

Audit Period: January 1, 2010 – December 31, 2010

002 Houston Magazine

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Houston, TX 77007
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1. Publication Information

Average Net Circulation: 71,734 (Print Edition) / 740 (Digital Edition)
Number of Editions: One
Format / Average Page Count: Magazine / 90 Pages
Circulation Cycle: Monthly
Circulation Day / Time: 1st of month / by 6 PM
Ownership: Nodo Magazine, LLC
Year Established: 1998
Publication Type: City & Regional Magazine
Content: 50% Advertising / 50% Editorial
Circulation Paid/Unpaid: 100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods: 0% Home Delivery / 0% Mail / 100% Controlled Bulk
Insert Zoning Available: Yes - ZIP Code
CVC Member Number: 01-2056
DMA/MSA: Houston, TX / Houston--Galveston--Brazoria, TX
Audit Funded By: Publisher

2. Rate Card and Mechanical Data

Rate Card Effective Date: January 1, 2011
Mechanical Data: Four (4) columns x 10-inch column depth
Full page: 9" wide X 10" depth.
Open Rate: Local: \$4,125.00 Full Page - \$1,320.00 1/9th Page
National: \$4,125.00 Full Page - \$1,320.00 1/9th Page
Insert Open Rate: \$150.00 per thousand
Classified Rate: Contact Publisher
Volume, frequency, contract, color, and other rates may be available from the publisher.

3. Contact Information

Publisher: Alex Martinez EMAIL: a.martinez@002mag.com
Advertising: William King EMAIL: w.king@002mag.com
Circulation: Circulation EMAIL: circulation@002mag.com

4. Circulation Pricing

002 Houston Magazine is a controlled circulation monthly with a cover price of \$5.00. Annual mail subscription rate: \$35.00



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

CVC Account Number: 01-2056		002 Houston Magazine Houston, TX
Audit Period Summary		
Average Net Circulation	(5-H)	71,734
Average Gross Distribution	(5-F)	71,930
Average Net Press Run	(5-A)	72,000
Audit Period Detail		
A. Average Net Press Run		72,000
B. Office / File		70
C. Controlled Distribution		
1. Home Delivery		0
2. Controlled Bulk Delivery / Demand Distribution		64,114
3. Mail		0
4. Restock & Office Service		7,672
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		71,786
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		144
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		144
E. Sponsored / Voluntary Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE SPONSORED DISTRIBUTION		0
F. Average Gross Distribution		71,930
G. Unclaimed / Returns		(196)*
H. Average Net Circulation		71,734

6A. Audited Average Website Reporting - www.002mag.com

	Monthly Audit Period Average
Website Unique Visitors	4,211
Website Page Views	13,767

6B. Audited Online Edition Reporting

	Monthly Audit Period Average
Unique Digital Edition Visitors	740
Digital Edition Page Views	993

7. Explanatory

PARAGRAPH FIVE

AUDIT PERIOD SUMMARY

AVERAGE NET CIRCULATION: See audit period detail (H).

AVERAGE GROSS DISTRIBUTION: See audit period detail (F).

NET PRESS RUN: See audit period detail (A).

AUDIT PERIOD DETAIL

- A. 1. NET PRESS RUN: Average net press run 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. HOME 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 5E 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. 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 5E returns.
5. OTHER:
- D. PAID DISTRIBUTION: Editions distributed by the publisher through paid subscription or other monetary exchange with individual readers.
1. HOME DELIVERY: Editions distributed by private carrier to paid subscribers in single family residences, and/or multi family residences, and/or businesses.
2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5E returns.
3. MAIL: Editions delivered by United States Postal Service mail to paid subscribers in single family residences, and/or multi-family residences, and/or businesses.
4. 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 5E returns.
- E. SPONSORED / VOLUNTARY PAID DISTRIBUTION: Editions distributed by the publisher that are sponsored by a third party monetary exchange.
1. HOME DELIVERY: Editions delivered by private carrier to sponsored subscribers in single family residences, and/or multi-family residences, and/or businesses.
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 5E returns.
3. MAIL: Editions delivered by United States Postal Service mail to sponsored subscribers in single family residences, and/or multi-family residences, and/or businesses.
4. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of voluntary or sponsored newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5E returns.
5. OTHER:
- F. 1. AVERAGE GROSS DISTRIBUTION: Average gross distribution 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 12 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)).

