



Circulation Verification Council

BUYER INTENTION SURVEY 2018



GENESEE VALLEY
**PENNY
SAVER**

of the Genesee Valley Penny Saver Reader

ABOUT THIS SURVEY

Circulation Verification Council conducted a survey over a 4 week period at the end of 2017 for the Genesee Valley Penny Saver. 769 survey respondents were interviewed and asked a series of questions after identifying their gender, age, income level and level of education. These questions include:

- *Do you receive the Genesee Valley Penny Saver?*

Answer: **98.5% RECEIVE** the GVPS

- *Do you read the Genesee Valley Penny Saver?*

Answer: **80.2% READ** the GVPS

- *Do you frequently purchase products/services from ads seen in the Genesee Valley Penny Saver?*

Answer: **79.3% PURCHASE** products or services advertised in the GVPS

- *What products or services do you intend to purchase during the next twelve months?*

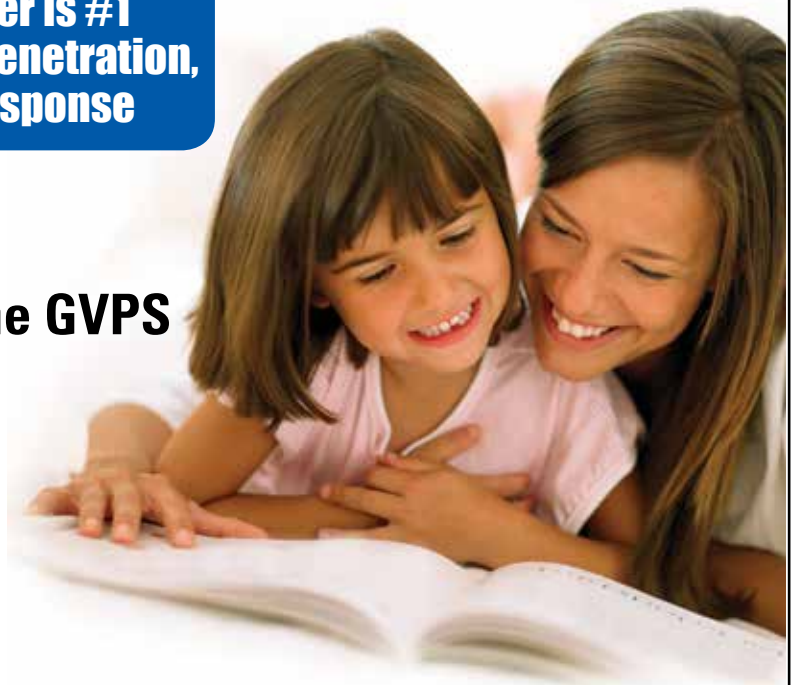
Answer: **READ ON TO LEARN MORE**

**Genesee Valley Penny Saver is #1
in New York State for market penetration,
readership & advertiser response**

**EVERYBODY
RECEIVES** the GVPS

**8 OUT OF 10
READ** the GVPS

**8 OUT OF 10
BUY** because of the GVPS



The Circulation Verification Council estimates that all the information in this survey has a maximum error margin of +/- 4 at the 95% confidence level.

TABLE OF CONTENTS

4	Antique & Auction Buyers	39	New Car Buyers
5	Arts & Crafts Supplies Buyers	40	Organic Food Product Buyers
6	Athletic & Sports Equipment Buyers	41	Outdoor Supply Buyers
7	Attorney Clients	42	Pet Supplies / Services Buyers
8	Auto Accessory Buyers	43	Pharmaceutical Buyers
9	Beauty Service Buyers	44	Photography Clients
10	Boats / Personal Watercraft Buyers	45	Physician / Doctor Patients
11	Cable / Satellite Television Subscribers	46	Real Estate Buyers
12	Carpet / Flooring Buyers	47	Tax Advisor Clients
13	Cellular Phone Buyers	48	Television / Electronics Buyers
14	Childcare Service Users	49	Used Car Buyers
15	Children's Apparel Buyers	50	Vacation Takers
16	Chiropractic Patients	51	Veterinary Service Buyers
17	Cleaning Service Buyers	52	Wedding Supply Buyers
18	Dental Patients	53	Weight Loss Service / Supply Buyers
19	Dining & Entertainment Buyers	54	Women's Apparel Buyers
20	Education / Classes Buyers		
21	Eyeware Buyers		
22	Farm Equipment Buyers		
23	Financial Planner Clients		
24	Flower & Gift Buyers		
25	Furniture / Home Furnishing Buyers		
26	Health Club Members		
27	Hearing Patients		
28	Home Computer Buyers		
29	Home Heating / Air Conditioning Buyers		
30	Home Improvement Supplies Buyers		
31	Insurance Customers		
32	Jewelry Buyers		
33	Lawn & Garden Buyers		
34	Lawn Care Service Buyers		
35	Legal Gamblers		
36	Major Home Appliance Buyers		
37	Men's Apparel Buyers		
38	Motorcycle & ATV Buyers		





GVPS Has **1,871 Potential Customers** Per Edition For Antiques & Auctions

That's \$2,826,574 in Potential Sales

The most recent GVPS readership survey study from Circulation Verification Council has shown that 20,577 people who read our publication plan to purchase an antique and/or attend an auction in the next 12 months. With the average customer spending \$1,511 in this category annually, that equals \$31,092,315 in potential sales for our advertisers throughout our 11 editions.*

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

*CVC Audit Survey.



**Average Yearly Spend
Per Customer..... \$1,511**

PER EDITION
Potential Customers..... 1,871
Potential Sales..... \$2,826,574

THROUGHOUT ALL 11 EDITIONS
Potential Customers..... 20,577
Potential Sales..... \$31,092,315



GVPS Has **2,641 Potential Customers** Per Edition For Arts & Crafts Supplies

That's \$781,718 in Potential Sales

The most recent GVPS readership survey study from Circulation Verification Council has shown that 29,050 people who read our publication plan to purchase arts & crafts supplies in the next 12 months. With the average customer spending \$296 in this category annually, that equals \$8,598,893 in potential sales for our advertisers throughout our 11 editions.*

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

*CVC Audit Survey.



