



CIRCULATION
VERIFICATION
COUNCIL

Circulation Verification Council

Buyer Intention Survey

of readers of

Oshkosh Herald

BUYERS SURVEYED

- Antique & Auction Buyers
- Arts & Crafts Supplies Buyers
- Athletic & Sports Equipment Buyers
- Attorney Clients
- Auto Accessory Buyers
- Boats / Personal Water Craft Buyers
- Carpet / Flooring Buyers
- Cellular Phone Buyers
- Childcare Service Users
- Children's Apparel Buyers
- Chiropractic Patients
- Cleaning Service Buyers
- Dining & Entertainment Buyers
- Education / Classes Buyers
- Financial Planner Clients
- Flower & Gift Buyers
- Furniture / Home Furnishing Buyers
- Health Club Members
- Home Computer Buyers
- Home Heating / Air Conditioning Buyers
- Home Improvement Supplies Buyers
- Jewelry Buyers
- Lawn & Garden Buyers
- Lawn Care Service Buyers
- Legal Gambling
- Major Home Appliance Buyers
- Medical Services
- Men's Apparel Buyers
- Motorcycle & ATV Buyers
- New Car Buyers
- Pet Supplies / Services Buyers
- Pharmaceutical Buyers
- Real Estate Buyers
- Tax Advisor Clients
- Television / Electronics Buyers
- Used Car Buyers
- Vacation Takers
- Veterinary Service Buyers
- Wedding Supply Buyers
- Weight Loss Service / Supply Buyers
- Women's Apparel Buyers

Circulation Verification Council (CVC) audits over 3,500 publications across North America to measure receivership and readership.

A CVC audit is a benchmark of performance and service that guarantees the most accurate, dependable results for circulation verification.

CVC gives advertisers a complete and dependable report on the circulation and readership of every publication it audits.

Oshkosh Herald is audited by CVC.





2,470

Customers for
Antiques & Auctions

\$3,369,550

In Potential Sales

The most recent readership survey study from Circulation Verification Council has shown that our readers plan to purchase Antiques and/or attend an Auction in the next 12 months. That equals a huge amount in potential sales for our advertisers.

**That's real buyers.
Buyers you can
reach.**



4,941

Customers for Arts & Crafts Supplies

\$1,047,426

In Potential Sales

The most recent readership survey study from Circulation Verification Council has shown that our readers plan to purchase Arts and Crafts supplies in the next 12 months. That equals a huge amount in potential sales for our advertisers.

**That's real buyers.
Buyers you can reach.**



7,349

Customers for Athletic
and Sports Equipment

\$4,806,426

In Potential Sales

The most recent readership survey study from Circulation Verification Council has shown that our readers plan to purchase Athletic and Sports Equipment in the next 12 months. That equals a huge amount in potential sales for our advertisers.

**That's real buyers.
Buyers you can
reach.**



2,450

Customers for
Attorneys

\$2,484,055

In Potential Sales

The most recent readership survey study from Circulation Verification Council has shown that our readers plan to use the Services of an Attorney in the next 12 months. That equals a huge amount in potential sales for our advertisers.

**That's real buyers.
Buyers you can
reach.**



7,205

Customers for Auto Services

\$12,133,509

In Potential Sales

The most recent readership survey study from Circulation Verification Council has shown that our readers plan to purchase Auto Accessories and/or Services in the next 12 months. That equals a huge amount in potential sales for our advertisers.

**That's real buyers.
Buyers you can
reach.**



206

Customers for Boats & Water Craft

\$3,892,440

In Potential Sales

The most recent readership survey study from Circulation Verification Council has shown that our readers plan to purchase Boats and Water Craft in the next 12 months. That equals a huge amount in potential sales for our advertisers.

