

**Audit Period: January 1, 2020 – December 31, 2020**

**Chain Drug Review**

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**1. Audited Media Platforms**

Print Publication:	Average Net Circulation:	42,374 (Print Edition)
Digital Edition:	Average Monthly Subscribers:	14,080 (Digital Edition)
Website:	Average Website Unique Users:	29,949
E-Newsletters:	Average E-Newsletter Subscribers:	16,839
	Average Open Rate:	13.9%

**2. Publication Information**

Number of Editions:	One
Format / Average Page Count:	Tabloid / 88 Pages
Circulation Cycle:	Bi-Weekly (18 times per year)
Ownership:	Racher Press
Year Established:	1978
Publication Type:	Business Publication
	100% Controlled / <1% Paid / 0% Sponsor Paid
Content:	50% Advertising / 50% Editorial
Primary Delivery Methods:	100% Mail / <1% Controlled Bulk
Annual Mail Subscription Rate:	\$149.00
Cover Price:	Not Applicable
Insert Zoning Available:	No
CVC Member Number:	01-4064
DMA/MSA/CBSA:	New York, NY / New York--Northern New Jersey--Long Island, / New York-Northern New Jersey-Long Island, NY-NJ-PA
Audit Funded By:	Publisher



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**3. Rate Card and Mechanical Data**

Rate Card Effective Date:	January 1, 2021
Mechanical Data:	Five (5) columns X 13.75" column depth Full page: 10.75" wide X 13.75" depth.
Open Rate:	Local: \$11,766.00 Full Page - \$3,529.00 1/3 <sup>rd</sup> Page National: \$11,766.00 Full Page - \$3,529.00 1/3 <sup>rd</sup> Page
Insert Open Rate:	Contact Publisher
Classified Rate:	Contact Publisher
Deadline Day & Time:	Monthly by 5 PM
Website Rates:	\$1,800.00 Leaderboard - \$300.00 Footer Ads
E-Newsletter Rates:	\$1,100.00 per blast
Additional rates may be available from the publisher.	

**4. Contact Information**

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

CVC Account Number: 01-4064		Bi-Weekly (18 times per year)	Chain Drug Review New York, NY
<b>Audit Period Summary</b>			
<b>Average Net Circulation</b>	<b>(5-H)</b>		<b>42,374</b>
Average Gross Distribution	(5-F)		42,374
Average Net Press Run	(5-A)		42,413
<b>Audit Period Detail</b>			
A. Average Net Press Run			42,413
B. Office / File			39
C. Controlled Distribution			
1. Carrier Delivery			0
2. Bulk Delivery / Demand Distribution			0
3. Mail			41,826
4. Requestor Mail			0
5. Waiting Rooms			0
6. Hotels			0
7. Events, Fairs, Festivals and Trade Shows			43
8. Education			0
9. Restock & Office Service			0
10. Other: Complimentary Mail			440
Total Average Controlled Distribution			42,309
Controlled Returns			(0)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>			<b>42,309</b>
D. Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			65
4. Waiting Room			0
5. Hotels			0
6. Education			0
7. Restock & Office Service			0
Total Average Paid Distribution			65
Paid Returns			(0)
<b>TOTAL AVERAGE PAID CIRCULATION</b>			<b>65</b>
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)
<b>TOTAL AVERAGE SPONSORED CIRCULATION</b>			<b>0</b>
F. Average Gross Distribution			42,374
G. Total Unclaimed / Returns			(0)*
<b>H. Average Net Circulation</b>			<b>42,374</b>

## 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).

**Audit Period Edition Reporting**

WEEK	CIRCULATION	WEEK	CIRCULATION	WEEK	CIRCULATION	WEEK	CIRCULATION
01/06/20	44,128	04/13/20	43,079	07/27/20	41,944	10/05/20	41,956
01/20/20	42,576	04/27/20	42,447	08/10/20	42,030	10/19/20	41,955
02/16/20	42,645	05/18/20	42,986	09/07/20	41,966	11/09/20	41,953
03/16/20	42,778	06/01/20	42,489	09/21/20	41,968	11/23/20	41,956
-	-	06/29/20	41,914	-	-	12/07/20	41,955

**6. Average Print Circulation History**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/20-12/31/20	CVC	43,032	42,583	41,977	41,955
01/01/19-12/31/19	CVC	42,914	43,452	43,077	44,073
01/01/18-12/31/18	CVC	42,841	43,159	43,989	42,493

**7. Distribution by Zip Code (12/7/2020 Edition) Bi-Weekly (18 times per year)**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
AK	Assorted	Assorted	AK	0	0	49	0	49
AL	Assorted	Assorted	AL	0	0	620	0	620
AR	Assorted	Assorted	AR	0	0	818	0	818
AZ	Assorted	Assorted	AZ	0	0	535	0	535
CA	Assorted	Assorted	CA	0	0	2,708	0	2,708
CO	Assorted	Assorted	CO	0	0	457	0	457
CT	Assorted	Assorted	CT	0	0	450	0	450
DC	Assorted	Assorted	DC	0	0	123	0	123
DE	Assorted	Assorted	DE	0	0	195	0	195
FL	Assorted	Assorted	FL	0	0	2,276	0	2,276
GA	Assorted	Assorted	GA	0	0	1,008	0	1,008
HI	Assorted	Assorted	HI	0	0	87	0	87
IA	Assorted	Assorted	IA	0	0	573	0	573
ID	Assorted	Assorted	ID	0	0	248	0	248
IL	Assorted	Assorted	IL	0	0	1,631	0	1,631
IN	Assorted	Assorted	IN	0	0	827	0	827
KS	Assorted	Assorted	KS	0	0	420	0	420
KY	Assorted	Assorted	KY	0	0	652	0	652
LA	Assorted	Assorted	LA	0	0	495	0	495
MA	Assorted	Assorted	MA	0	0	1,097	0	1,097
MD	Assorted	Assorted	MD	0	0	611	0	611
ME	Assorted	Assorted	ME	0	0	362	0	362
MI	Assorted	Assorted	MI	0	0	1,340	0	1,340
MN	Assorted	Assorted	MN	0	0	1,025	0	1,025
MO	Assorted	Assorted	MO	0	0	836	0	836
MS	Assorted	Assorted	MS	0	0	373	0	373
MT	Assorted	Assorted	MT	0	0	135	0	135
NC	Assorted	Assorted	NC	0	0	1,346	0	1,346
ND	Assorted	Assorted	ND	0	0	86	0	86
NE	Assorted	Assorted	NE	0	0	296	0	296
NH	Assorted	Assorted	NH	0	0	274	0	274
NJ	Assorted	Assorted	NJ	0	0	1,158	0	1,158
NM	Assorted	Assorted	NM	0	0	150	0	150