**Average Yearly Spend
Per Customer..... \$296**

PER EDITION
Potential Customers..... 2,641
Potential Sales..... \$781,718

THROUGHOUT ALL 11 EDITIONS
Potential Customers..... 29,050
Potential Sales..... \$8,598,895



GVPS Has **2,861 Potential Customers** Per Edition For Athletic/Sport Equip.

That's \$1,739,498 in Potential Sales

The most recent GVPS readership survey study from Circulation Verification Council has shown that 31,471 people who read our publication plan to purchase athletic and/or sports equipment in the next 12 months. With the average customer spending \$608 in this category annually, that equals \$19,134,477 in potential sales for our advertisers throughout our 11 editions.*

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

*CVC Audit Survey.



**Average Yearly Spend
Per Customer..... \$608**

PER EDITION
Potential Customers..... 2,861
Potential Sales..... \$1,739,498

THROUGHOUT ALL 11 EDITIONS
Potential Customers..... 31,471
Potential Sales..... \$19,134,477



GVPS Has **440 Potential Clients** Per Edition For Attorneys

That's \$572,203 in Potential Sales

The most recent GVPS readership survey study from Circulation Verification Council has shown that 4,842 people who read our publication plan to use the services of an attorney in the next 12 months. With the average customer spending \$1,300 in this category annually, that equals \$6,294,236 in potential sales for our advertisers throughout our 11 editions.*

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

*CVC Audit Survey.



**Average Yearly Spend
Per Customer..... \$1,300**

PER EDITION
Potential Customers..... 440
Potential Sales..... \$572,203

THROUGHOUT ALL 11 EDITIONS
Potential Customers..... 4,842
Potential Sales..... \$6,294,236



GVPS Has **5,722 Potential Customers** Per Edition For Auto Accessories

That's \$10,763,144 in Potential Sales

The most recent GVPS readership survey study from Circulation Verification Council has shown that 62,942 people who read our publication plan to purchase auto accessories and/or services in the next 12 months. With the average customer spending \$1,881 in this category annually, that equals \$118,394,579 in potential sales for our advertisers throughout our 11 editions.*

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

*CVC Audit Survey.



**Average Yearly Spend
Per Customer.....\$1,881**

PER EDITION

**Potential Customers.....5,722
Potential Sales.....\$10,763,144**

THROUGHOUT ALL 11 EDITIONS

**Potential Customers.....62,942
Potential Sales.....\$118,394,579**



GVPS Has **9,243 Potential Customers** Per Edition For Beauty Services

That's \$5,860,242 in Potential Sales

The GVPS readership survey study from Circulation Verification Council has shown that 101,676 people who read our publication plan to go to a beauty salon and/or barber shop in the next 12 months. With the average customer spending \$634 in this category annually, that equals \$64,462,660 in potential sales for our advertisers throughout our 11 editions.*

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

*CVC Audit Survey.



**Average Yearly Spend
Per Customer.....\$634**

PER EDITION
Potential Customers..... 9,243
Potential Sales..... \$5,860,242

THROUGHOUT ALL 11 EDITIONS
Potential Customers..... 101,676
Potential Sales..... \$64,462,660



GVPS Has **110 Potential Customers** Per Edition For Boats & Watercraft

That's \$2,063,233 in Potential Sales

The most recent GVPS readership survey study from Circulation Verification Council has shown that 1,210 people who read our publication plan to purchase a boat and/or personal watercraft in the next 12 months. With the average customer spending \$18,750 in this category annually, that equals \$22,695,563 in potential sales for our advertisers throughout our 11 editions.*

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

*CVC Audit Survey.



**Average Yearly Spend
Per Customer..... \$18,750**

PER EDITION
Potential Customers..... 110
Potential Sales..... \$2,063,233

THROUGHOUT ALL 11 EDITIONS
Potential Customers..... 1,210
Potential Sales..... \$22,695,563



GVPS Has **6,932 Potential Customers** Per Edition For Cable/Satellite TV

That's \$3,882,179 in Potential Sales

The GVPS readership survey study from Circulation Verification Council has shown that 76,257 people who read our publication plan to purchase cable or satellite television services in the next 12 months. With the average customer spending \$560 in this category annually, that equals \$42,703,970 in potential sales for our advertisers throughout our 11 editions.*

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

*CVC Audit Survey.



**Average Yearly Spend
Per Customer..... \$560**

PER EDITION
Potential Customers..... 6,932
Potential Sales..... \$3,882,179

THROUGHOUT ALL 11 EDITIONS
Potential Customers..... 76,257
Potential Sales..... \$42,703,970



GVPS Has **1,651 Potential Customers** Per Edition For Carpet & Flooring

That's \$3,134,464 in Potential Sales

The most recent GVPS readership survey study from Circulation Verification Council has shown that 18,156 people who read our publication plan to purchase carpet and/or flooring in the next 12 months. With the average customer spending \$1,651 in this category annually, that equals \$34,479,099 in potential sales for our advertisers throughout our 11 editions.*

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

*CVC Audit Survey.



**Average Yearly Spend
Per Customer..... \$1,899**

PER EDITION
Potential Customers..... 1,651
Potential Sales..... \$3,134,464

THROUGHOUT ALL 11 EDITIONS
Potential Customers..... 18,156
Potential Sales..... \$34,479,099



GVPS Has **2,641 Potential Customers** Per Edition For Cellular Phones

That's \$2,250,079 in Potential Sales

The most recent GVPS readership survey study from Circulation Verification Council has shown that 29,050 people who read our publication plan to purchase cellular phones (new & updated services) in the next 12 months. With the average customer spending \$852 in this category annually, that equals \$24,750,873 in potential sales for our advertisers throughout our 11 editions.*

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

*CVC Audit Survey.



**Average Yearly Spend
Per Customer.....\$852**

PER EDITION
Potential Customers.....2,641
Potential Sales..... \$2,250,079

THROUGHOUT ALL 11 EDITIONS
Potential Customers..... 29,050
Potential Sales..... \$24,750,873



GVPS Has **1,320 Potential Customers** Per Edition For Childcare Services

That's \$7,262,580 in Potential Sales

The most recent GVPS readership survey study from Circulation Verification Council has shown that 14,525 people who read our publication plan to use childcare services in the next 12 months.

With the average customer spending \$5,500 in this category annually, that equals \$79,888,380 in potential sales for our advertisers throughout our 11 editions.*

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

*CVC Audit Survey.



