

Audit Period: July 1, 2008 – June 30, 2009

El Mundo

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Las Vegas, NV 89101
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www.elmundo.net

1. Publication Information

Average Net Circulation:	35,300 (Print Edition)
Number of Editions:	One
Format / Average Page Count:	Tabloid / 80 Pages
Circulation Cycle:	Weekly
Circulation Day / Time:	Friday / By 3 PM
Ownership:	El Mundo, Inc.
Year Established:	1980
Publication Type:	Hispanic Publication
Content:	65% Advertising / 35% Editorial
Circulation Paid/Unpaid:	100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods:	0% Home Delivery / 0% Mail / 100% Controlled Bulk
Insert Zoning Available:	No
CVC Member Number:	01-0091
DMA/MSA:	Las Vegas, NV / Las Vegas, NV--AZ
Audit Funded By:	Publisher

2. Rate Card and Mechanical Data

Rate Card Effective Date:	January 1, 2007
Mechanical Data:	Six (6) columns x 16-inch column depth Full page: 10" wide X 16" depth.
Open Rate:	Local: \$15.50 per column inch National: \$16.50 per column inch
Insert Open Rate:	\$55.00 per thousand
Classified Rate:	\$25.00 for up to 30 words

Volume, frequency, contract, color, and other rates may be available from the publisher.

3. Contact Information

Publisher:	Eddie Escobedo Sr	EMAIL: elmundopaper@ureach.com
Advertising:	Hilda Escobedo	EMAIL: elmundopaper@ureach.com
Circulation:	Nick Escobedo	EMAIL: elmundopaper@ureach.com

4. Circulation Pricing

El Mundo is a controlled circulation weekly without circulation pricing. Annual mail subscription rate: Contact Publisher



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

CVC Account Number: 01-0091		El Mundo Las Vegas, NV
Audit Period Summary		
Average Net Circulation	(5-H)	35,300
Average Gross Distribution	(5-F)	35,500
Average Net Press Run	(5-A)	35,550
Audit Period Detail		
A. Average Net Press Run		35,550
B. Office / File		50
C. Controlled Distribution		
1. Home Delivery		0
2. Controlled Bulk Delivery / Demand Distribution		23,003
3. Mail		0
4. Restock & Office Service		12,497
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		35,500
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		0
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		0
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		35,500
G. Unclaimed / Returns		(200)*
H. Average Net Circulation		35,300

6A. Audited Average Website Reporting

	Audit Period Average
Website Unique Visitors	Not Reported
Website Page Views	Not Reported

6B. Audited Online Edition Reporting

	Audit Period Average
Unique Digital Edition Visitors	Not Applicable
Digital Edition Page Views	Not Applicable

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.
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.
- 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
01/01/09-12/31/09	CVC	35,250	35,450	-	-
01/01/08-12/31/08	CVC	35,450	35,450	35,250	35,250
01/01/07-12/31/07	CVC	35,250	35,300	35,450	35,450
01/01/06-12/31/06	CVC	35,350	35,350	35,350	35,350
01/01/05-12/31/05	CVC	34,950	35,104	35,450	35,450
01/01/04-12/31/04	CVC	30,450	30,450	30,450	-

9. Distribution by Zip Code (6/27/2009 Edition) Friday

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
89012	Henderson	Clark	0	205	0	0	205
89014	Henderson	Clark	0	165	0	0	165
89015	Henderson	Clark	0	120	0	0	120
89052	Henderson	Clark	0	130	0	0	130
89074	Henderson	Clark	0	85	0	0	85
89030	North Las Vegas	Clark	0	3,175	0	2,430	5,605
89031	North Las Vegas	Clark	0	330	0	0	330
89032	North Las Vegas	Clark	0	115	0	0	115
89081	North Las Vegas	Clark	0	60	0	0	60
89101	Las Vegas	Clark	0	3,840	0	1,780	5,620
89102	Las Vegas	Clark	0	1,995	0	560	2,555
89103	Las Vegas	Clark	0	534	0	0	534
89104	Las Vegas	Clark	0	1,705	0	80	1,785
89106	Las Vegas	Clark	0	320	0	500	820
89107	Las Vegas	Clark	0	585	0	580	1,165
89108	Las Vegas	Clark	0	1,085	0	580	1,665
89109	Las Vegas	Clark	0	1,230	0	60	1,290
89110	Las Vegas	Clark	0	2,300	0	960	3,260
89113	Las Vegas	Clark	0	85	0	0	85
89115	Las Vegas	Clark	0	710	0	100	810
89117	Las Vegas	Clark	0	145	0	0	145
89118	Las Vegas	Clark	0	70	0	0	70
89119	Las Vegas	Clark	0	1,420	0	720	2,140
89120	Las Vegas	Clark	0	115	0	0	115
89121	Las Vegas	Clark	0	2,431	0	1,400	3,831
89122	Las Vegas	Clark	0	80	0	0	80
89123	Las Vegas	Clark	0	205	0	0	205
89128	Las Vegas	Clark	0	545	0	0	545
89129	Las Vegas	Clark	0	50	0	0	50
89130	Las Vegas	Clark	0	250	0	0	250
89131	Las Vegas	Clark	0	145	0	0	145
89134	Las Vegas	Clark	0	85	0	0	85
89141	Las Vegas	Clark	0	750	0	0	750
89142	Las Vegas	Clark	0	270	0	0	270
89145	Las Vegas	Clark	0	85	0	0	85
89146	Las Vegas	Clark	0	380	0	0	380
89149	Las Vegas	Clark	0	90	0	0	90
89156	Las Vegas	Clark	0	60	0	0	60
TOTAL			0	25,950	0	9,750	35,700

