

October 12, 2009

Justin Lessman
Livewire
PO Box 208
Jackson, MN 56143

Dear Justin,

Livewire has earned the CVC Gold Standard Award for 2008/2009 based on your exceptional distribution and readership study reporting.

Last year CVC issued audit data for over 4,000 editions in North America. In 2009 40 elite publications earned the CVC Gold Standard Award with top scores in receivership (delivery accuracy), readership (percentage of circulation read), distribution (demand distribution), and purchase scores (advertising purchase influence). Your publication is truly the best of the best!

A list of the 40 publications that have earned the CVC Gold Standard Award are listed on the attached page. Your ranking places your publication in the top 1% of publications in North America.

Congratulations to you, your staff, and your community on your phenomenal achievement.

Sincerely,



Tim A. Bingaman
President / CEO

cc: CVC Board of Advisors
Media Buyers, Audit Release



OUR DATA SPEAKS VOLUMES

2008 / 2009 CVC Gold Standard Award Winners

The Camrose Booster	Camrose	AB
QST Publications, Inc	Enterprise	AL
5280 Magazine	Denver	CO
Dover Post	Dover	DE
Our Town News	Coral Springs	FL
Flagpole	Athens	GA
The Advertiser Network	Antioch	IL
Shopper's Review	Highland	IL
Chicago Windy City Guide	Northbrook	IL
NiteLife.org	West Chicago	IL
Green Banner Publications	Pekin	IN
Chronicle Shopper	Leavenworth	KS
Quik Quarter Classifieds	Lafayette	LA
Where Y'at Magazine	New Orleans	LA
Action Unlimited	Concord	MA
The Reminder	Hastings	MI
Ad-visor & Chronicle	Marshall	MI
Morrison County Record	Little Falls	MN
This Week's Shopping News	Fergus Falls	MN
Livewire	Jackson	MN
Scotsman	Cambridge	MN
Agri-Guide	Fergus Falls	MN
Webster-Kirkwood Times	St. Louis	MO
The Add Sheet!	Columbia	MO
Buckley Newspapers	Meridian	MS
Cape May County Herald	Rio Grande	NJ
Las Vegas Weekly	Henderson	NV
Genesee Valley Penny Saver	Avon	NY
The Shopping Bag Advertiser	East Rochester	NY
Kapp Advertising Services, Inc.	Lebanon	PA
Peddler Advantage	Paris	TN
Valley Town Crier	Mc Allen	TX
Study Breaks Magazine	San Antonio	TX
The World	Barre	VT
Helmer Printing	Beldenville	WI
Washington County Sunday Post	West Bend	WI
Stateline News	Beloit	WI
Wisconsin-Iowa Shopping News	Prairie du Chien	WI
Walworth County Sunday	Delavan	WI
Buyer's Guide	Martinsburg	WV