**Average Yearly Spend
Per Customer..... \$5,500**

PER EDITION

Potential Customers..... 1,320

Potential Sales..... \$7,262,580

THROUGHOUT ALL 11 EDITIONS

Potential Customers..... 14,525

Potential Sales..... \$79,888,380



GVPS Has **4,181 Potential Customers** Per Edition For Children's Apparel

That's \$6,782,369 in Potential Sales

The most recent GVPS readership survey study from Circulation Verification Council has shown that 45,996 people who read our publication plan to purchase children's apparel in the next 12 months. With the average customer spending \$1,622 in this category annually, that equals \$74,606,063 in potential sales for our advertisers throughout our 11 editions.*

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

*CVC Audit Survey.



**Average Yearly Spend
Per Customer..... \$1,622**

PER EDITION
Potential Customers..... 4,181
Potential Sales..... \$6,782,369

THROUGHOUT ALL 11 EDITIONS
Potential Customers..... 45,996
Potential Sales..... \$74,606,063



GVPS Has **1,431 Potential Clients** Per Edition For Chiropractors

That's \$972,746 in Potential Sales

The most recent GVPS readership survey study from Circulation Verification Council has shown that 15,736 people who read our publication plan to use chiropractic services in the next 12 months. With the average customer spending \$680 in this category annually, that equals \$10,700,201 in potential sales for our advertisers throughout our 11 editions.*

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

*CVC Audit Survey.



**Average Yearly Spend
Per Customer..... \$680**

PER EDITION
Potential Customers..... 1,431
Potential Sales..... \$972,746

THROUGHOUT ALL 11 EDITIONS
Potential Customers..... 15,736
Potential Sales..... \$10,700,201



GVPS Has **3,521 Potential Customers** Per Edition For Cleaning Services

That's \$8,331,280 in Potential Sales

The most recent GVPS readership survey study from Circulation Verification Council has shown that 38,734 people who read our publication plan to use cleaning services in the next 12 months. With the average customer spending \$2,366 in this category annually, that equals \$91,644,076 in potential sales for our advertisers throughout our 11 editions.*

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

*CVC Audit Survey.



**Average Yearly Spend
Per Customer..... \$2,366**

PER EDITION
Potential Customers.....3,521
Potential Sales..... \$8,331,280

THROUGHOUT ALL 11 EDITIONS
Potential Customers..... 38,734
Potential Sales..... \$91,644,076



GVPS Has **7,483 Potential Clients** Per Edition For Dentists

That's \$3,412,092 in Potential Sales

The GVPS readership survey study from Circulation Verification Council has shown that 82,309 people who read our publication plan to use dental services in the next 12 months. With the average customer spending \$456 in this category annually, that equals \$37,533,013 in potential sales for our advertisers throughout our 11 editions.*

That's real buyers.
Buyers you can reach.

*CVC Audit Survey.



**Average Yearly Spend
Per Customer.....\$456**

PER EDITION

Potential Customers.....7,483

Potential Sales..... \$3,412,092

THROUGHOUT ALL 11 EDITIONS

Potential Customers..... 82,309

Potential Sales..... \$37,533,013



GVPS Has **8,473 Potential Customers** Per Edition For Dining/Entertainment

That's \$36,010,293 in Potential Sales

The most recent GVPS readership survey study from Circulation Verification Council has shown that 93,203 people who read our publication plan to spend money on dining and/or entertainment in the next 12 months. With the average customer spending \$4,250 in this category annually, that equals \$396,113,218 in potential sales for our advertisers throughout our 11 editions.*

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

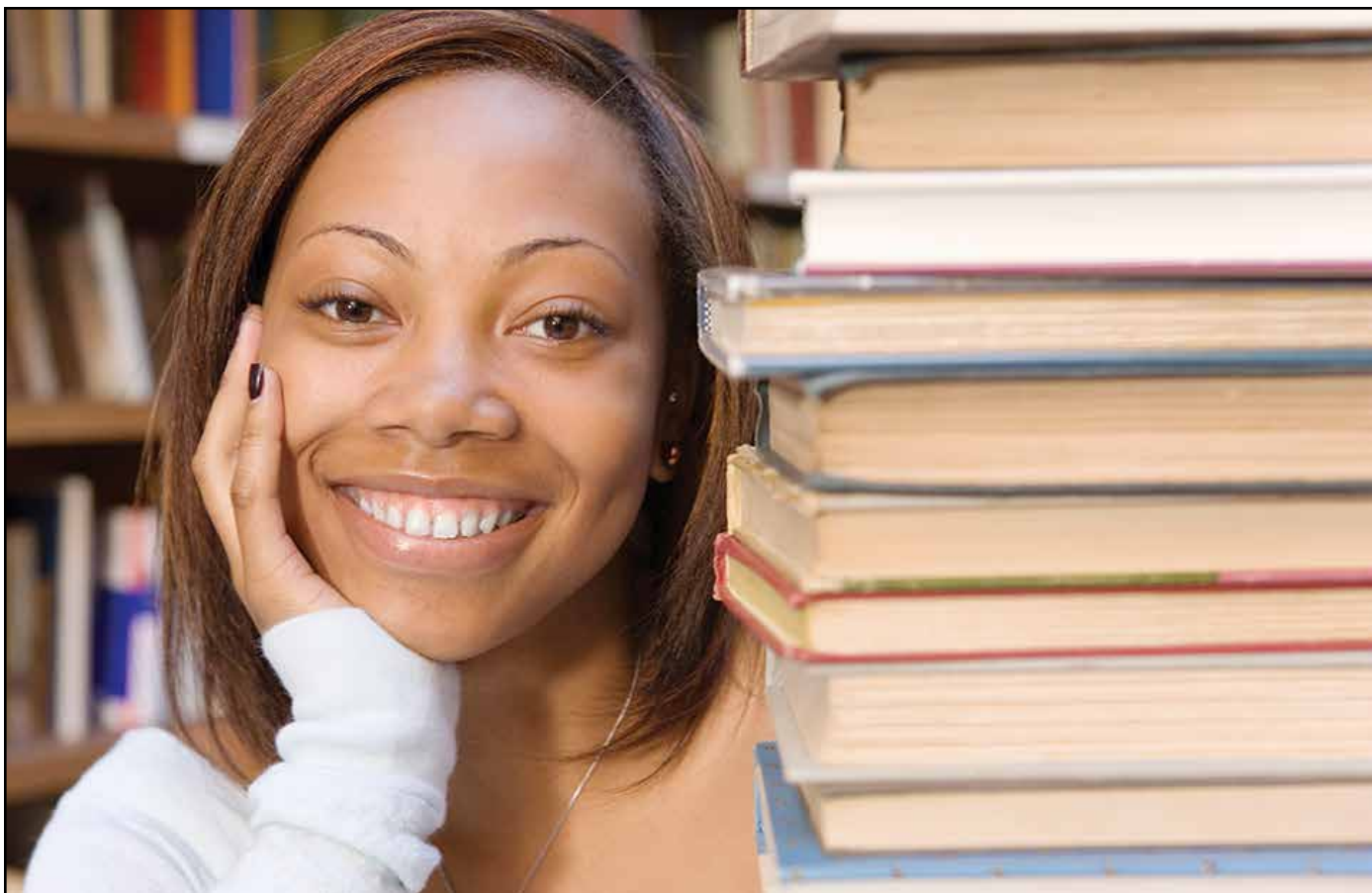
*CVC Audit Survey.



