisher:	Joan Zaremba	EMAIL: jzaremba@pcaphl.org
Advertising:	Pam Kuperschmidt	EMAIL: pkupersc@pcaphl.org
Circulation:	Pam Kuperschmidt	EMAIL: pkupersc@pcaphl.org

4. Circulation Pricing

Milestones is a controlled circulation monthly without circulation pricing. Annual mail subscription rate: \$12.00



5. Audited Circulation, Distribution and Net Press Averages

Acct # 01-0658	Milestones Philadelphia, PA
A. Controlled Distribution	
1. Home Delivery	2,166
2. Controlled Bulk Delivery	63,458
3. Mail	7,097
4. Restock & Office Service Delivery	2,321
5. Other:	0
TOTAL AVERAGE CONTROLLED DISTRIBUTION	75,042
B. Paid Distribution	
1. Home Delivery	0
2. Single Copy	0
3. Mail	36
4. Restock & Office Service Delivery	0
5. Other:	0
TOTAL AVERAGE PAID DISTRIBUTION	36
C. Sponsored / Voluntary Paid Distribution	
TOTAL AVERAGE SPONSORED DISTRIBUTION	0
D. Average Gross Distribution	75,078
E. Unclaimed / Returns	(0)*
F. Average Net Circulation	75,078**
G. Office / File	100
H. Average Net Press Run	75,178

6. Explanatory

A.	<ol style="list-style-type: none"> 1. Editions delivered by private carrier to single family residences, and/or multi-family residences, and/or businesses. 2. Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5E returns. 3. Editions delivered by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses. 4. Copies 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.
B.	<ol style="list-style-type: none"> 1. Editions delivered by private carrier to paid subscribers in single family residences, and/or multi-family residences, and/or businesses. 2. Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5E returns. 3. Editions delivered by United States Postal Service mail to paid subscribers in single family residences, and/or multi-family residences, and/or businesses.
C.	No Sponsored Distribution.
D.	1. Average gross distribution for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C).)
E.	1. Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle. *(See paragraph 12 for CVC return/unclaimed confirmation.)
F.	1. Average net circulation for the audit period indicated. **(This is a gross distribution audit. See paragraph 12 for CVC return / unclaimed confirmation.)
G.	1. Undistributed editions maintained by the publisher for office purposes.
H.	1. Average net press run during the audit period indicated.

7. Average Circulation History

PERIOD	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/06-12/31/06	CVC	73,567	74,900	75,700	76,100
01/01/05-12/31/05	CVC	79,117	78,783	75,101	74,183
01/01/04-12/31/04	CVC	72,000	72,600	76,400	78,950

8. Defined Market Area

Circulation areas include, but are not limited to the cities of Bala Cynwyd, Eastwick, Lawncrest, Lynnewood Gardens, Mid City East, Mid City West, Oak Lane, Overbrook Hills, Passyunk and Philadelphia, in Montgomery and Philadelphia counties, all in the state of Pennsylvania.