10. Distribution by County (6/27/2009 Edition) Friday

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Clark	Henderson Las Vegas North Las Vegas	0	25,950	0	9,750	35,700
TOTAL		0	25,950	0	9,750	35,700

11. Verification of Receivership & Readership

Home Delivery and Mail Distribution

El Mundo 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 was 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 over 99% of reported controlled bulk drop locations indicated they received El Mundo on a regular basis.

CVC interviews indicate that less than 5% of El Mundo's controlled bulk distributed editions are returned to the publisher unclaimed after the edition cycle.

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: 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
SINGLE COPY	COVER PRICE: N/A
	AVERAGE WHOLESALE RATE:
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.



www.cvcaudit.com

The current status of this report expires December 31, 2010.

If this report is presented after December 31, 2010 please call the toll-free number listed below.

El Mundo - Las Vegas, NV - 01-0091 - Supplemental Readership Study

The Circulation Verification Council interviewed 477 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. 477 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: 3.05***
*Readership estimates compiled from 2009 CVC circulation & readership study data.

1. El Mundo is distributed regularly in your area. Do you regularly read or look through El Mundo?
YES 477 Survey Respondents

2. Do you frequently purchase products or services from ads seen in El Mundo?
YES 353 74.0%
NO 124 26.0%

3. How long do you keep El Mundo before discarding it?
40% 1-2 Days
24% 3-4 Days
11% 5-6 Days
25% 1 Week or More

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

Reader Demographics	Market Demographics
01%	05% 18 - 20
07%	08% 21 - 24
23%	21% 25 - 34
27%	19% 35 - 44
24%	18% 45 - 54
11%	15% 55 - 64
05%	08% 65 - 74
02%	06% 75 years or older