**Average Yearly Spend
Per Customer.....\$4,250**

PER EDITION
Potential Customers.....8,473
Potential Sales.....\$36,010,293

THROUGHOUT ALL 11 EDITIONS
Potential Customers..... 93,203
Potential Sales.....\$396,113,218



GVPS Has **1,761 Potential Customers** Per Edition For Education/Classes

That's \$5,082,926 in Potential Sales

The most recent GVPS readership survey study from Circulation Verification Council has shown that 19,367 people who read our publication plan to spend money on education and/or classes in the next 12 months. With the average customer spending \$2,887 in this category annually, that equals \$5,082,926 in potential sales for our advertisers throughout our 11 editions.*

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

*CVC Audit Survey.



**Average Yearly Spend
Per Customer..... \$2,887**

PER EDITION

**Potential Customers..... 1,761
Potential Sales..... \$5,082,926**

THROUGHOUT ALL 11 EDITIONS

**Potential Customers..... 19,367
Potential Sales..... \$55,912,183**



GVPS Has **4,071 Potential Customers** Per Edition For Eyewear

That's \$936,433 in Potential Sales

The GVPS readership survey study from Circulation Verification Council has shown that 44,786 people who read our publication plan to purchase eyewear, glasses and/or contact lenses in the next 12 months. With the average customer spending \$230 in this category annually, that equals \$10,300,759 in potential sales for our advertisers throughout our 11 editions.*

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

*CVC Audit Survey.



**Average Yearly Spend
Per Customer.....\$230**

PER EDITION
Potential Customers..... 4,071
Potential Sales.....\$936,433

THROUGHOUT ALL 11 EDITIONS
Potential Customers..... 44,786
Potential Sales..... \$10,300,759



GVPS Has **1,431 Potential Customers** Per Edition For Farm Equipment

That's \$14,090,506 in Potential Sales

The GVPS readership survey study from Circulation Verification Council has shown that 15,736 people who read our publication plan to purchase farm equipment in the next 12 months. With the average customer spending \$9,850 in this category annually, that equals \$154,995,562 in potential sales for our advertisers throughout our 11 editions.*

That's real buyers.
Buyers you can reach.

*CVC Audit Survey.



**Average Yearly Spend
Per Customer..... \$9,850**

PER EDITION

Potential Customers..... 1,431
Potential Sales..... \$14,090,506

THROUGHOUT ALL 11 EDITIONS

Potential Customers..... 15,736
Potential Sales..... \$154,995,562



GVPS Has **2,641 Potential Clients** Per Edition For Financial Planners

That's \$1,993,908 in Potential Sales

The most recent GVPS readership survey study from Circulation Verification Council has shown that 29,050 people who read our publication plan to use financial planning services in the next 12 months. With the average customer spending \$755 in this category annually, that equals \$21,932,992 in potential sales for our advertisers throughout our 11 editions.*

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

*CVC Audit Survey.



**Average Yearly Spend
Per Customer..... \$755**

PER EDITION
Potential Customers..... 2,641
Potential Sales..... \$1,993,908

THROUGHOUT ALL 11 EDITIONS
Potential Customers..... 29,050
Potential Sales..... \$21,932,992



GVPS Has **2,971 Potential Customers** Per Edition For Florists/Gift Shops

That's \$965,593 in Potential Sales

The most recent GVPS readership survey study from Circulation Verification Council has shown that 32,682 people who read our publication plan to purchase items from florists and/or gift shops in the next 12 months. With the average customer spending \$325 in this category annually, that equals \$10,621,523 in potential sales for our advertisers throughout our 11 editions.*

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

*CVC Audit Survey.



**Average Yearly Spend
Per Customer.....\$325**

PER EDITION
Potential Customers.....2,971
Potential Sales.....\$965,593

THROUGHOUT ALL 11 EDITIONS
Potential Customers.....32,682
Potential Sales.....\$10,621,523



GVPS Has **5,282 Potential Customers** Per Edition For Furniture

That's \$15,254,059 in Potential Sales

The most recent GVPS readership survey study from Circulation Verification Council has shown that 58,101 people who read our publication plan to purchase furniture and/or home furnishings in the next 12 months. With the average customer spending \$2,888 in this category annually, that equals \$167,794,648 in potential sales for our advertisers throughout our 11 editions.*

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

*CVC Audit Survey.



**Average Yearly Spend
Per Customer..... \$2,888**

PER EDITION
Potential Customers..... 5,282
Potential Sales..... \$15,254,059

THROUGHOUT ALL 11 EDITIONS
Potential Customers..... 58,101
Potential Sales..... \$167,794,648



GVPS Has **3,631 Potential Customers** Per Edition For Health Clubs

That's \$2,305,869 in Potential Sales

The most recent GVPS readership survey study from Circulation Verification Council has shown that 39,944 people who read our publication plan to purchase health club memberships and/or exercise classes in the next 12 months. With the average customer spending \$635 in this category annually, that equals \$25,364,561 in potential sales for our advertisers throughout our 11 editions.*

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

*CVC Audit Survey.