9. Distribution by Zip Code (06/01/2006 Edition)

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
19004	Bala Cynwyd	Montgomery	0	0	17	0	17
19102	Mid City East	Philadelphia	0	1,800	12	0	1,812
19103	Mid City West	Philadelphia	0	7,275	27	0	7,302
19104	Philadelphia	Philadelphia	0	2,275	22	0	2,297
19106	Philadelphia	Philadelphia	0	1,725	8	0	1,733
19107	Philadelphia	Philadelphia	0	2,850	19	0	2,869
19111	Lawncrest	Philadelphia	0	2,225	12	0	2,237
19114	Philadelphia	Philadelphia	0	875	1	0	876
19115	Philadelphia	Philadelphia	0	925	5	0	930
19116	Philadelphia	Philadelphia	0	950	3	0	953
19118	Philadelphia	Philadelphia	0	875	1	0	876
19119	Philadelphia	Philadelphia	0	900	3	0	903
19120	Philadelphia	Philadelphia	0	1,400	0	0	1,400
19121	Philadelphia	Philadelphia	0	1,300	2	0	1,302
19122	Philadelphia	Philadelphia	0	1,500	3	0	1,503
19123	Philadelphia	Philadelphia	0	2,275	1	0	2,276
19124	Philadelphia	Philadelphia	0	1,525	3	0	1,528
19125	Philadelphia	Philadelphia	0	275	1	0	276
19126	Oak Lane	Philadelphia	0	350	2	0	352
19127	Philadelphia	Philadelphia	0	125	0	0	125
19128	Philadelphia	Philadelphia	0	2,050	1	0	2,051
19129	Philadelphia	Philadelphia	0	175	4	0	179
19130	Philadelphia	Philadelphia	0	1,550	6	0	1,556
19131	Philadelphia	Philadelphia	0	2,325	11	0	2,336
19132	Philadelphia	Philadelphia	0	1,375	0	0	1,375
19133	Philadelphia	Philadelphia	0	525	0	0	525
19134	Philadelphia	Philadelphia	0	625	3	0	628
19135	Philadelphia	Philadelphia	0	550	1	0	551
19136	Philadelphia	Philadelphia	0	1,125	4	0	1,129
19137	Philadelphia	Philadelphia	0	125	0	0	125
19138	Philadelphia	Philadelphia	0	400	3	0	403
19139	Philadelphia	Philadelphia	0	2,250	3	0	2,253
19140	Philadelphia	Philadelphia	0	1,625	2	0	1,627
19141	Philadelphia	Philadelphia	0	950	7	0	957
19142	Philadelphia	Philadelphia	0	1,750	1	0	1,751
19143	Philadelphia	Philadelphia	0	1,225	4	0	1,229
19144	Philadelphia	Philadelphia	0	3,025	4	0	3,029



9. Distribution by Zip Code (06/01/2006 Edition) CONTINUED

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
19145	Philadelphia	Philadelphia	0	1,300	2	0	1,302
19146	Philadelphia	Philadelphia	0	1,500	7	0	1,507
19147	Philadelphia	Philadelphia	0	1,900	4	0	1,904
19148	Passyunk	Philadelphia	0	2,275	3	0	2,278
19149	Philadelphia	Philadelphia	0	350	3	0	353
19150	Lynnewood Gardens	Philadelphia	0	425	0	0	425
19151	Overbrook Hills	Philadelphia	0	175	2	0	177
19152	Philadelphia	Philadelphia	0	1,225	2	0	1,227
19153	Eastwick	Philadelphia	0	175	1	0	176
19154	Philadelphia	Philadelphia	0	975	4	0	979
Misc.	Assorted	Assorted	0	0	181	0	181
TOTAL			0	63,375	405	0	63,780

10. Distribution by County (06/01/2006 Edition)

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Montgomery	Bala Cynwyd	0	0	17	0	17
Philadelphia	Eastwick Lawncrest Lynnewood Mid City East Mid City West Oak Lane Overbrook Hills Passyunk Philadelphia	0	63,375	207	0	63,582
Misc.	Assorted	0	0	181	0	181
TOTAL		0	63,375	405	0	63,780

11. Verification of Receivership & Readership

Home Delivery and Mail Distribution

- **Milestones 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.**

12. Verification of Distribution

Controlled Bulk Distribution

The Circulation Verification Council interviewed and visited controlled bulk locations chosen randomly from the publication route lists. 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. The interviews took place throughout the audit cycle between the hours of 9:00 AM and 5:00 PM.

- **CVC interviews indicate that 100% of reported controlled bulk drop locations indicated they received the Milestones on a regular basis.**
- **CVC interviews indicate that less than 15% of the Milestones's controlled bulk distributed editions are returned to the publisher unclaimed after the edition cycle.**

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

13. Council Audit Statement

We have reviewed the printing, distribution, circulation, and general ledger records of this publication for the purpose of compiling this information. Our review was completed using Council auditing procedures and surveys considered necessary under the circumstances of the audit. In our opinion, this report fairly and accurately represents the publication's printing, distribution and/or circulation for the period (s) indicated.