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.

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

PARAGRAPH SIX (B)

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, within a defined time period (i.e. day, week or month). 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.



8. Average Print Circulation History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/10-12/31/10	CVC	71,695	71,805	71,832	71,730
01/01/09-12/31/09	CVC	74,734	74,654	69,685	69,685
01/01/08-12/31/08	CVC	69,600	69,600	69,600	69,600
01/01/07-12/31/07	CVC	69,600	69,600	69,600	69,600
01/01/06-12/31/06	CVC	No Reporting	No Reporting	69,600	69,600
04/01/05-12/31/05	CVC	-	61,100	71,100	No Reporting

9. Distribution by Zip Code (9/1/2010 Edition)

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
77002	Houston	Harris	0	9,575	0	0	9,575
77003	Houston	Harris	0	950	0	0	950
77004	Houston	Harris	0	1,660	0	0	1,660
77005	Houston	Harris	0	4,925	0	0	4,925
77006	Houston	Harris	0	5,795	0	0	5,795
77007	Houston	Harris	0	4,000	0	0	4,000
77008	Houston	Harris	0	1,005	0	0	1,005
77009	Houston	Harris	0	150	0	0	150
77010	Houston	Harris	0	3,400	0	0	3,400
77018	Houston	Harris	0	50	0	0	50
77019	Houston	Harris	0	10,800	0	0	10,800
77024	Houston	Harris	0	2,790	0	0	2,790
77025	Houston	Harris	0	100	0	0	100
77027	Houston	Harris	0	2,310	0	0	2,310
77030	Houston	Harris	0	890	0	0	890
77036	Houston	Harris	0	55	0	0	55
77042	Houston	Harris	0	515	0	0	515
77046	Houston	Harris	0	80	0	0	80
77054	Houston	Harris	0	25	0	0	25
77055	Houston	Harris	0	450	0	0	450
77056	Houston	Harris	0	6,870	0	0	6,870
77057	Houston	Harris	0	4,152	0	0	4,152
77063	Houston	Harris	0	515	0	0	515
77069	Houston	Harris	0	200	0	0	200
77072	Houston	Harris	0	25	0	0	25
77074	Houston	Harris	0	200	0	0	200
77077	Houston	Harris	0	1,330	0	0	1,330
77079	Houston	Harris	0	1,295	0	0	1,295
77080	Houston	Harris	0	50	0	0	50
77081	Houston	Harris	0	200	0	0	200
77087	Houston	Harris	0	200	0	0	200
77092	Houston	Harris	0	25	0	0	25
77094	Houston	Harris	0	50	0	0	50
77095	Houston	Harris	0	225	0	0	225
77096	Houston	Harris	0	600	0	0	600
77098	Houston	Harris	0	6,485	0	0	6,485
77204	Houston	Harris	0	200	0	0	200
77380	Spring	Montgomery	0	800	0	0	800

9. Distribution by Zip Code (9/1/2010 Edition) CONTINUED

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
77401	Bellaire	Harris	0	165	0	0	165
77450	Katy	Harris	0	350	0	0	350
77477	Stafford	Fort Bend	0	140	0	0	140
77478	Sugar Land	Fort Bend	0	305	0	0	305
77479	Sugar Land	Fort Bend	0	1,165	0	0	1,165
TOTAL			0	75,072	0	0	75,072

10. Distribution by County (9/1/2010 Edition)

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Fort Bend	Stafford Sugar Land	0	1,610	0	0	1,610
Harris	Bellaire Houston	0	72,662	0	0	72,662
Montgomery	Spring	0	800	0	0	800
TOTAL		0	75,072	0	0	75,072

11. Verification of Receivership & Readership

Home Delivery and Mail Distribution

002 Houston Magazine did not report significant home delivery or mail distribution during the audit period. Mail distribution was verified through the review of USPS mail statements and additional publisher support documents. Home Delivery is verified through the review of carrier statements and additional publisher support documents.

12. Verification of Distribution

Controlled Bulk / Demand Distribution

The Circulation Verification Council interviewed and/or visited controlled bulk/demand distribution locations chosen randomly from the publication's delivery list. The purpose was to identify the number of locations who indicate they receive the publication on a regular basis, and further verify the number of publications distributed at the beginning of the edition cycle, and the number of editions left unclaimed by readers at the end of the edition cycle.