**Average Yearly Spend
Per Customer..... \$635**

PER EDITION
Potential Customers..... 3,631
Potential Sales..... \$2,305,869

THROUGHOUT ALL 11 EDITIONS
Potential Customers..... 39,944
Potential Sales..... \$25,364,561



GVPS Has **440 Potential Customers** Per Edition For Hearing Services

That's \$770,274 in Potential Sales

The GVPS readership survey study from Circulation Verification Council has shown that 4,842 people who read our publication plan to purchase hearing services in the next 12 months. With the average customer spending \$1,750 in this category annually, that equals \$8,473,010 in potential sales for our advertisers throughout our 11 editions.*

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

*CVC Audit Survey.



**Average Yearly Spend
Per Customer.....\$1,750**

PER EDITION
Potential Customers..... 440
Potential Sales.....\$770,274

THROUGHOUT ALL 11 EDITIONS
Potential Customers..... 4,842
Potential Sales.....\$8,473,010



GVPS Has **2,421 Potential Customers** Per Edition For Computers

That's \$1,881,008 in Potential Sales

The most recent GVPS readership survey study from Circulation Verification Council has shown that 26,629 people who read our publication plan to purchase home computers, laptops and/or tablets in the next 12 months. With the average customer spending \$777 in this category annually, that equals \$20,691,090 in potential sales for our advertisers throughout our 11 editions.*

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

*CVC Audit Survey.



**Average Yearly Spend
Per Customer..... \$777**

PER EDITION
Potential Customers..... 2,421
Potential Sales..... \$1,881,008

THROUGHOUT ALL 11 EDITIONS
Potential Customers..... 26,629
Potential Sales..... \$20,691,090



GVPS Has **2,751 Potential Customers** Per Edition For Home Heating & A/C

That's \$1,581,812 in Potential Sales

The most recent GVPS readership survey study from Circulation Verification Council has shown that 30,261 people who read our publication plan to purchase home heating and air conditioning products and/or services in the next 12 months. With the average customer spending \$575 in this category annually, that equals \$17,399,931 in potential sales for our advertisers throughout our 11 editions.*

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

*CVC Audit Survey.



**Average Yearly Spend
Per Customer..... \$575**

PER EDITION
Potential Customers..... 2,751
Potential Sales..... \$1,581,812

THROUGHOUT ALL 11 EDITIONS
Potential Customers..... 30,261
Potential Sales..... \$17,399,931



GVPS Has **3,851 Potential Customers** Per Edition For Home Improvement

That's \$11,107,346 in Potential Sales

The most recent GVPS readership survey study from Circulation Verification Council has shown that 42,365 people who read our publication plan to purchase home improvement supplies and/or services in the next 12 months. With the average customer spending \$2,884 in this category annually, that equals \$122,180,804 in potential sales for our advertisers throughout our 11 editions.*

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

*CVC Audit Survey.



**Average Yearly Spend
Per Customer.....\$2,884**

PER EDITION
Potential Customers.....3,851
Potential Sales.....\$11,107,346

THROUGHOUT ALL 11 EDITIONS
Potential Customers.....42,365
Potential Sales.....\$122,180,804



GVPS Has **8,253 Potential Customers** Per Edition For Insurance

That's \$10,316,165 in Potential Sales

The GVPS readership survey study from Circulation Verification Council has shown that 90,782 people who read our publication plan to purchase insurance in the next 12 months. With the average customer spending \$1,250 in this category annually, that equals \$113,477,813 in potential sales for our advertisers throughout our 11 editions.*

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

*CVC Audit Survey.



**Average Yearly Spend
Per Customer..... \$1,250**

PER EDITION
Potential Customers..... 8,253
Potential Sales..... \$10,316,165

THROUGHOUT ALL 11 EDITIONS
Potential Customers..... 90,782
Potential Sales..... \$113,477,813



GVPS Has **1,981 Potential Customers** Per Edition For Jewelry

That's \$2,376,844 in Potential Sales

The most recent GVPS readership survey study from Circulation Verification Council has shown that 21,788 people who read our publication plan to purchase jewelry in the next 12 months. With the average customer spending \$1,200 in this category annually, that equals \$26,145,288 in potential sales for our advertisers throughout our 11 editions.*

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

*CVC Audit Survey.



**Average Yearly Spend
Per Customer..... \$1,200**

PER EDITION
Potential Customers..... 1,981
Potential Sales..... \$2,376,844

THROUGHOUT ALL 11 EDITIONS
Potential Customers..... 21,788
Potential Sales..... \$26,145,288



GVPS Has **3,411 Potential Customers** Per Edition For Lawn & Garden Stores

That's \$6,515,415 in Potential Sales

The most recent GVPS readership survey study from Circulation Verification Council has shown that 37,523 people who read our publication plan to purchase lawn & garden products in the next 12 months. With the average customer spending \$1,910 in this category annually, that equals \$71,669,560 in potential sales for our advertisers throughout our 11 editions.*

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

*CVC Audit Survey.



**Average Yearly Spend
Per Customer.....\$1,910**

PER EDITION
Potential Customers..... 3,411
Potential Sales..... \$6,515,415

THROUGHOUT ALL 11 EDITIONS
Potential Customers..... 37,523
Potential Sales..... \$71,669,560



GVPS Has **3,081 Potential Customers** Per Edition For Lawn Care Services

That's \$6,146,784 in Potential Sales

The most recent GVPS readership survey study from Circulation Verification Council has shown that 33,892 people who read our publication plan to purchase lawn care services in the next 12 months. With the average customer spending \$1,995 in this category annually, that equals \$67,614,620 in potential sales for our advertisers throughout our 11 editions.*

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

*CVC Audit Survey.



**Average Yearly Spend
Per Customer..... \$1,995**

PER EDITION
Potential Customers..... 3,081
Potential Sales..... \$6,146,784

THROUGHOUT ALL 11 EDITIONS
Potential Customers..... 33,892
Potential Sales..... \$67,614,620



GVPS Has **3,851 Potential Customers** Per Edition For Legal Gambling

That's \$3,420,015 in Potential Sales

The most recent GVPS readership survey study from Circulation Verification Council has shown that 42,365 people who read our publication plan to legally gamble in the next 12 months. With the average customer spending \$888 in this category annually, that equals \$37,620,164 in potential sales for our advertisers throughout our 11 editions.*

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

*CVC Audit Survey.