**That's real buyers.
Buyers you can reach.**



2,882

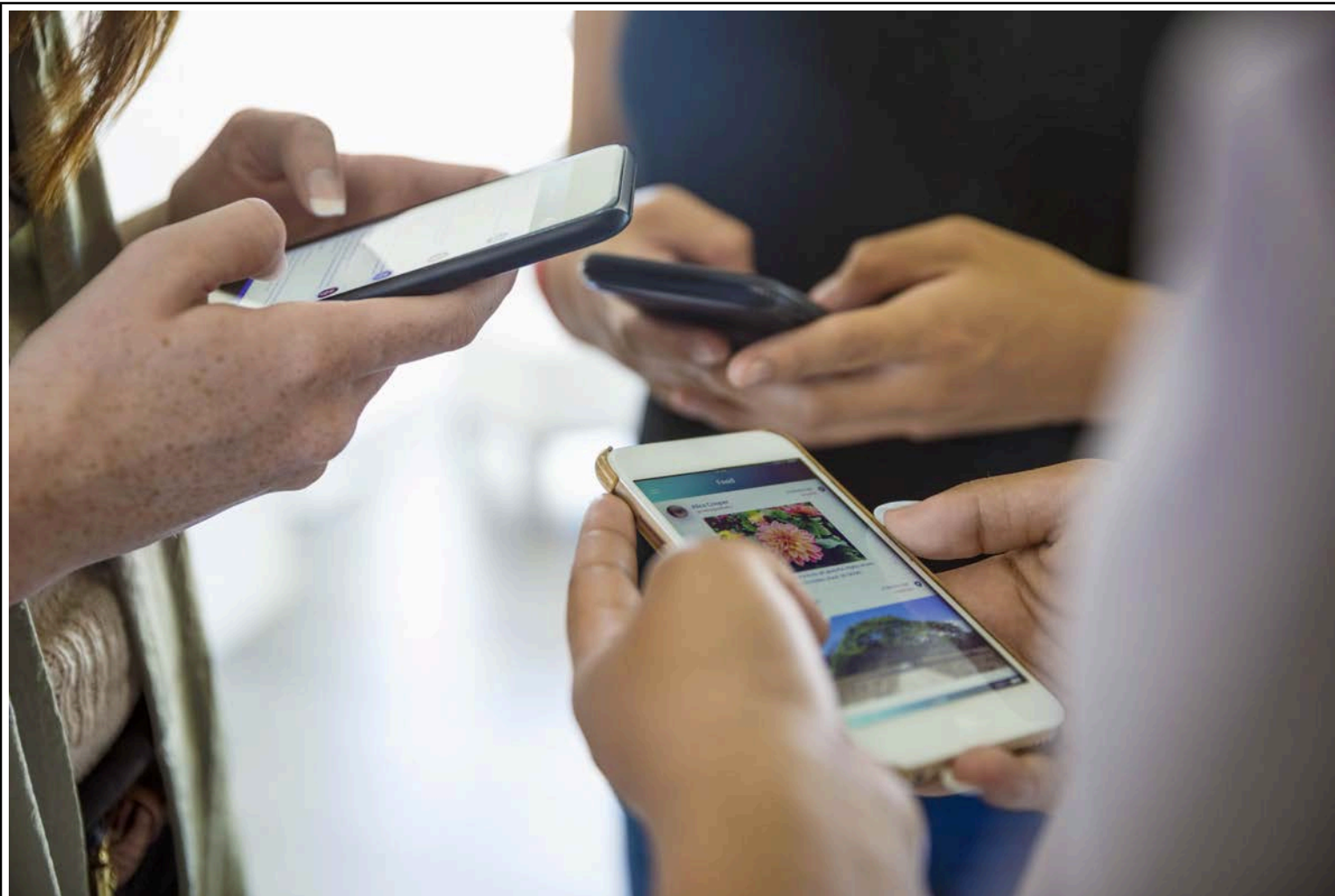
Customers for Carpet & Flooring

\$5,473,048

In Potential Sales

The most recent readership survey study from Circulation Verification Council has shown that our readers plan to purchase Carpet and/or Flooring in the next 12 months. That equals a huge amount in potential sales for our advertisers.

**That's real buyers.
Buyers you can
reach.**



8,399

Customers for Cell Phones or Services

\$3,737,631

In Potential Sales

The most recent readership survey study from Circulation Verification Council has shown that our readers plan to purchase Cell Phones or Services in the next 12 months. That equals a huge amount in potential sales for our advertisers.

**That's real buyers.
Buyers you can
reach.**



2,059

Customers for Childcare

\$11,322,413

In Potential Sales

The most recent readership survey study from Circulation Verification Council has shown that our readers plan to purchase Childcare Services in the next 12 months. That equals a huge amount in potential sales for our advertisers.

**That's real buyers.
Buyers you can
reach.**



4,735

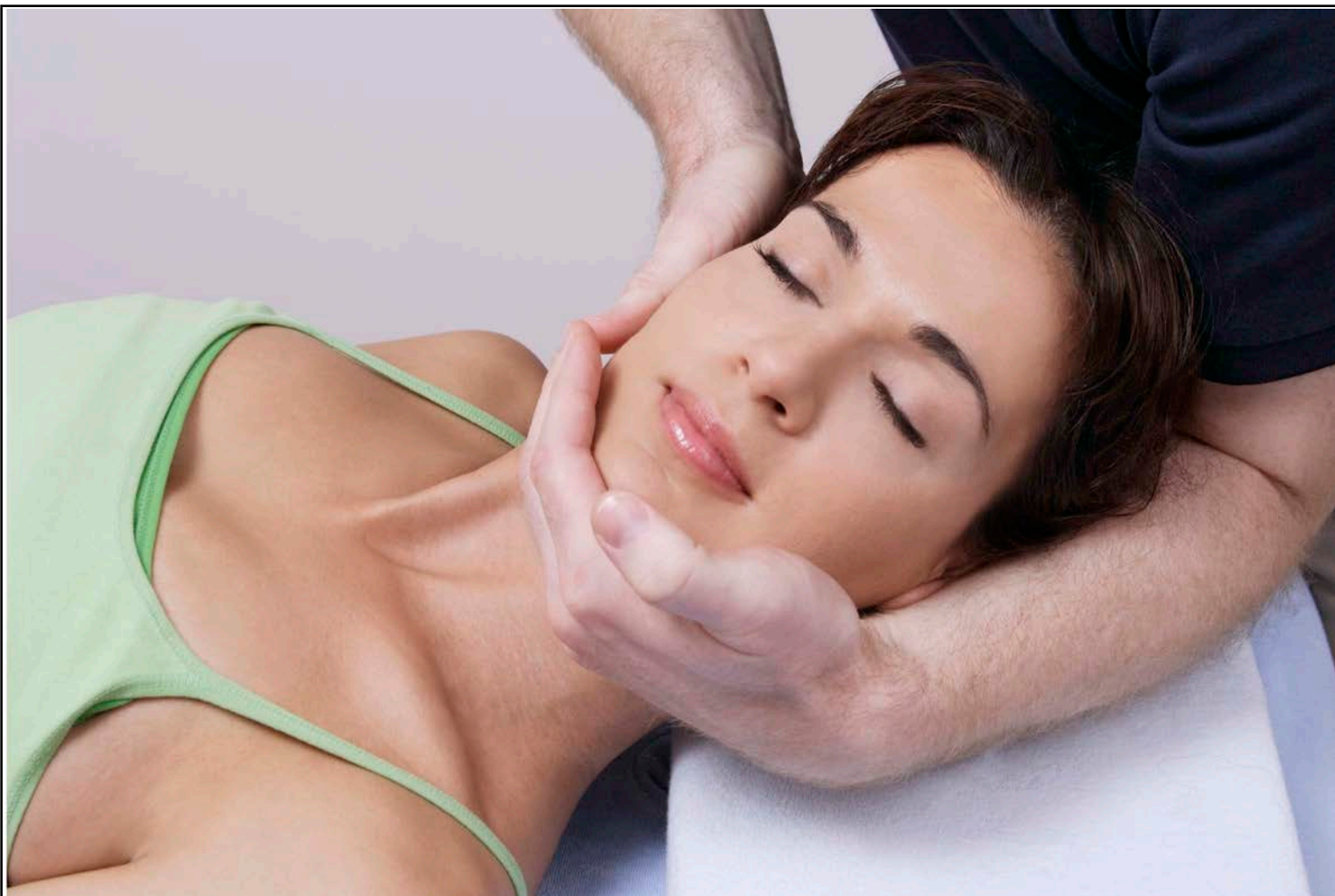
Customers for Children's Apparel

\$6,259,441

In Potential Sales

The most recent readership survey study from Circulation Verification Council has shown that our readers plan to purchase Children's Apparel in the next 12 months. That equals a huge amount in potential sales for our advertisers.