5. What category best describes your combined annual household income for last year?

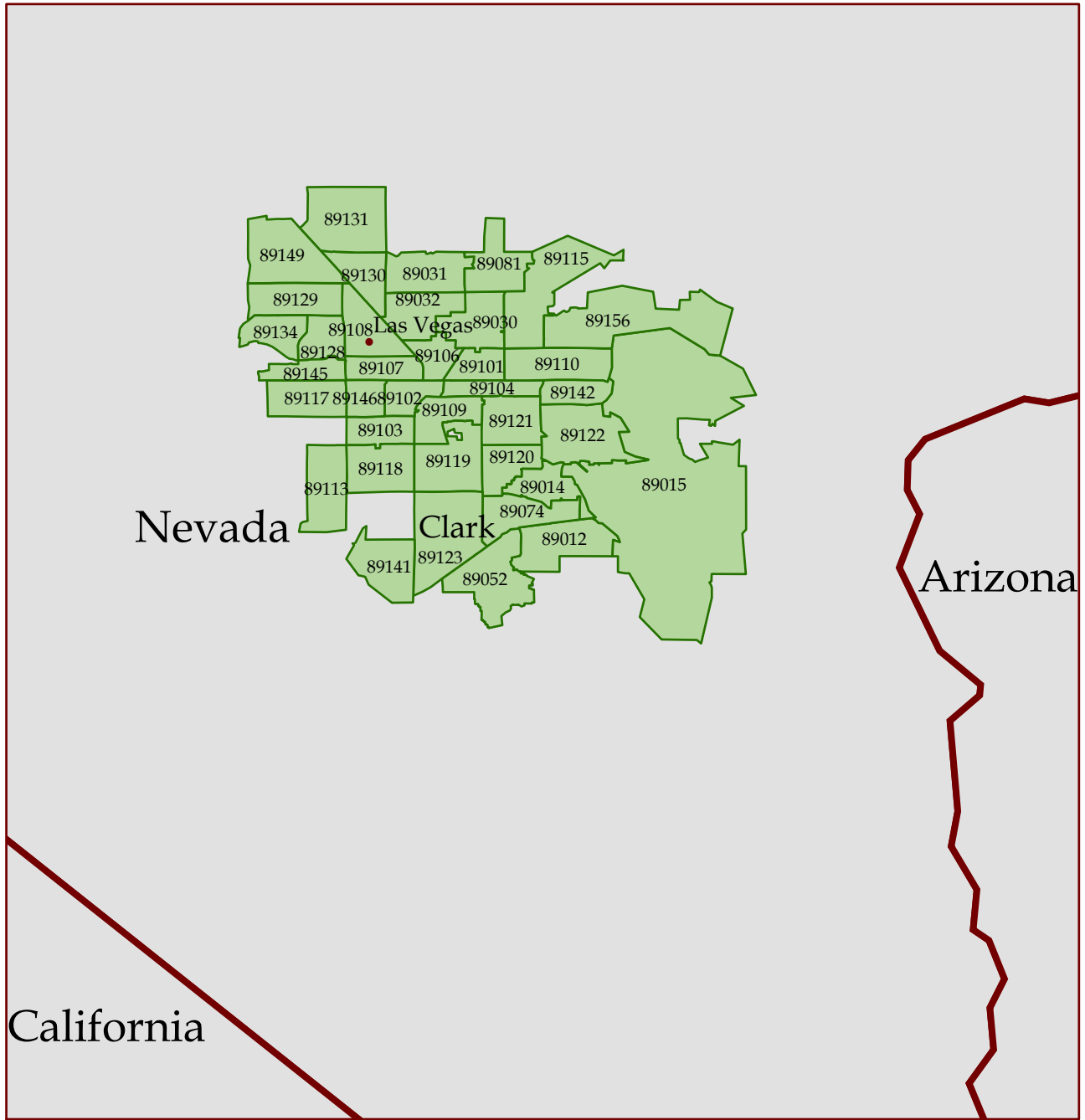
Reader Demographics	Market Demographics	
11%	19%	Under \$25,000
36%	26%	\$25,001 - \$49,999
24%	21%	\$50,000 - \$74,999
18%	15%	\$75,000 - \$99,999
09%	13%	\$100,000 - \$149,999
02%	06%	Over \$150,000

6. What is the highest level of education you have obtained?

Reader Demographics	Market Demographics	
10%	17%	Some High School or Less
35%	29%	Graduated High School
37%	35%	Some College
16%	13%	Graduated College
02%	06%	Completed Post Graduate




7. Which of the following products or services do you plan to purchase during the next twelve months?

	(% = Positive respondents)
12%	New Automobile
10%	Used Automobile
15%	Antiques / Auctions
41%	Furniture / Home Furnishings
24%	Major Home Appliance
11%	Home Computers
32%	Home Improvements / Supplies
45%	Television / Electronics
12%	Carpet / Flooring
53%	Automobile Accessories (tires, brakes & service)
46%	Lawn & Garden
29%	Florist / Gift Shops
21%	Home Heating / Air Conditioning (service, new equipment)
49%	Vacations / Travel
03%	Real Estate
69%	Men's Apparel
84%	Women's Apparel
51%	Children's Apparel
01%	Boats / Personal Watercraft
25%	Art & Crafts Supplies
31%	Childcare
48%	Education / Classes
11%	Attorney
20%	Veterinarian
11%	Chiropractor
13%	Financial Planner (Retirement, Investing)
35%	Tax Advisor / Services
30%	Health Club / Exercise Class
26%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
06%	Weight Loss
21%	Lawn Care Service (Maintenance & Landscaping)
68%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
45%	Pharmacist / Prescription Service
26%	Cellular Phone New/Update Service
79%	Dining & Entertainment
18%	Jewelry
11%	Wedding Supplies
36%	Athletic & Sports Equipment



El Mundo
 Las Vegas, Nevada
 01-0091

Key to Features

-  State Boundary
-  County Boundary
-  Zip Code Boundary