CVC interviews indicate that a sufficient number of reported controlled bulk drop locations indicated they received 002 Houston Magazine on a regular basis to substantiate the publisher's distribution claims.

CVC interviews indicate that less than 2% of 002 Houston Magazine's controlled bulk distributed editions are returned to the publisher unclaimed after the edition cycle.



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13. Paid Reporting Analysis

HOME DELIVERY	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
Over 75% of basic rate	0
Over 50% of basic rate	0
Under 50% of basic rate	0
MAIL	Basic Rates: \$35.00 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	144
Over 75% of basic rate	0
Over 50% of basic rate	0
Under 50% of basic rate	0
SINGLE COPY	COVER PRICE: \$5.00
	AVERAGE WHOLESAL RATE: \$2.50
OTHER:	

14. Council Audit Statement

Circulation Verification Council (CVC) reviewed the printing, distribution, circulation, 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 Requirements. In our opinion, this report fairly and accurately represents the publication's printing, distribution, and circulation for the period indicated.



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The current status of this report expires June 30, 2012.
If this report is presented after June 30, 2012 please call the toll-free number listed below.

002 Houston Magazine - Houston, TX - 01-2056 - Supplemental Readership Study

The Circulation Verification Council interviewed 554 readers in the primary market areas indicated in publication's CVC audit report. The purpose was to identify the number of residents who indicate they have read at least two of the last four issues of the publication, and gather readership study information useful for advertising purchase decisions. Market statistics estimates appearing in CVC reports are obtained from EASI Software. The population studied consisted of adults age 18 and over, living in households within the survey area. Within this area, each household and each adult within the household had a known (or "non-zero") probability of being selected for the sample. Interviews were conducted solely with pre-designated respondents and no substitutions were permitted. The verification and readership study took place throughout the audit cycle between the hours of 5:30 PM and 8:30 PM and 10:00 AM and 2:00 PM. Initial interview attempts were spread evenly across all survey days (i.e., Tuesday through Saturday). A minimum of 250 completed interviews is required with no more than one interview per household. Interview Procedures: To ensure the highest degree of comparability and to facilitate the auditing process, a standard, consistent, specified list of interview questions was asked. Interviews were conducted by CVC with supervision, interview training, and monitoring capabilities. Interviews were conducted over a minimum period of four weeks to minimize the impact of weather and/or special news stories. Every effort was made to ensure that interviews were assigned randomly by day and that an approximately equal number of interviews were completed on each interviewing day. Where appropriate, data was balanced and/or weighted by ZIP code using up-to-date known demographics: gender, age, number of adults in household and ethnicity in those cases where one minority comprised no less than ten percent of the total population. Non-responses to any single question were eliminated from the survey. In all cases, at least six attempts were made to contact all pre-designated respondents. The telephone rang a minimum of six times each time a number was dialed before the attempt was classified as a "no answer." Each number was dialed at different times and, as necessary, on different days. Every effort was made to surmount language, cultural, behavioral and other barriers to a successful interview; and to the extent feasible, callbacks were scheduled on a random basis. At least one callback attempt per respondent was made on a weekend. During the interview process, no questions were asked prior to the newspaper readership question, with the exception of a qualifying question designed to determine the ZIP code of recipient residence; and a general warm-up call explanation designed to put the respondent at ease. Warm-up questions did not include any reference to the publication itself or the nature of the study. This study followed recommended guidelines developed in part from the Advertising Research Foundation (ARF) newspaper readership guidelines. Survey totals may not equal 100% due to rounding. The Circulation Verification Council estimates that all the information in this survey has a maximum error margin of +/-2.5 at the 95% confidence level. *0 Survey respondents were interviewed during the verification of home delivery and mail distribution. 554 Survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution.

- **Average readers per edition during the audit period: 3.30***
*Readership estimates compiled from 2010 CVC circulation & readership study data.

1. 002 Houston Magazine is distributed regularly in your area. Do you regularly read or look through 002 Houston Magazine?