**That's real buyers.
Buyers you can
reach.**



4,550

Customers for
Chiropractors

\$3,025,452

In Potential Sales

The most recent readership survey study from Circulation Verification Council has shown that our readers plan to purchase Chiropractic Services in the next 12 months. That equals a huge amount in potential sales for our advertisers.

**That's real buyers.
Buyers you can
reach.**



7,205

Customers for Cleaning Services

\$13,099,002

In Potential Sales

The most recent readership survey study from Circulation Verification Council has shown that our readers plan to purchase Cleaning Services in the next 12 months. That equals a huge amount in potential sales for our advertisers.

**That's real buyers.
Buyers you can
reach.**



25,897

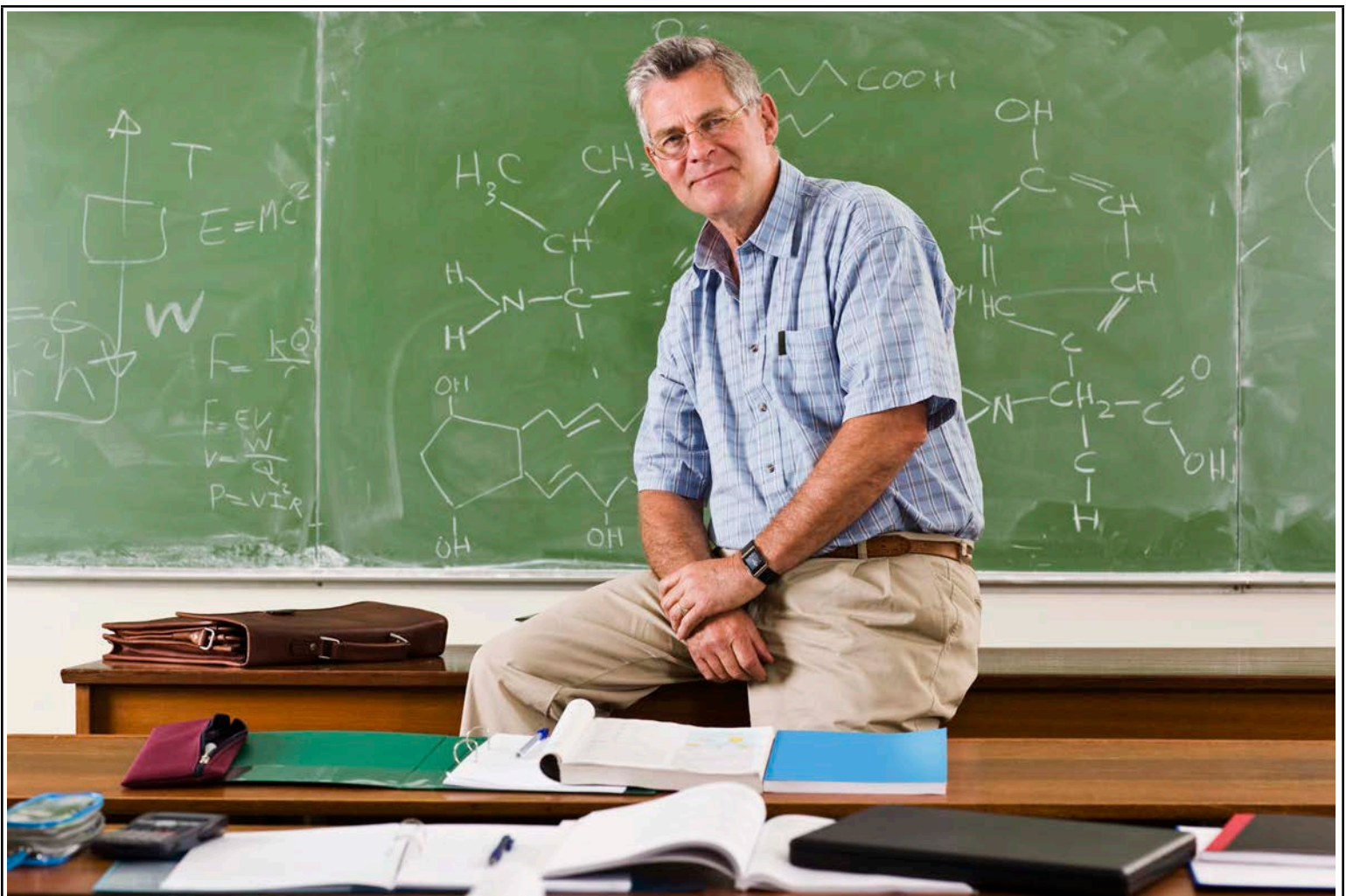
Customers for
Dining / Entertainment

\$102,294,911

In Potential Sales

The most recent readership survey study from Circulation Verification Council has shown that our readers plan to purchase Dining and/or Entertainment in the next 12 months. That equals a huge amount in potential sales for our advertisers.

