

Audit Period: January 1, 2015 – June 30, 2015

Velo

9477 Waples Street, Suite 150
San Diego, CA 92121
(858) 768-6773
(858) 768-6806 FAX

EMAIL: kbuescher@competitorgroup.com
www.velonews.competitor.com

1. Audited Media Platforms

Print Publication:	Average Net Circulation:	28,089 (Print Edition)
Digital / Replica:	Average Subscribers:	2,570 (Digital Edition)
	Average Single Copy:	147 (Digital Edition)
Website:	Average Website Unique Visitors:	444,824
Social Media:	Average Facebook Likes:	172,259
	Average Twitter Followers:	93,559
	Average E-Newsletter:	31,397

2. Publication Information

Number of Editions:	One
Format / Average Page Count:	Magazine / 82 Pages
Circulation Cycle:	Monthly
Ownership:	Competitor Group, Inc.
Year Established:	1993
Publication Type:	Magazine
Content:	38% Advertising / 62% Editorial
Circulation Paid/Unpaid:	3% Unpaid / 97% Paid / 0% Sponsored
Primary Delivery Methods:	55% Mail / 44% Controlled Bulk & Single Copy
Annual Mail Subscription Rate:	\$29.95
Cover Price:	\$5.99
Insert Zoning Available:	Contact Publisher
CVC Member Number:	01-3461
DMA/MSA/CBSA:	San Diego, CA / San Diego, CA / San Diego-Carlsbad-San Marcos, CA (Nationally Distributed)
Audit Funded By:	Publisher

3. Rate Card and Mechanical Data

Rate Card Effective Date:	January 1, 2015
Mechanical Data:	Four (4) columns x 11.375-inch column depth Full page: 9.5" wide X 11.375" depth.
Open Rate:	Local: \$5,500.00 Full Page - \$2,100.00 1/4 th Page National: \$5,500.00 Full Page - \$2,100.00 1/4 th Page
Insert Open Rate:	Contact Publisher
Deadline Day & Time:	Monday by 5 PM

Additional rates may be available from the publisher.

4. Contact Information

Publisher:	John Bradley	EMAIL: jbradley@competitorgroup.com
Advertising:	Jason Johnson	EMAIL: jjohnson@competitorgroup.com
Circulation:	Kristy Buescher	EMAIL: kbuescher@competitorgroup.com



www.cvcaudit.com



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

CVC Account Number: 01-3461	Monthly	Velo San Diego, CA
Audit Period Summary		
Average Net Circulation	(5-H)	28,089
Average Gross Distribution	(5-F)	42,563
Average Net Press Run	(5-A)	42,591
Audit Period Detail		
A. Average Net Press Run		42,591
B. Office / File		28
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		0
3. Mail		767
4. Requestor Mail		0
5. Waiting Rooms		0
6. Hotels		0
7. Events, Fairs, Festivals and Trade Shows		25
8. Education		0
9. Restock & Office Service		354
Total Average Controlled Distribution		1,146
Controlled Returns		(0)
TOTAL AVERAGE CONTROLLED CIRCULATION		1,146
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		18,819
3. Mail		22,598
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		41,417
Paid Returns		(14,474)
TOTAL AVERAGE PAID CIRCULATION		26,943
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Rooms		0
Total Average Sponsored Distribution		0
Sponsored Returns		(0)
TOTAL AVERAGE SPONSORED CIRCULATION		0
F. Average Gross Distribution		42,563
G. Total Unclaimed / Returns		(14,474)*
H. Average Net Circulation		28,089

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 offices and professional firms.

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: Distributed editions, in the controlled distribution categories, returned to the publisher unsold and/or unclaimed during the edition cycle *(See paragraph 11 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 12 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 12 for paid reporting analysis.

3. MAIL: See C3 for explanation of mail distribution. See paragraph 12 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 NIE 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 11 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 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 NIE 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 11 for CVC return/unclaimed confirmation.)

F. 1. 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. 1. UNCLAIMED / RETURNS: Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle *(See paragraph 11 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)).