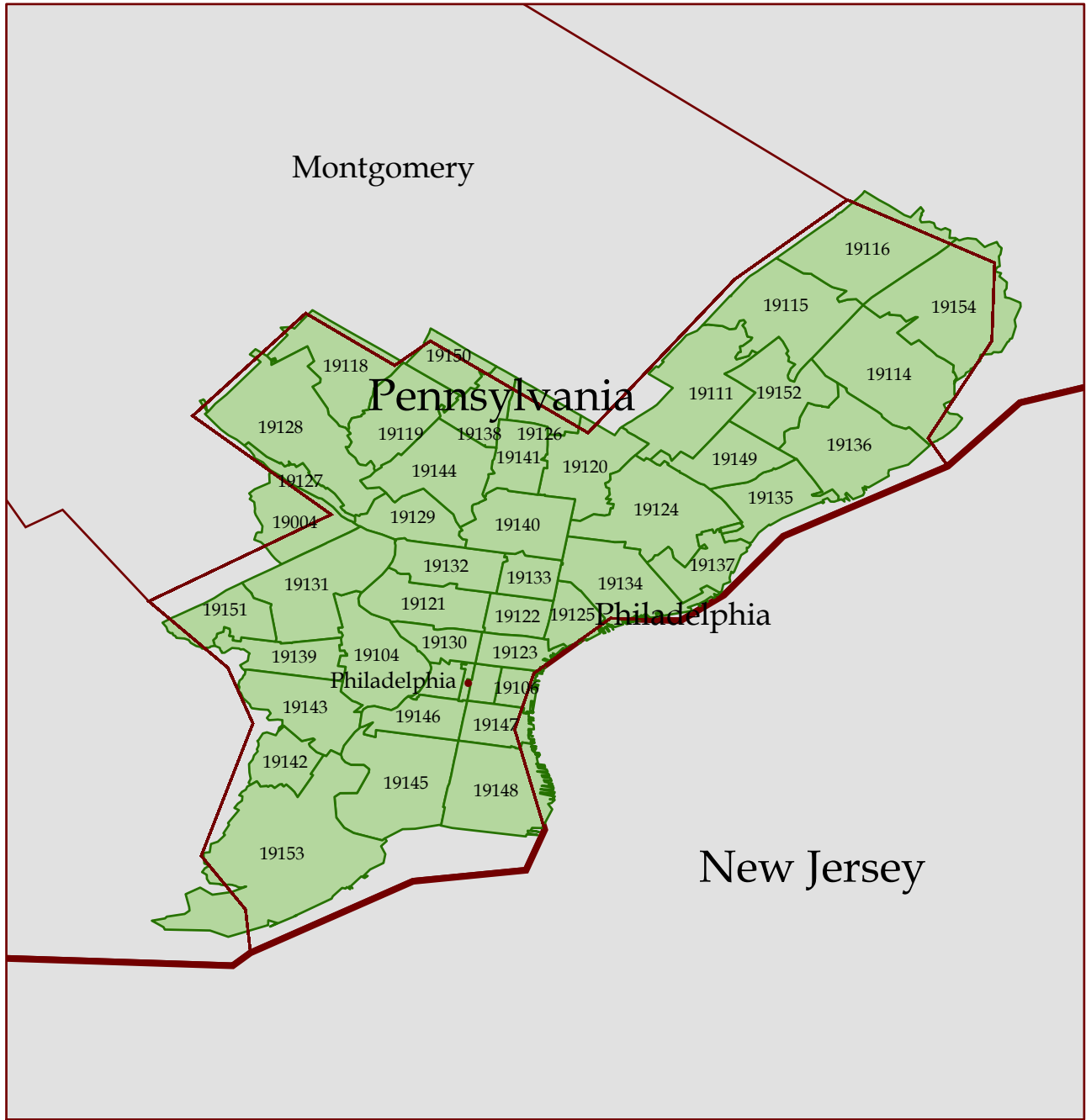
Circulation Verification Council

February 26, 2007






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The current status of this report expires March 31, 2008.



Milestones - Philadelphia, Pennsylvania 01-0658

Key to Features

-  State Boundary
-  County Boundary
-  Zip Code Boundary