**That's real buyers.
Buyers you can
reach.**



4,200

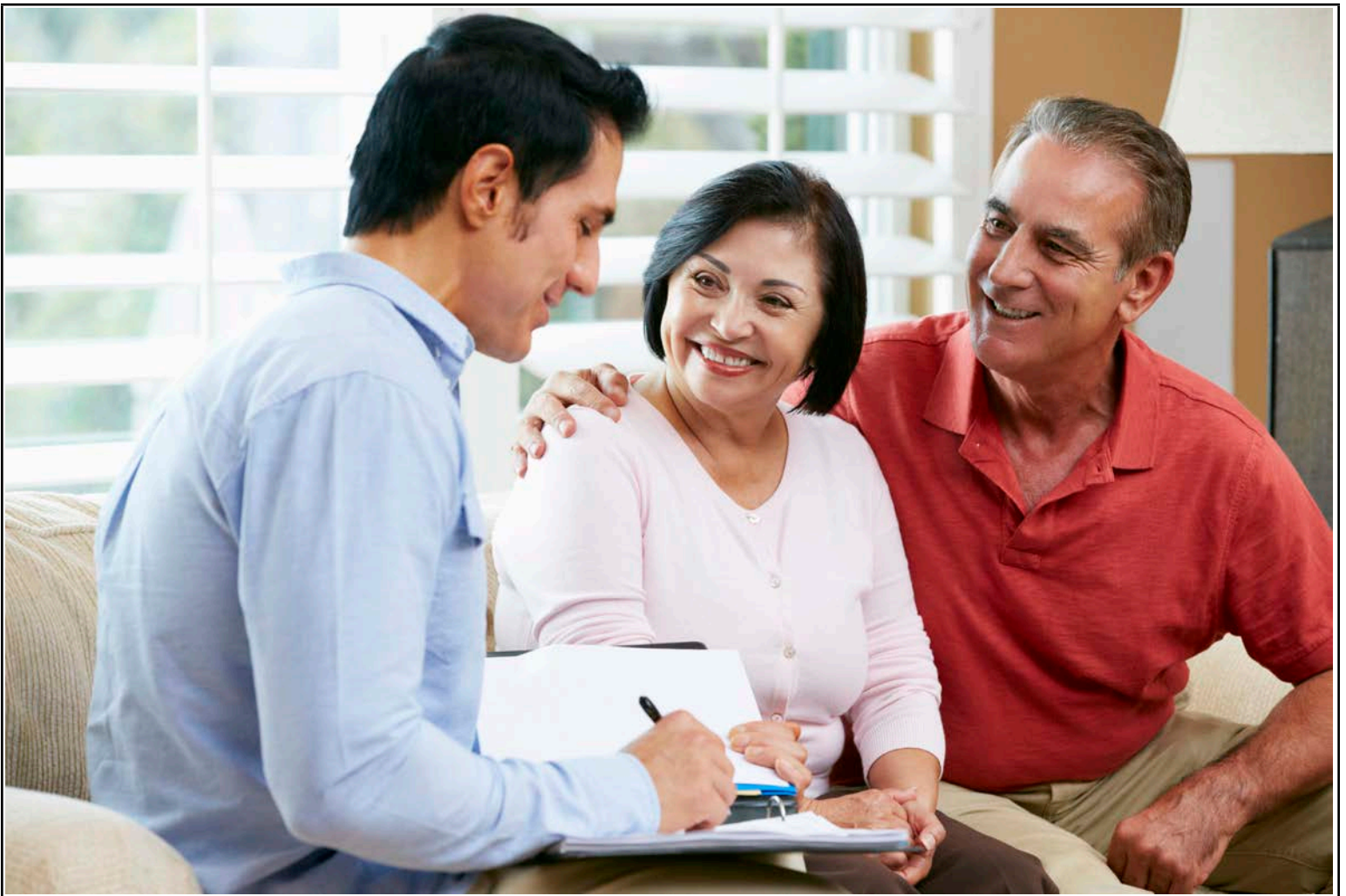
Customers for Education/Classes

\$9,650,648

In Potential Sales

The most recent readership survey study from Circulation Verification Council has shown that our readers plan to purchase Education and/or Classes in the next 12 months. That equals a huge amount in potential sales for our advertisers.

**That's real buyers.
Buyers you can
reach.**



4,323

Customers for
Financial Planners

\$2,403,645

In Potential Sales

The most recent readership survey study from Circulation Verification Council has shown that our readers plan to purchase Financial Planning Services in the next 12 months. That equals a huge amount in potential sales for our advertisers.

**That's real buyers.
Buyers you can
reach.**



7,349

Customers for Florists & Gift Shops

\$2,248,878

In Potential Sales

The most recent readership survey study from Circulation Verification Council has shown that our readers plan to purchase from Florists and/or Gift Shops in the next 12 months. That equals a huge amount in potential sales for our advertisers.

**That's real buyers.
Buyers you can
reach.**



9,470

Customers for Furniture

\$24,801,025

In Potential Sales

The most recent readership survey study from Circulation Verification Council has shown that our readers plan to purchase Furniture and/or Home Furnishings in the next 12 months. That equals a huge amount in potential sales for our advertisers.

**That's real buyers.
Buyers you can
reach.**



8,399

Customers for
Health Clubs

\$5,619,046

In Potential Sales

The most recent readership survey study from Circulation Verification Council has shown that our readers plan to purchase Health Club Memberships and/or Classes in the next 12 months. That equals a huge amount in potential sales for our advertisers.

**That's real buyers.
Buyers you can
reach.**



4,735

Customers for Computers & Tablets

\$3,139,190

In Potential Sales

The most recent readership survey study from Circulation Verification Council has shown that our readers plan to purchase Computers, Laptops, or Tablets in the next 12 months. That equals a huge amount in potential sales for our advertisers.

**That's real buyers.
Buyers you can
reach.**



3,088

Customers for
Home HVAC

\$1,797,176

In Potential Sales

The most recent readership survey study from Circulation Verification Council has shown that our readers plan to purchase Home Heating and A/C Products and/or Services in the next 12 months. That equals a huge amount in potential sales for our advertisers.