**7. Distribution by Zip Code (12/7/2020 Edition) Bi-Weekly (18 times per year) (continued)**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
NV	Assorted	Assorted	NV	0	0	156	0	156
NY	Assorted	Assorted	NY	0	0	2,349	0	2,349
OH	Assorted	Assorted	OH	0	0	1,864	0	1,864
OK	Assorted	Assorted	OK	0	0	439	0	439
OR	Assorted	Assorted	OR	0	0	374	0	374
PA	Assorted	Assorted	PA	0	0	2,208	0	2,208
RI	Assorted	Assorted	RI	0	0	526	0	526
SC	Assorted	Assorted	SC	0	0	560	0	560
SD	Assorted	Assorted	SD	0	0	149	0	149
TN	Assorted	Assorted	TN	0	0	891	0	891
TX	Assorted	Assorted	TX	0	0	2,276	0	2,276
UT	Assorted	Assorted	UT	0	0	304	0	304
VA	Assorted	Assorted	VA	0	0	981	0	981
VT	Assorted	Assorted	VT	0	0	167	0	167
WA	Assorted	Assorted	WA	0	0	1,145	0	1,145
WI	Assorted	Assorted	WI	0	0	780	0	780
WV	Assorted	Assorted	WV	0	0	365	0	365
WY	Assorted	Assorted	WY	0	0	59	0	59
Misc.	Assorted	Assorted	-	0	0	1,346	0	1,346
<b>TOTAL</b>				<b>0</b>	<b>0</b>	<b>40,200</b>	<b>0</b>	<b>40,200</b>

**8. Distribution by County (12/7/2020 Edition) Bi-Weekly (18 times per year)**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Chain Drug Review provided distribution by state reporting. County reporting is not required.							

**9. Verification of Distribution – Mail and Carrier Delivery Distribution**

Chain Drug Review reported an average mail distribution of 42,331 during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. Chain Drug Review did not report carrier delivery distribution during the audit period. Carrier delivery is verified through the review of carrier statements and/or additional publisher support documents.

**10. Verification of Distribution**

**Controlled Bulk / Demand Distribution / Single Copy**

Chain Drug Review did not report significant controlled bulk / demand distribution, or single copy distribution during the audit cycle. Distribution locations received an average 43 copies per edition during the audit cycle.

### 11. Paid Reporting Analysis

<b>CARRIER DELIVERY</b>	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
<b>MAIL</b>	Basic Rates: \$149.00 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	65
Over 75% of basic rate	0
Over 50% of basic rate	0
Over 25% of basic rate	0
1%-24% of basic rate	0
<b>SPONSORED</b>	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
<b>SINGLE COPY</b>	COVER PRICE: N/A
	AVERAGE WHOLESALE RATE: N/A

### 12A. Audited Average Website Reporting - www.chaindrugreview.com

	Monthly Audit Period Average
Website Unique Users	29,949
Website Sessions	40,664
Percent of New Users	90.8%
Website Page Views	110,874
Pages Per Visit	2.73
Average Time Spent on Website	00:00:58
Bounce Rate	5.7%

#### Explanatory – Website

**PARAGRAPH TWELVE (A)**

**UNIQUE USERS:** A unique user 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 users. Please see CVC Rules & Regulations for further information.

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

**PERCENT NEW USERS:** The percentage of users that have visited the publication’s website for the first time through the course of the month and are considered unique and are differentiated from multiple returning users.

**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 hours, minutes and seconds.

**BOUNCE RATE:** Bounce rate reports the percentage of visits that view only one page before exiting a site. This number is presented as a monthly average.

### 12B. Audited Online/Digital Edition Reporting

	Monthly Audit Period Average
Digital Edition Subscribers	14,080
Unique Digital Edition Users	Not Reported

#### Explanatory – Digital Edition

**PARAGRAPH TWELVE (B)**

**DIGITAL EDITION:** Subscribers to a digital edition version of the publication. Subscriptions, unless expressed 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 USERS:** Unique users 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 user counts once within the timescale. A user can make multiple visits. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.





**12C. Text Media - Not Reported**

**12D. Social Media - Not Reported**

**12E. Email Media**

Media Type	Database Recipients
Non-Subscriber Email Opt-In Database	16,839
Average Open Rate	13.9%
Average Click Rate	3.6%

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

**PARAGRAPH TWELVE (E)**

**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.

**12F. Video & Podcast Media - Not Reported**

**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 March 31, 2022.**  
If this report is presented after March 31, 2022 please call the toll-free number listed below.