6A. Audited Average Website Reporting - www.velonews.competitor.com

	Monthly Audit Period Average
Website Unique Visitors	444,824
Website Visitors	931,270
Website Page Views	2,348,757
Pages Per Visit	2.52
Average Time Spent on Website	00:02:21

Explanatory – Website

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.

VISITORS: The total number of visitors, expressed as a monthly average, to a publication’s website regardless of unique status, as expressed above.

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

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

AVG. TIME SPENT: The average amount of time spent on a website during a single visit, expressed in HH:MM:SS

6B. Audited Online/Digital Edition Reporting

	Monthly Audit Period Average
Digital Edition Single Copy	147
Digital Edition Subscribers	2,570
Unique Digital Edition Visitors	Not Reported
Digital Edition Page Views	Not Reported

Explanatory – Digital Edition

PARAGRAPH SIX (B)

DIGITAL EDITION SINGLE COPY: Single electronic editions purchased and downloaded by a reader. These are copies distinct from any regular digital subscription

DIGITAL EDITION: Subscribers to a digital edition version of the publication. Subscriptions, unless express here, may be part of a print subscription package or a stand-alone digital subscription. Please see CVC Rules & Regulations for further information.

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 that is attached to the browser with the defined cycle. 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.

6C. Text Media – Not Reported

6D. Social Media

Social Media Source	Media Usage
Facebook – www.facebook.com/VeloNewsMagazine	172,259 Likes
Twitter – @velonews	93,559 Followers

Explanatory – Social Media

PARAGRAPH SIX (D)

FACEBOOK LIKES: The average number of Likes as expressed by followers of the Facebook page. Information sourced at regular intervals from the publications page on Facebook.com or third party measurement sources.

TWITTER FOLLOWERS: The average number of Followers as expressed by members of the Twitter community. Information sourced at regular intervals from the publications page on Twitter.com or third party measurement sources.



6E. Email Media

Media Type	Database Recipients
Subscriber Email Database	Not Applicable
Non-Subscriber Email Opt-In Database	31,397

Explanatory – Email Media, E-Newsletters & E-Blasts

PARAGRAPH SIX (E)

MAGAZINE SUBSCRIBER EMAIL DATABASE: Subscribers of the publication who have provided email contact data to receive newsletters, special content, special offers, coupons or redemption codes for use within a specified period of time.

NON-SUBSCRIBER EMAIL OPT-IN DATABASE: Subscribers who have provided email contact data to receive newsletters, special content, special offers, coupons or redemption codes for use within a specified period of time, and are sourced through third party efforts such as trade shows, opt-in email newsletters or surveys.

6F. Video & Podcast Media - Not Reported

7. Average Print Circulation History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/15-12/31/15	CVC	27,154	29,024	-	-
01/01/14-12/31/14	CVC	31,450	30,898	27,925	33,467
01/01/13-12/31/13	CVC	36,891	35,572	35,554	32,259
01/01/12-12/31/12	CVC	38,176	35,903	41,389	37,600
01/01/11-12/31/11	ABC	-	-	-	-

8. Distribution by Zip Code (June 2015 Edition) Monthly

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
AK	Assorted	Assorted	AK	0	0	52	0	52
AL	Assorted	Assorted	AL	0	50	127	0	177
AR	Assorted	Assorted	AR	0	4	100	0	104
AZ	Assorted	Assorted	AZ	0	310	566	0	876
CA	Assorted	Assorted	CA	0	2,512	3,989	0	6,501
CO	Assorted	Assorted	CO	0	299	1,686	0	1,985
CT	Assorted	Assorted	CT	0	52	395	0	447
DC	Assorted	Assorted	DC	0	78	74	0	152
DE	Assorted	Assorted	DE	0	48	48	0	96
FL	Assorted	Assorted	FL	0	504	845	0	1,349
GA	Assorted	Assorted	GA	0	225	476	0	701
HI	Assorted	Assorted	HI	0	203	87	0	290
IA	Assorted	Assorted	IA	0	80	169	0	249
ID	Assorted	Assorted	ID	0	25	196	0	221
IL	Assorted	Assorted	IL	0	802	764	0	1,566
IN	Assorted	Assorted	IN	0	87	295	0	382
KS	Assorted	Assorted	KS	0	63	165	0	228
KY	Assorted	Assorted	KY	0	28	113	0	141
LA	Assorted	Assorted	LA	0	46	104	0	150
MA	Assorted	Assorted	MA	0	360	733	0	1,093
MD	Assorted	Assorted	MD	0	143	419	0	562
ME	Assorted	Assorted	ME	0	57	153	0	210
MI	Assorted	Assorted	MI	0	335	517	0	852
MN	Assorted	Assorted	MN	0	38	477	0	515
MO	Assorted	Assorted	MO	0	113	312	0	425
MS	Assorted	Assorted	MS	0	38	47	0	85