**That's real buyers.
Buyers you can
reach.**



7,205

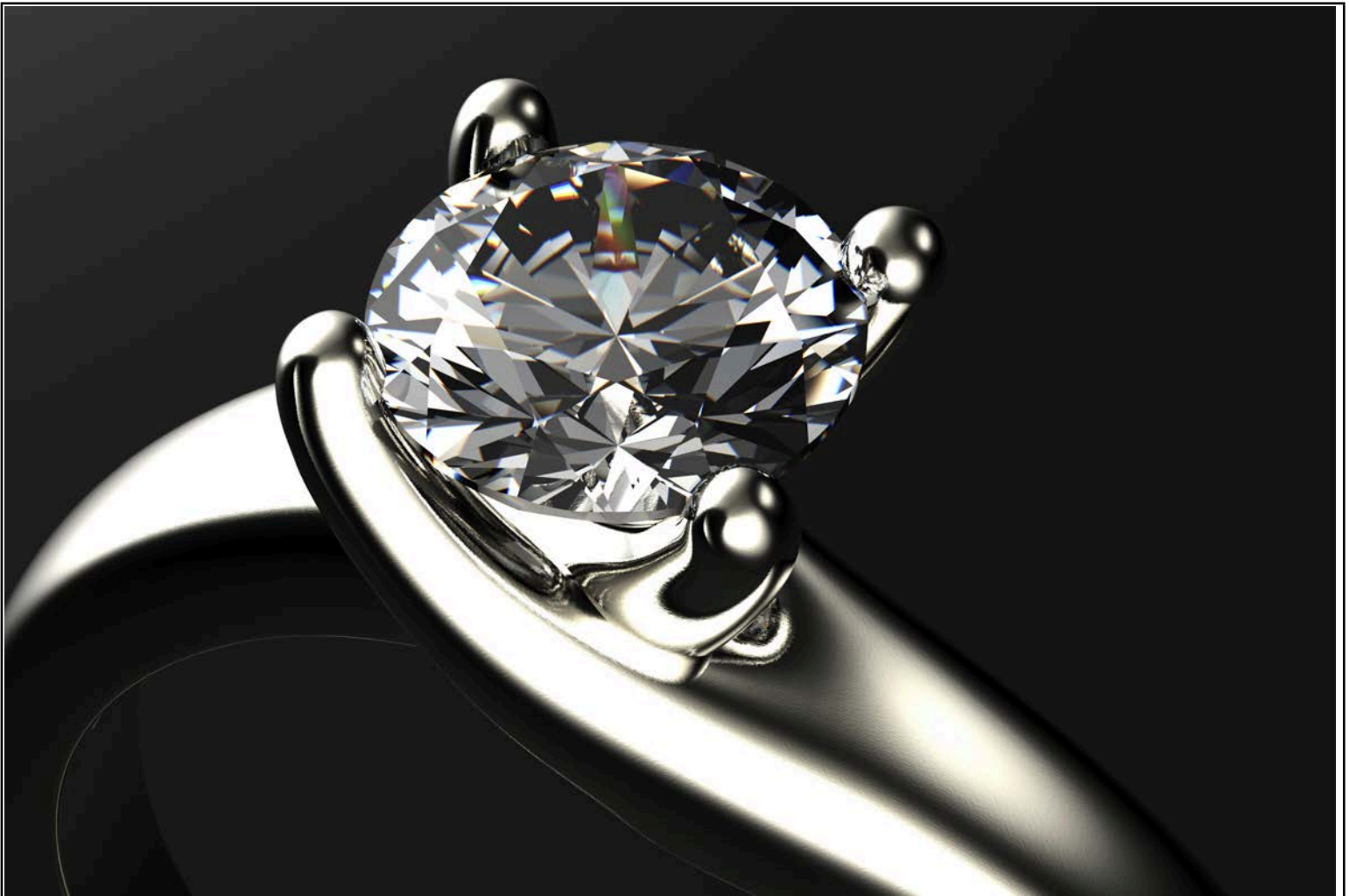
Customers for Home Improvement

\$19,374,707

In Potential Sales

The most recent readership survey study from Circulation Verification Council has shown that our readers plan to purchase Home Improvement and/or Services in the next 12 months. That equals a huge amount in potential sales for our advertisers.

**That's real buyers.
Buyers you can
reach.**



6,649

Customers for
Jewelry

\$7,979,213

In Potential Sales

The most recent readership survey study from Circulation Verification Council has shown that our readers plan to purchase Jewelry in the next 12 months. That equals a huge amount in potential sales for our advertisers.

**That's real buyers.
Buyers you can
reach.**



9,264

Customers for
Lawn & Garden Stores

\$17,684,579

In Potential Sales

The most recent readership survey study from Circulation Verification Council has shown that our readers plan to purchase Lawn & Garden Products in the next 12 months. That equals a huge amount in potential sales for our advertisers.

**That's real buyers.
Buyers you can
reach.**



5,352

Customers for
Lawn Care Services

\$9,232,913

In Potential Sales

The most recent readership survey study from Circulation Verification Council has shown that our readers plan to purchase Lawn Care Services in the next 12 months. That equals a huge amount in potential sales for our advertisers.

**That's real buyers.
Buyers you can
reach.**



9,099

Customers for
Legal Gambling

\$8,043,607

In Potential Sales

The most recent readership survey study from Circulation Verification Council has shown that our readers plan to Legally Gamble in the next 12 months. That equals a huge amount in potential sales for our advertisers.

**That's real buyers.
Buyers you can
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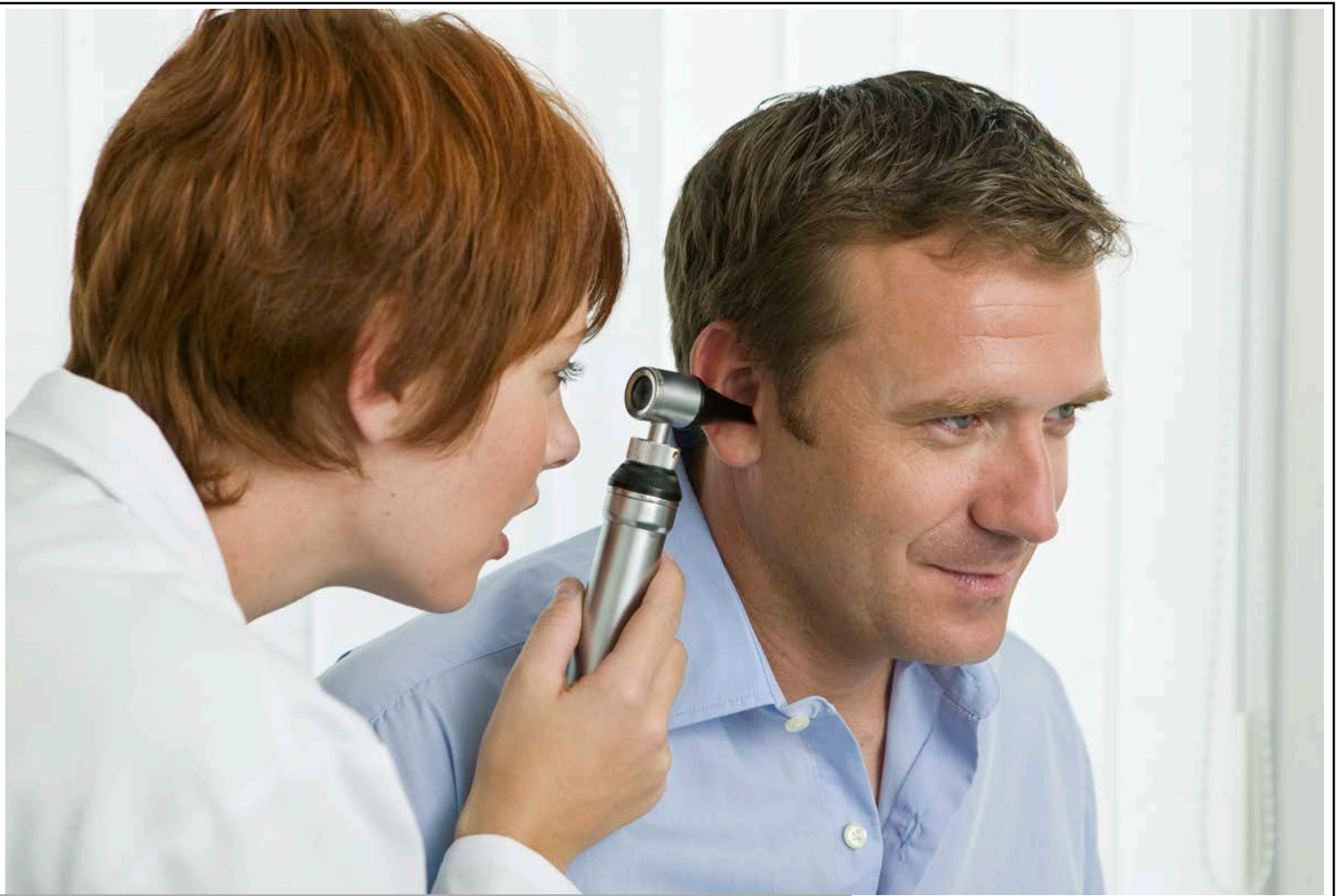
5,147