**Average Yearly Spend
Per Customer..... \$888**

PER EDITION
Potential Customers.....3,851
Potential Sales..... \$3,420,015

THROUGHOUT ALL 11 EDITIONS
Potential Customers.....42,365
Potential Sales.....\$37,620,164



GVPS Has **2,311 Potential Customers** Per Edition For Major Appliances

That's \$2,518,795 in Potential Sales

The most recent GVPS readership survey study from Circulation Verification Council has shown that 25,419 people who read our publication plan to purchase major home appliances in the next 12 months. With the average customer spending \$1,090 in this category annually, that equals \$27,706,743 in potential sales for our advertisers throughout our 11 editions.*

That's real buyers.
Buyers you can reach.

*CVC Audit Survey.



**Average Yearly Spend
Per Customer..... \$1,090**

PER EDITION

Potential Customers..... 2,311
Potential Sales..... \$2,518,795

THROUGHOUT ALL 11 EDITIONS

Potential Customers..... 25,419
Potential Sales..... \$27,706,743



GVPS Has **6,932 Potential Customers** Per Edition For Men's Apparel

That's \$15,410,865 in Potential Sales

The most recent GVPS readership survey study from Circulation Verification Council has shown that 6,932 people who read our publication plan to purchase men's apparel in the next 12 months. With the average customer spending \$2,223 in this category annually, that equals \$169,519,511 in potential sales for our advertisers throughout our 11 editions.*

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

*CVC Audit Survey.



**Average Yearly Spend
Per Customer.....\$2,223**

PER EDITION
Potential Customers..... 6,932
Potential Sales..... \$15,410,865

THROUGHOUT ALL 11 EDITIONS
Potential Customers..... 76,257
Potential Sales..... \$169,519,511



GVPS Has **550 Potential Customers** Per Edition For Motorcycles & ATVs

That's \$5,722,033 in Potential Sales

The most recent GVPS readership survey study from Circulation Verification Council has shown that 6,052 people who read our publication plan to purchase a motorcycle and/or ATV in the next 12 months. With the average customer spending \$10,400 in this category annually, that equals \$62,942,360 in potential sales for our advertisers throughout our 11 editions.*

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

*CVC Audit Survey.



**Average Yearly Spend
Per Customer.....\$10,400**

PER EDITION
Potential Customers..... 550
Potential Sales..... \$5,722,033

THROUGHOUT ALL 11 EDITIONS
Potential Customers..... 6,052
Potential Sales..... \$62,942,360



GVPS Has **1,431 Potential Customers** Per Edition For New Automobiles

That's \$41,364,575 in Potential Sales

The most recent GVPS readership survey study from Circulation Verification Council has shown that 15,736 people who read our publication plan to purchase a new automobile in the next 12 months. With the average customer spending \$28,916 in this category annually, that equals \$455,010,320 in potential sales for our advertisers throughout our 11 editions.*

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

*CVC Audit Survey.



**Average Yearly Spend
Per Customer.....\$28,916**

PER EDITION
Potential Customers..... 1,431
Potential Sales.....\$41,364,575

THROUGHOUT ALL 11 EDITIONS
Potential Customers.....15,736
Potential Sales..... \$455,010,320



GVPS Has **3,191 Potential Customers** Per Edition For Organic Food

That's \$26,965,079 in Potential Sales

The GVPS readership survey study from Circulation Verification Council has shown that 35,102 people who read our publication plan to purchase organic food products and/or health food in the next 12 months. With the average customer spending \$8,450 in this category annually, that equals \$296,615,872 in potential sales for our advertisers throughout our 11 editions.*

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

*CVC Audit Survey.



**Average Yearly Spend
Per Customer..... \$8,450**

PER EDITION

**Potential Customers..... 3,191
Potential Sales..... \$26,965,079**

THROUGHOUT ALL 11 EDITIONS

**Potential Customers..... 35,102
Potential Sales..... \$296,615,872**



GVPS Has **4,512 Potential Customers** Per Edition For Outdoor Supplies

That's \$428,602 in Potential Sales

The GVPS readership survey study from Circulation Verification Council has shown that 4,512 people who read our publication plan to purchase outdoor supplies (camping, hunting and/or fishing) in the next 12 months. With the average customer spending \$95 in this category annually, that equals \$4,714,625 in potential sales for our advertisers throughout our 11 editions.*

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

*CVC Audit Survey.



**Average Yearly Spend
Per Customer.....\$95**

PER EDITION
Potential Customers.....4,512
Potential Sales.....\$428,602

THROUGHOUT ALL 11 EDITIONS
Potential Customers.....49,628
Potential Sales.....\$4,714,625



GVPS Has **3,081 Potential Customers** Per Edition For Pet Supplies/Services

That's \$1,540,547 in Potential Sales

The most recent GVPS readership survey study from Circulation Verification Council has shown that 33,892 people who read our publication plan to purchase pet supplies and/or services in the next 12 months. With the average customer spending \$500 in this category annually, that equals \$16,496,020 in potential sales for our advertisers throughout our 11 editions.*

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

*CVC Audit Survey.



**Average Yearly Spend
Per Customer..... \$500**

PER EDITION
Potential Customers..... 3,081
Potential Sales..... \$1,540,547

THROUGHOUT ALL 11 EDITIONS
Potential Customers..... 33,892
Potential Sales..... \$16,496,020



GVPS Has **5,502 Potential Customers** Per Edition For Pharmacies

That's \$5,810,064 in Potential Sales

The most recent GVPS readership survey study from Circulation Verification Council has shown that 60,522 people who read our publication plan to use pharmacy and/or prescription services in the next 12 months. With the average customer spending \$1,056 in this category annually, that equals \$63,910,704 in potential sales for our advertisers throughout our 11 editions.*

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

*CVC Audit Survey.



**Average Yearly Spend
Per Customer..... \$1,056**

PER EDITION
Potential Customers..... 5,502
Potential Sales..... \$5,810,064

THROUGHOUT ALL 11 EDITIONS
Potential Customers..... 60,522
Potential Sales..... \$63,910,704



GVPS Has **550 Potential Customers** Per Edition For Photographers

That's \$863,807 in Potential Sales

The GVPS readership survey study from Circulation Verification Council has shown that 6,052 people who read our publication plan to purchase photography services in the next 12 months.