8. Distribution by Zip Code (June 2015 Edition) Monthly (continued)

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
MT	Assorted	Assorted	MT	0	57	94	0	151
NC	Assorted	Assorted	NC	0	221	539	0	760
ND	Assorted	Assorted	ND	0	6	20	0	26
NE	Assorted	Assorted	NE	0	157	89	0	246
NH	Assorted	Assorted	NH	0	58	234	0	292
NJ	Assorted	Assorted	NJ	0	644	577	0	1,221
NM	Assorted	Assorted	NM	0	64	203	0	267
NV	Assorted	Assorted	NV	0	542	196	0	738
NY	Assorted	Assorted	NY	0	1,018	1,194	0	2,212
OH	Assorted	Assorted	OH	0	294	541	0	835
OK	Assorted	Assorted	OK	0	39	141	0	180
OR	Assorted	Assorted	OR	0	219	545	0	764
PA	Assorted	Assorted	PA	0	347	861	0	1,208
PR	Assorted	Assorted	PR	0	0	31	0	31
RI	Assorted	Assorted	RI	0	10	88	0	98
SC	Assorted	Assorted	SC	0	64	199	0	263
SD	Assorted	Assorted	SD	0	127	39	0	166
TN	Assorted	Assorted	TN	0	303	318	0	621
TX	Assorted	Assorted	TX	0	503	1,048	0	1,551
UT	Assorted	Assorted	UT	0	38	384	0	422
VA	Assorted	Assorted	VA	0	88	660	0	748
VT	Assorted	Assorted	VT	0	51	172	0	223
WA	Assorted	Assorted	WA	0	530	848	0	1,378
WI	Assorted	Assorted	WI	0	78	516	0	594
WV	Assorted	Assorted	WV	0	20	53	0	73
WY	Assorted	Assorted	WY	0	0	71	0	71
Misc.	States	Assorted	-	0	0	401	323	724
Misc.	International	Assorted	-.	0	0	248	0	248
TOTAL				0	11,978	23,219	323	35,520

9. Distribution by County (June 2015 Edition) Monthly

Velo provided distribution by state reporting. Distribution by county reporting is not required.

10. Verification of Distribution – Mail and Carrier Delivery Distribution

Velo reported an average mail distribution of 23,365 during the audit period. Mail distribution is verified through the review of mail statements and additional publisher support documents. Velo did not report carrier delivery distribution during the audit period. Carrier delivery is verified through the review of carrier statements and additional publisher support documents.



www.cvcaudit.com

11. 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 can include, but is not limited to, on-site verification, business and cell phone interviews, online, email, and/or social media contact. Delivery verification source data can include, but is not limited to, business and cell phone listings, publisher 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). The purpose was to verify whether the distribution and return quantities reported by the publisher are reasonable and accurate.

CVC verification substantiates Velo’s claim of 14,474 returnable source distributed editions returned to the publisher unclaimed after the edition cycle.

12. Paid Reporting Analysis

CARRIER DELIVERY	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
MAIL	Basic Rates: \$29.95 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	6,666
Over 75% of basic rate	12,045
Over 50% of basic rate	1,424
Over 25% of basic rate	2,462
1%-24% of basic rate	1
Less than 1% of basic rate*	0
SPONSORED	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
SINGLE COPY	COVER PRICE: \$5.99
	AVERAGE WHOLESALE RATE: \$3.20



www.cvcaudit.com

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 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.



www.cvcaudit.com

The current status of this report expires September 30, 2016.

If this report is presented after September 30, 2016 please call the toll-free number listed below.