Customers for
Major Appliances

\$5,373,000
In Potential Sales

The most recent readership survey study from Circulation Verification Council has shown that our readers plan to purchase Major Home Appliances in the next 12 months. That equals a huge amount in potential sales for our advertisers.

**That's real buyers.
Buyers you can
reach.**



19,248

Customers for
Medical Services

\$9,624,051

In Potential Sales

The most recent readership survey study from Circulation Verification Council has shown that our readers plan to purchase Medical Services and/or see a Physician in the next 12 months. That equals a huge amount in potential sales for our advertisers.

**That's real buyers.
Buyers you can
reach.**



11,940

Customers for
Men's Apparel

\$26,542,618

In Potential Sales

The most recent readership survey study from Circulation Verification Council has shown that our readers plan to purchase Men's Apparel in the next 12 months. That equals a huge amount in potential sales for our advertisers.

**That's real buyers.
Buyers you can
reach.**



618

Customers for
Motorcycles & ATVs

\$8,337,413
In Potential Sales

The most recent readership survey study from Circulation Verification Council has shown that our readers plan to purchase a Motorcycle and/or ATV in the next 12 months. That equals a huge amount in potential sales for our advertisers.

**That's real buyers.
Buyers you can
reach.**



2,882

Customers for
New Automobiles

\$81,914,157

In Potential Sales

The most recent readership survey study from Circulation Verification Council has shown that our readers plan to purchase a New Vehicle in the next 12 months. That equals a huge amount in potential sales for our advertisers.

**That's real buyers.
Buyers you can
reach.**



6,999

Customers for
Pet Supplies/Services

\$3,044,700

In Potential Sales

The most recent readership survey study from Circulation Verification Council has shown that our readers plan to purchase Pet Supplies and/or Services in the next 12 months. That equals a huge amount in potential sales for our advertisers.

**That's real buyers.
Buyers you can
reach.**



17,848

Customers for
Pharmacies

\$15,742,147

In Potential Sales

The most recent readership survey study from Circulation Verification Council has shown that our readers plan to purchase Pharmacy and/or Prescription Services in the next 12 months. That equals a huge amount in potential sales for our advertisers.

**That's real buyers.
Buyers you can
reach.**



2,264

Customers for
Real Estate

\$14,945,585

In Potential Commissions

The most recent readership survey study from Circulation Verification Council has shown that our readers plan to purchase Real Estate in the next 12 months. That equals a huge amount in potential sales for our advertisers.