With the average customer spending \$1,570 in this category annually, that equals \$9,501,876 in potential sales for our advertisers throughout our 11 editions.*

That's real buyers.
Buyers you can reach.

*CVC Audit Survey.



**Average Yearly Spend
Per Customer.....\$1,570**

PER EDITION

Potential Customers.....550

Potential Sales.....\$863,807

THROUGHOUT ALL 11 EDITIONS

Potential Customers.....6,052

Potential Sales.....\$9,501,876



GVPS Has **6,932 Potential Customers** Per Edition For Physicians

That's \$4,159,478 in Potential Sales

The most recent GVPS readership survey study from Circulation Verification Council has shown that 76,257 people who read our publication plan to use the services of a physician, doctor and/or pediatrician in the next 12 months. With the average customer spending \$600 in this category annually, that equals \$45,754,254 in potential sales for our advertisers throughout our 11 editions.*

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

*CVC Audit Survey.



**Average Yearly Spend
Per Customer..... \$600**

PER EDITION
Potential Customers..... 6,932
Potential Sales..... \$4,159,478

THROUGHOUT ALL 11 EDITIONS
Potential Customers..... 76,257
Potential Sales..... \$45,754,254



GVPS Has **1,210 Potential Customers** Per Edition For Real Estate

That's \$159,897,803 in Potential Sales

The most recent GVPS readership survey study from Circulation Verification Council has shown that 13,315 people who read our publication plan to purchase real estate in the next 12 months. With the average customer spending \$132,100 in this category annually, that equals \$1,758,875,833 in potential sales for our advertisers throughout our 11 editions.*

That's real buyers.
Buyers you can reach.

*CVC Audit Survey.



**Average Yearly Spend
Per Customer..... \$132,100**

PER EDITION
Potential Customers..... 1,210
Potential Sales..... \$159,897,803

THROUGHOUT ALL 11 EDITIONS
Potential Customers..... 13,315
Potential Sales..... \$1,758,875,833



GVPS Has **6,162 Potential Customers** Per Edition For Tax Advisors

That's \$1,386,493 in Potential Sales

The most recent GVPS readership survey study from Circulation Verification Council has shown that 67,784 people who read our publication plan to use the services of a tax advisor in the next 12 months. With the average customer spending \$225 in this category annually, that equals \$15,251,418 in potential sales for our advertisers throughout our 11 editions.*

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

*CVC Audit Survey.



**Average Yearly Spend
Per Customer.....\$225**

PER EDITION
Potential Customers.....6,162
Potential Sales.....\$1,386,493

THROUGHOUT ALL 11 EDITIONS
Potential Customers.....67,784
Potential Sales.....\$15,251,418



GVPS Has **3,631 Potential Customers** Per Edition For TVs & Electronics

That's \$6,765,093 in Potential Sales

The most recent GVPS readership survey study from Circulation Verification Council has shown that 39,944 people who read our publication plan to purchase televisions and/or electronics in the next 12 months. With the average customer spending \$1,863 in this category annually, that equals \$74,416,026 in potential sales for our advertisers throughout our 11 editions.*

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

*CVC Audit Survey.



**Average Yearly Spend
Per Customer..... \$1,863**

PER EDITION
Potential Customers..... 3,631
Potential Sales..... \$6,765,093

THROUGHOUT ALL 11 EDITIONS
Potential Customers..... 39,944
Potential Sales..... \$74,416,026



GVPS Has **2,091 Potential Customers** Per Edition For Used Automobiles

That's \$29,257,854 in Potential Sales

The most recent GVPS readership survey study from Circulation Verification Council has shown that 22,998 people who read our publication plan to purchase a used automobile in the next 12 months. With the average customer spending \$13,994 in this category annually, that equals \$321,836,391 in potential sales for our advertisers throughout our 11 editions.*

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

*CVC Audit Survey.



**Average Yearly Spend
Per Customer.....\$13,994**

PER EDITION
Potential Customers..... 2,091
Potential Sales..... \$29,257,854

THROUGHOUT ALL 11 EDITIONS
Potential Customers.....22,998
Potential Sales..... \$321,836,391



GVPS Has **6,602 Potential Customers** Per Edition For Vacations & Travel

That's \$16,505,864 in Potential Sales

The most recent GVPS readership survey study from Circulation Verification Council has shown that 72,626 people who read our publication plan to take vacations and/or travel in the next 12 months. With the average customer spending \$2,500 in this category annually, that equals \$181,564,500 in potential sales for our advertisers throughout our 11 editions.*

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

*CVC Audit Survey.