YES 554 Survey Respondents

2. Do you frequently purchase products or services from ads seen in 002 Houston Magazine?

YES 421 76.0%

NO 133 24.0%

3. How long do you keep 002 Houston Magazine before discarding it?

37% Two weeks or less

01% Three weeks

33% One month

29% More than one month

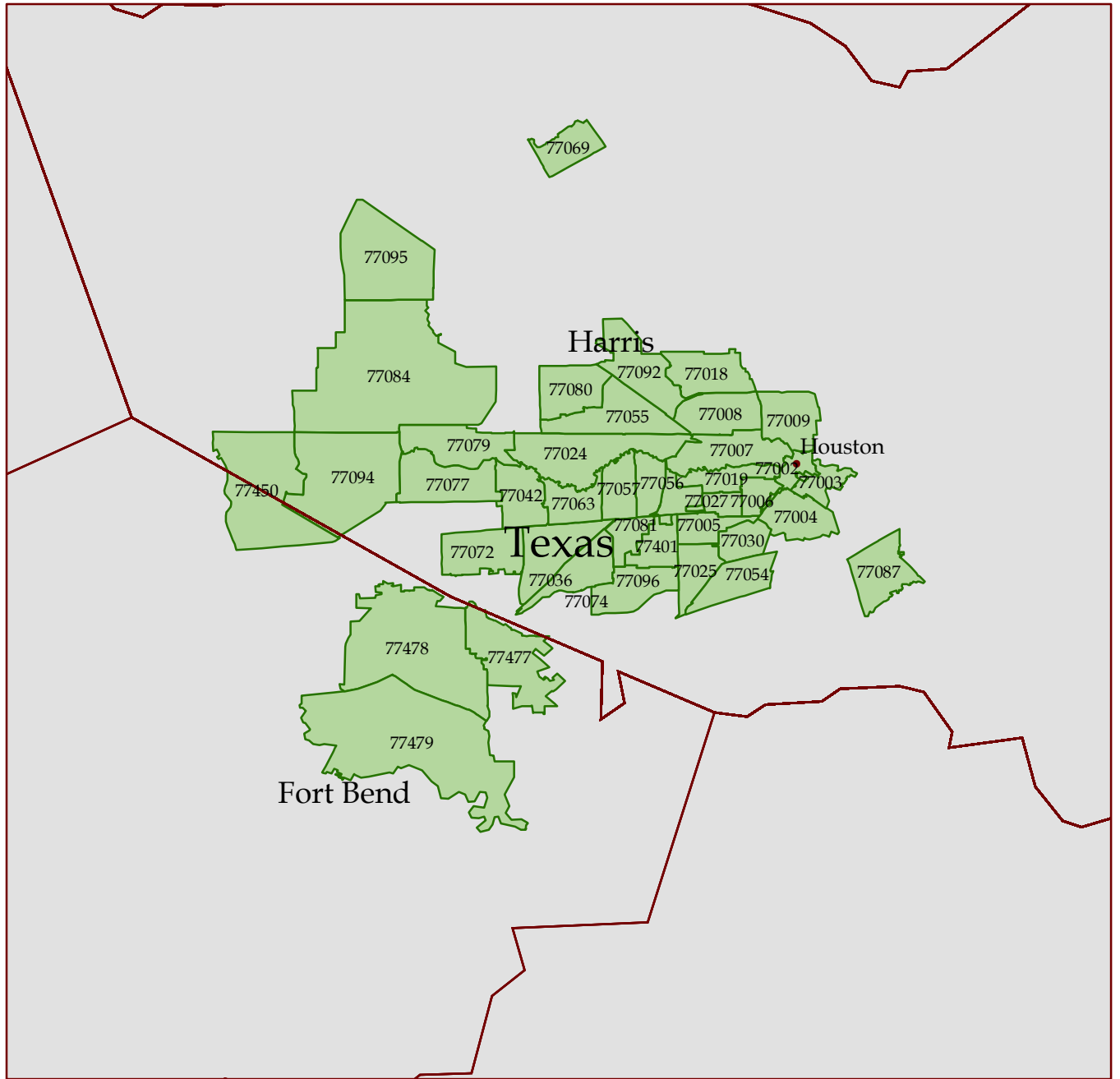
4. Please select the category that best describes your age.

Reader Demographics	Market Demographics
00%	06% 18 - 20
10%	09% 21 - 24
26%	24% 25 - 34
28%	21% 35 - 44
24%	19% 45 - 54
10%	11% 55 - 64
02%	05% 65 - 74
00%	05% 75 years or older

5. Reader Gender? (Voice recognition – Gender Bias Rotation)



46% Male Readers

54% Female Readers



002 Houston Magazine
 Houston, Texas
 01-2056

Key to Features

-  County Boundary
-  Zip Code Boundary