**That's real buyers.
Buyers you can
reach.**



6,176

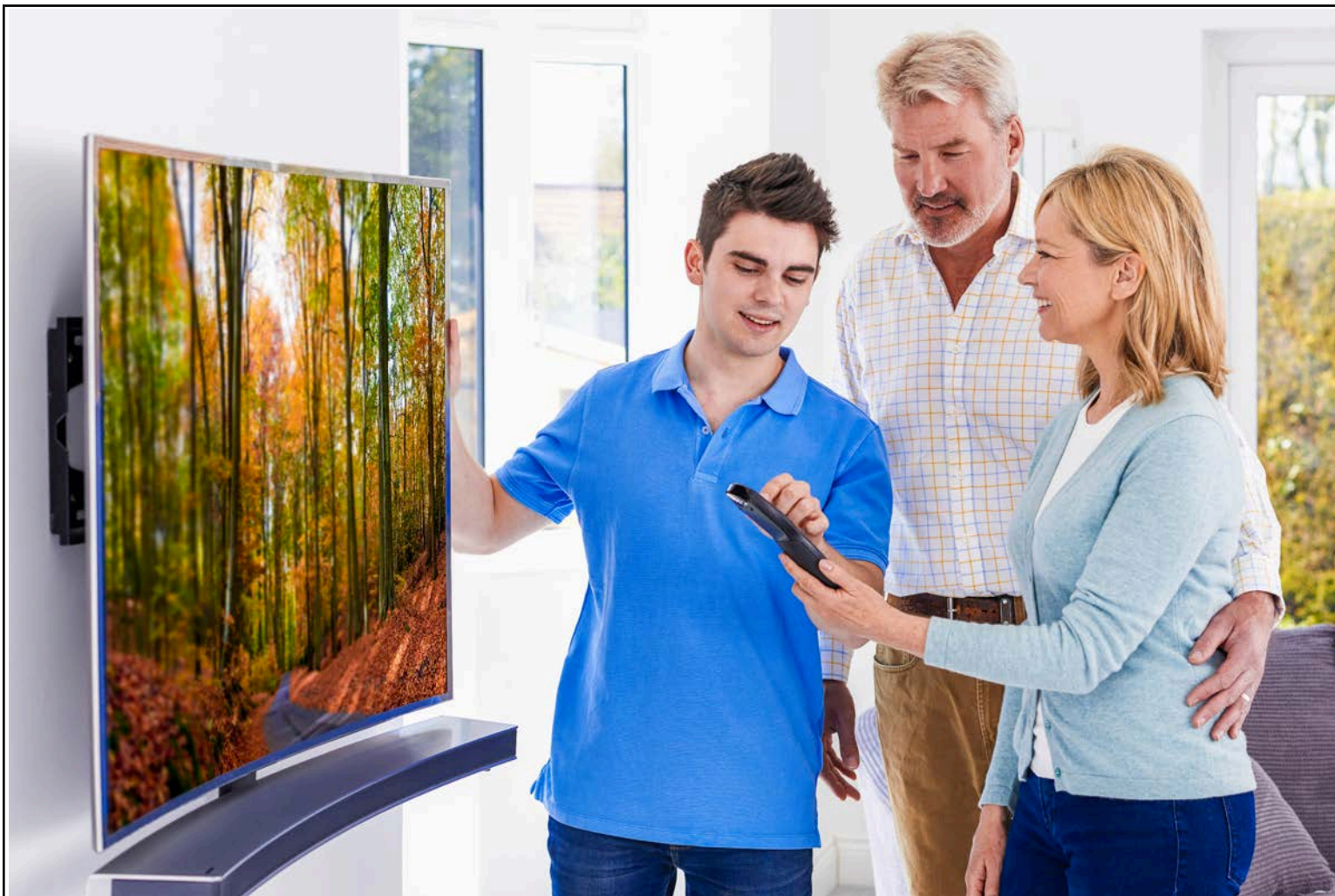
Customers for Tax Advisors & Services

\$1,290,755

In Potential Sales

The most recent readership survey study from Circulation Verification Council has shown that our readers plan to use the services of a Tax Advisor in the next 12 months. That equals a huge amount in potential sales for our advertisers.

**That's real buyers.
Buyers you can
reach.**



4,735

Customers for
TVs & Electronics

\$8,413,788

In Potential Sales

The most recent readership survey study from Circulation Verification Council has shown that our readers plan to purchase Televisions and/or Electronics in the next 12 months. That equals a huge amount in potential sales for our advertisers.

**That's real buyers.
Buyers you can
reach.**



3,088

Customers for
Used Automobiles

\$42,977,820

In Potential Sales

The most recent readership survey study from Circulation Verification Council has shown that our readers plan to purchase a Used Automobile in the next 12 months. That equals a huge amount in potential sales for our advertisers.

**That's real buyers.
Buyers you can
reach.**



11,117

Customers for
Vacations & Travel

\$26,679,722

In Potential Sales

The most recent readership survey study from Circulation Verification Council has shown that our readers plan to take Vacations and/or Travel in the next 12 months. That equals a huge amount in potential sales for our advertisers.

**That's real buyers.
Buyers you can
reach.**



7,205

Customers for Veterinarians

\$4,200,615

In Potential Sales

The most recent readership survey study from Circulation Verification Council has shown that our readers plan to use the services of a Veterinarian in the next 12 months. That equals a huge amount in potential sales for our advertisers.