**Average Yearly Spend
Per Customer..... \$2,500**

PER EDITION

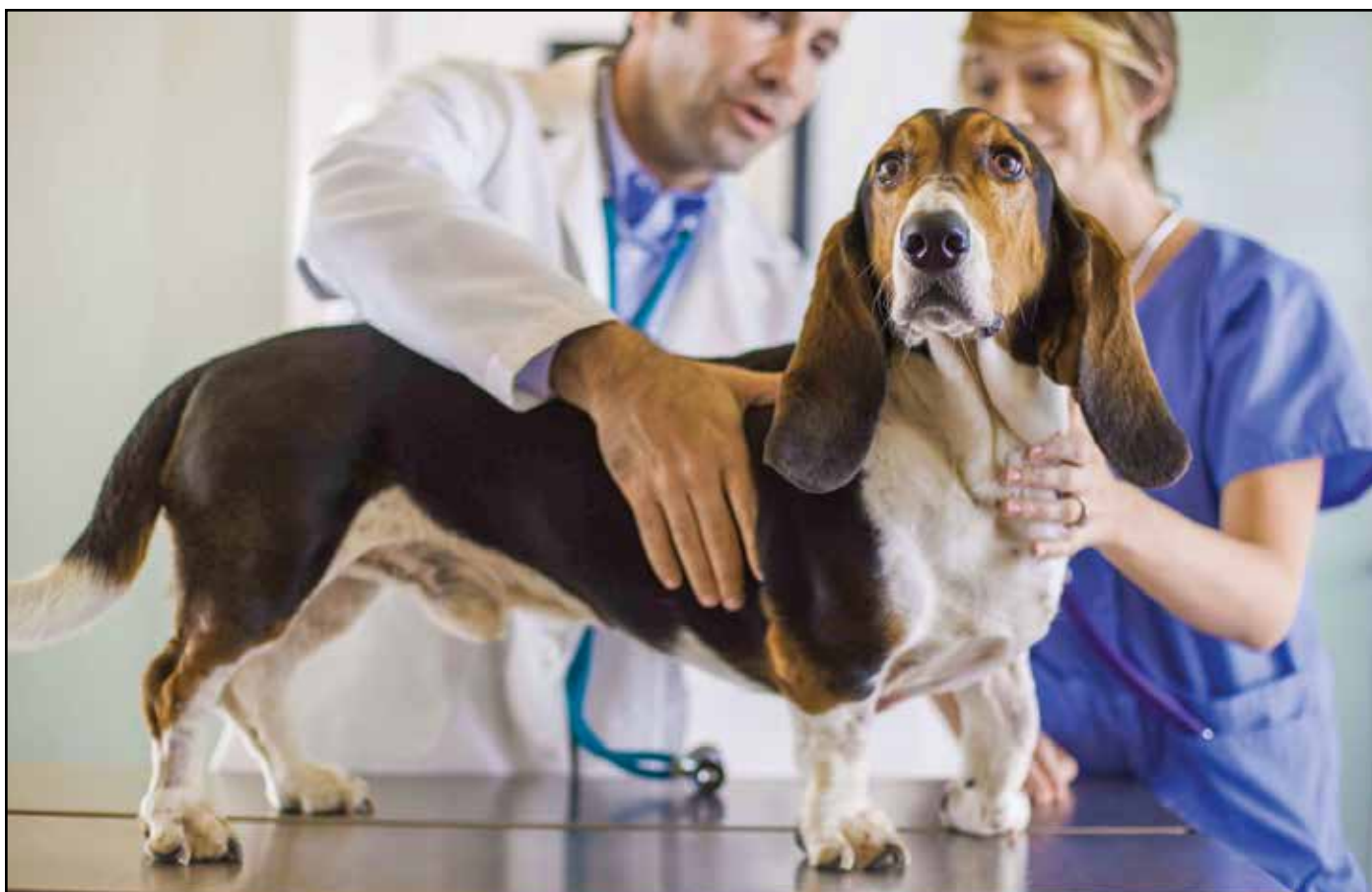
Potential Customers..... 6,602

Potential Sales..... \$16,505,864

THROUGHOUT ALL 11 EDITIONS

Potential Customers..... 72,626

Potential Sales..... \$181,564,500



GVPS Has **2,641 Potential Customers** Per Edition For Veterinarians

That's \$1,584,563 in Potential Sales

The most recent GVPS readership survey study from Circulation Verification Council has shown that 29,050 people who read our publication plan to use the services of a veterinarian in the next 12 months. With the average customer spending \$600 in this category annually, that equals \$17,430,192 in potential sales for our advertisers throughout our 11 editions.*

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

*CVC Audit Survey.



**Average Yearly Spend
Per Customer..... \$600**

PER EDITION
Potential Customers..... 2,641
Potential Sales..... \$1,584,563

THROUGHOUT ALL 11 EDITIONS
Potential Customers..... 29,050
Potential Sales..... \$17,430,192



GVPS Has **660 Potential Customers** Per Edition For Wedding Supplies

That's \$7,922,815 in Potential Sales

The most recent GVPS readership survey study from Circulation Verification Council has shown that 7,263 people who read our publication plan to purchase wedding supplies in the next 12 months. With the average customer spending \$12,000 in this category annually, that equals \$87,150,960 in potential sales for our advertisers throughout our 11 editions.*

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

*CVC Audit Survey.



**Average Yearly Spend
Per Customer.....\$12,000**

PER EDITION
Potential Customers..... 660
Potential Sales..... \$7,922,815

THROUGHOUT ALL 11 EDITIONS
Potential Customers..... 7,263
Potential Sales..... \$87,150,960



GVPS Has **1,541 Potential Customers** Per Edition For Weight Loss

That's \$871,950 in Potential Sales

The most recent GVPS readership survey study from Circulation Verification Council has shown that 16,946 people who read our publication plan to purchase weight loss products and/or services in the next 12 months. With the average customer spending \$566 in this category annually, that equals \$9,591,447 in potential sales for our advertisers throughout our 11 editions.*

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

*CVC Audit Survey.



**Average Yearly Spend
Per Customer..... \$566**

PER EDITION
Potential Customers..... 1,541
Potential Sales..... \$871,950

THROUGHOUT ALL 11 EDITIONS
Potential Customers..... 16,946
Potential Sales..... \$9,591,447



GVPS Has **8,363 Potential Customers** Per Edition For Women's Apparel

That's \$28,584,635 in Potential Sales

The most recent GVPS readership survey study from Circulation Verification Council has shown that 91,993 people who read our publication plan to purchase women's apparel in the next 12 months. With the average customer spending \$3,418 in this category annually, that equals \$314,430,980 in potential sales for our advertisers throughout our 11 editions.*

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

*CVC Audit Survey.



**Average Yearly Spend
Per Customer..... \$3,418**

PER EDITION

**Potential Customers..... 8,363
Potential Sales..... \$28,584,635**

THROUGHOUT ALL 11 EDITIONS

**Potential Customers..... 91,993
Potential Sales..... \$314,430,980**

ABOUT CVC



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.

Genesee Valley Penny Saver is audited by CVC.



OUR DATA SPEAKS VOLUMES

Reaching Your Customers



AVON OFFICE: Main Office

1471 Route 15 • Avon, NY 14414
(585) 226-8111 • Fax: (585) 226-3395

BATAVIA OFFICE: Sales Office

222 East Main St. • Batavia, NY 14020
(585) 343-3111 • Fax: (585) 343-3353

CANANDAIGUA OFFICE: Sales Office

202 S. Main St. • Canandaigua, NY 14424
(585) 393-1111 • Fax: (585) 393-1823

DANSVILLE OFFICE: Sales Office

134 Main St. • Dansville, NY 14437
(585) 335-8537 • Fax: (585) 335-7781



Genesee Valley Penny Saver has been nationally recognized in the top 1% of audited publications for reach, readership & response.

Based on CVC Audit.