

## Monthly Circulation Report for Non-Daily Newspapers

An Excel spreadsheet has been provided for you to compute your monthly circulation numbers. (If you need an updated spreadsheet, please call Deannie Baxter at Ext. 155). Updating the report during the month after you close each issue works best. The report must be submitted to Deannie Baxter at Central Office as soon as you have returns posted from the last issue in the previous month. Email to [dbaxter@lcnj.com](mailto:dbaxter@lcnj.com).

After all reports arrive at Central Office, they are consolidated and presented to the Corporate Leadership Team Meeting at Central Office every month. A copy is mailed to each circulation manager at each location. This information should be shared with your General Manager/Publisher.

If you have an issue that is unusually high or low in any category, please make notes at the bottom of the report listing the reasons for the fluctuations. Enter the average numbers for last month and the same month one year ago in the columns provided (variance will automatically calculate). Make notes about large variances between any of these numbers. Include information on current promotions and results at the bottom of your report. Write the total of Starts/Stops, PAID Webstarts, # of stop saver calls made and the number of subscribers that were retained from these calls at the top of the report.

The information for the monthly circulation report is obtained from 3541 postal reports, single copy reports, and pressrun reports.

1. Shopper Circulation (if applicable) -- enter distribution figure for last issue of month.
2. Permanent stops and starts for the month -- taken from the Interlink Start & Stop report. The figure includes subscribers who expired during the month and did not renew. This figure should also include any subscriber who was pulled from the mailing list during the month and was added back when renewed. Do not include vacation stops.
3. # of Issues -- publication dates for the month.
4. Enter the date of each issue.
5. In-County Mail -- figure is taken from the 3541 postal report, Part A - Lines A1 and A2, subscriber copies. Figures should be totaled if there is more than one list section. *Be sure to deduct non-paid copies or single copies that are mailed.*
6. Employee Copies -- total number of employees that receive a newspaper. Employee and correspondents copies can be counted as paid circulation since are part of compensation. This figure should be updated as needed.
7. Newspaper in Education -- figure can be obtained from your single copy report. If the papers are mailed in a firm package through the post office to schools out in the county, be sure to deduct the amount from the in-county mail figure on the 3541.
8. Bulk Sales -- figure can be obtained from the single copy reports. If the papers are mailed in a firm package through the post office, be sure to deduct all but one in each package from the in-county mail figure on the 3541. (For pricing bulk papers, take the annual subscription cost divided by the # of issues then divide this figure by 2 – round up).
9. *Net* Single Sales -- also pick up this figure from single copy reports-only show Sold copies.
10. Total In-County Paid -- FORMULA--do not key over, will total items 5 through 9.
11. Out-of-County Mail -- figure is taken from the 3541 postal report, Part B - Line B11, Subtotal row of Total Copies column. Figures should be totaled if there is more than one postal list. Be sure to deduct non-paid copies that are mailed.
12. Total Paid Circulation -- FORMULA--do not key over, will total items 10 and 11.
13. Sample Copies -- number of free copies that are being sampled for any length of time.

14. Other Unpaid Copies -- should include any newspaper that is not paid for. Examples: advertising copies delivered to clients by advertising sales reps, newspaper exchanges (other than LCNI newspapers which are counted as paid), copies to press associations and certain news sources or public agencies that can't afford them. Most can however, so don't assume a school or library can't pay without asking first. Limit as much as possible.

15. Total Unpaid Circulation -- FORMULA--do not key over, will total items 13 and 14.

16. Returns -- figure is obtained from the single copy report on the line that says Returns.

17. Office Use, Files -- figure should include all newspapers that are kept in files for future sale, tearsheets, etc.

18. Total Uncirculated Copies -- FORMULA--do not key over, will total items 16 and 17.

19. Total Press Run Ordered -- figure is taken from the pressrun estimate.

20. Unaccounted for -- FORMULA--do not key over, will compute difference of pressrun ordered and total number of copies circulated.

21. Press Run Variance -- FORMULA--do not key over, will compute the variance of, or difference between, press run minus samples and total paid circulation.

Month Average column is based on average of number of issues entered.

To check for accuracy in reporting numbers from the 3541, add up the totals for In-County, Out-of-County and Sample Copies. This figure should match the grand total figure on the last page of the 2<sup>nd</sup> Class Stats Report.

All papers ordered should be accounted for as closely as possible. Keep newspapers in an area where individuals can't walk off with them. When there is a postal audit, this information must be as accurate as possible.

#### **Unpaid Circulation:**

- 4 Weeks Free Offer - List the copies mailed under "Sample Copies".
- Copies Distributed to Advertisers - Make sure there are not too many copies being distributed to advertising customers. Sometime advertisers only require a tearsheet. If an advertiser advertises at least 75% of the time, the subscription can be counted as paid. If a newspaper is given to an advertiser that does not advertise on a regular basis, count this as a sample.
- Unpaid Copies - By printing a copy of your Comp List via Interlink, you can see who the customers are and possible reduce the number of copies needed. **Area to save cost!**

#### **Uncirculated Copies:**

- Returns - Keep a close count on the number of returns. Adjust the draw at locations that have heavy returns and cut back on your pressrun. Monitor your outlets and move copies from one location to another if sold out. You could potentially open a new outlet with the saved papers.
- Office Use & Files- Are the numbers reported "actual copies", or is this figure plugged to balance the report? We need an ACTUAL copy count.

#### **Total Pressrun Ordered:**

- Unaccounted For- Are you reporting the actual pressrun figure ordered or are you plugging to get the report to balance? A "0" unaccounted for balance every issue is almost impossible. Make sure you don't have a negative unaccounted for number. This IS impossible.