**That's real buyers.
Buyers you can reach.**



1,029

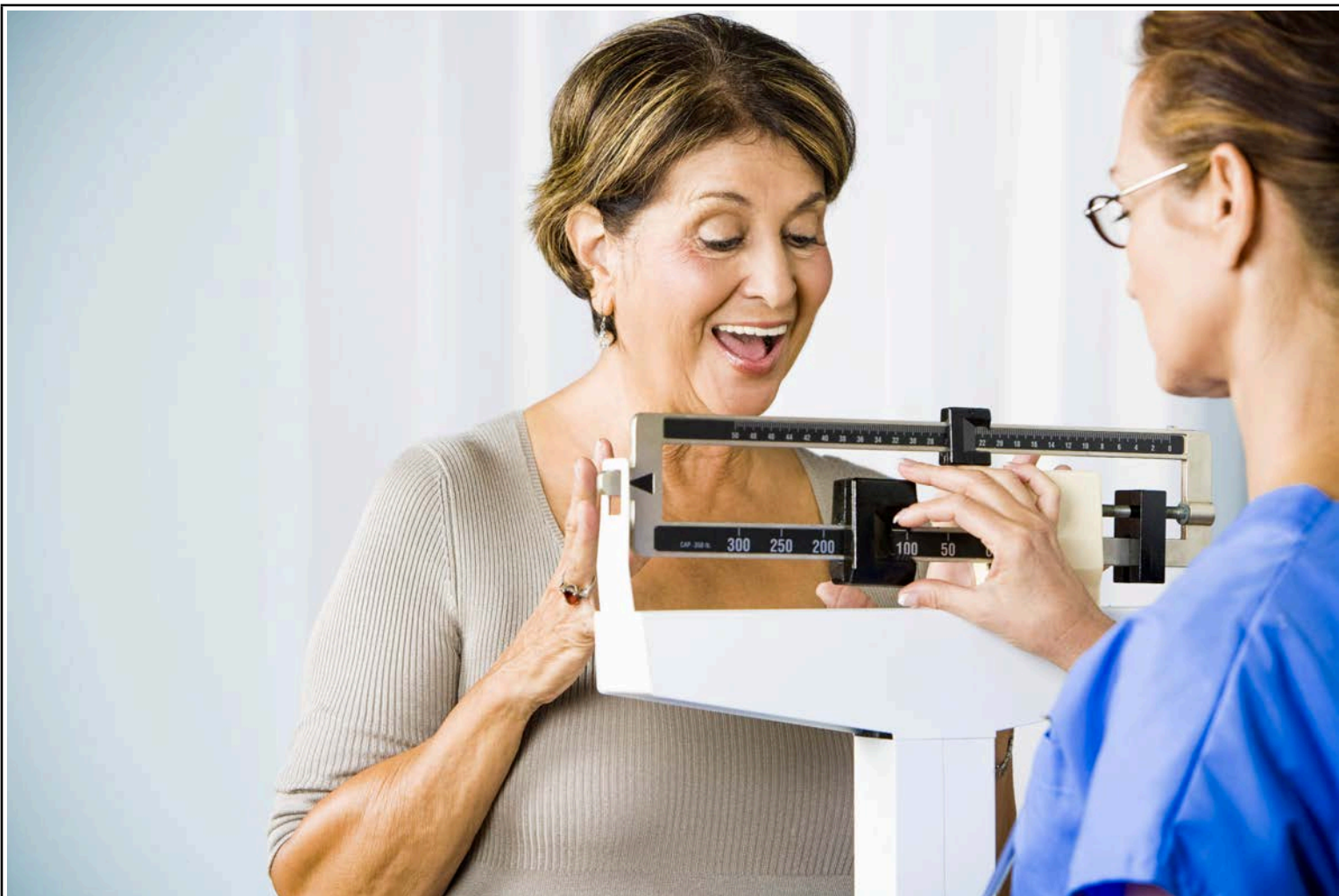
Customers for Wedding Supplies

\$15,439,654

In Potential Sales

The most recent readership survey study from Circulation Verification Council has shown that our readers plan to purchase Wedding Supplies in the next 12 months. That equals a huge amount in potential sales for our advertisers.

**That's real buyers.
Buyers you can
reach.**



3,850

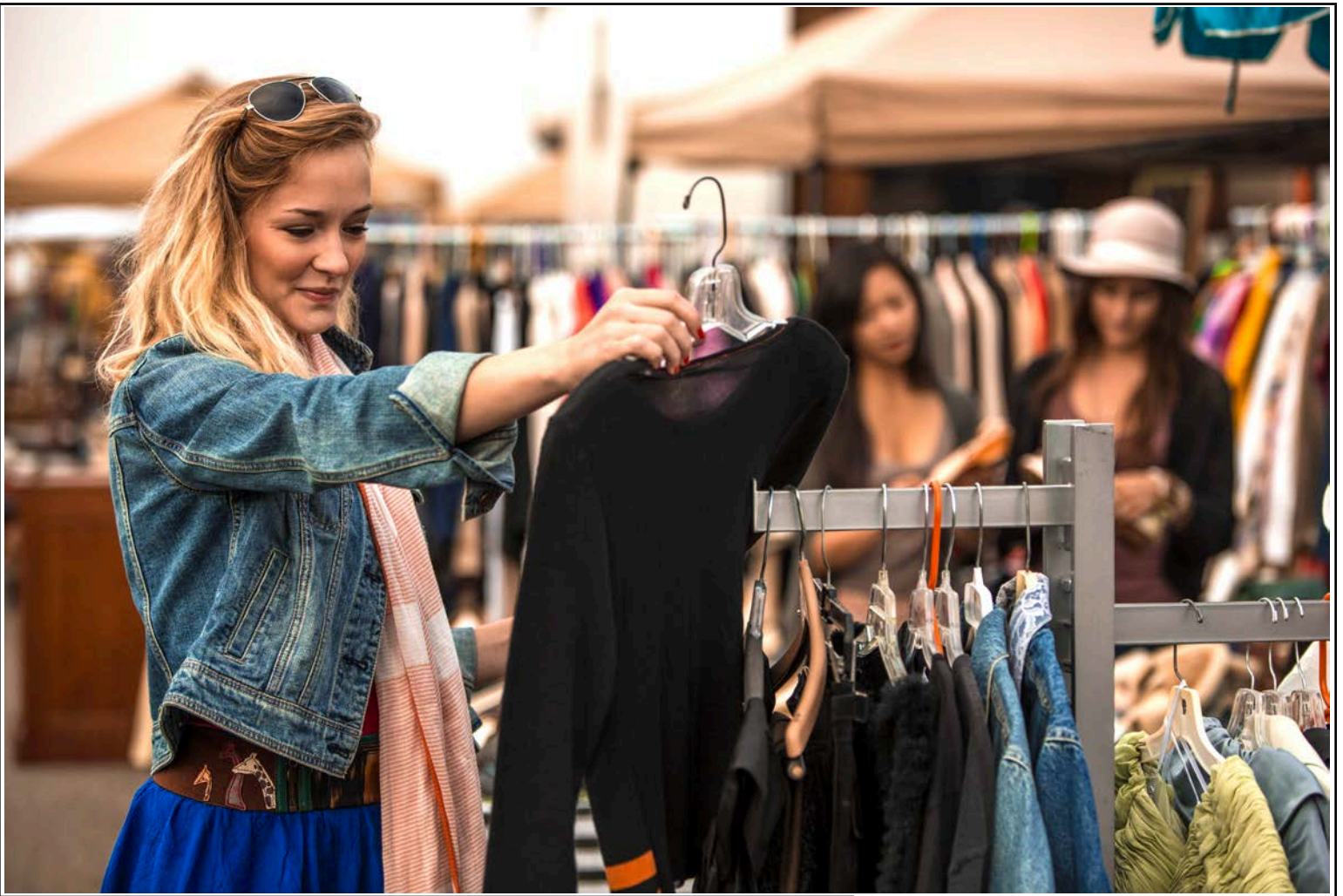
Customers for
Weight Loss

\$1,713,081

In Potential Sales

The most recent readership survey study from Circulation Verification Council has shown that our readers plan to purchase Weight Loss Products and/or services in the next 12 months. That equals a huge amount in potential sales for our advertisers.

**That's real buyers.
Buyers you can
reach.**



14,822

Customers for
Women's Apparel

\$50,661,827

In Potential Sales

The most recent readership survey study from Circulation Verification Council has shown that our readers plan to purchase Women's Apparel in the next 12 months. That equals a huge amount in potential sales for our advertisers.

**That's real buyers.
Buyers you can
reach.**



Circulation Verification Council (CVC) is an independent, third-party reporting audit company. CVC audits thousands of editions nationwide with a combined circulation of more than 55 million. Their audits cover printing, distribution, circulation, websites, digital editions, mobile, email, social media and readership studies to give an accurate picture of a publication's reach and market penetration.

With increased competition for circulation and advertising revenue, publishers have come to depend on CVC for the numbers they need to make solid business decisions. As a strategic business partner, CVC provides valuable information on our publications.

Media decision makers responsible for planning and placing print advertising, know CVC is an impartial and trusted source for information regarding market penetration and readership in an ever-changing industry.

Oshkosh Herald is audited by CVC.

