

Gross Distribution Audit Period: October 1, 2008 – September 30, 2009

Cybersocket Web Magazine

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1. Publication Information

Average Gross Distribution: 69,900 (Print Edition)**(See paragraph seven explanatory)
Number of Editions: One
Format / Average Page Count: Magazine / 56 Pages
Distribution Cycle: Monthly
Distribution Day / Time: 1st of the month / by 5 PM
Ownership: Cybersocket, Inc
Year Established: 1999
Publication Type: Alternative Monthly
Content: 45% Advertising / 55% Editorial
Distribution Paid/Unpaid: 100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods: 0% Home Delivery / 1% Mail / 99% Controlled Bulk
Insert Zoning Available: No
CVC Member Number: 01-1014
DMA/MSA: Los Angeles, CA / Los Angeles--Riverside—Orange County, CA
Audit Funded By: Publisher

2. Rate Card and Mechanical Data

Rate Card Effective Date: January 1, 2010
Mechanical Data: Four (4) columns x 9-inch column depth
Full page: 8.125" wide X 9" depth.
Open Rate: Local: \$3,135.00 Full Page - \$700.00 1/8th page
National: \$3,135.00 Full Page - \$700.00 1/8th page
Insert Open Rate: Contact Publisher
Classified Rate: Contact Publisher

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

3. Contact Information

Publisher: Morgan Sommer EMAIL: morgan@cybersocket.com
Advertising: Morgan Sommer EMAIL: sales@cybersocket.com
Distribution: Dina Martinez EMAIL: dina@cybersocket.com

4. Distribution Pricing

Cybersocket Web Magazine is a controlled distribution monthly without distribution pricing.
Annual mail subscription rate: Contact Publisher



5. Audited Distribution and Net Press Averages - Print Edition

CVC Account Number: 01-1014		Cybersocket Web Magazine Los Angeles, CA
Audit Period Summary		
Average Net Circulation	(5-H)	**
Average Gross Distribution	(5-F)	69,900
Average Net Press Run	(5-A)	70,000
Audit Period Detail		
A. Average Net Press Run		70,000
B. Office / File		100
C. Controlled Distribution		
1. Home Delivery		0
2. Controlled Bulk Delivery / Demand Distribution		67,808
3. Mail		0
4. Restock & Office Service		827
5. Other: Events, fairs, festivals & trade shows		1,096
TOTAL AVERAGE CONTROLLED DISTRIBUTION		69,731
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		169
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		169
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		69,900
G. Unclaimed / Returns		(0)*
H. Average Net Circulation		**

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

**** This is a gross distribution audit. The publisher did not file return / unclaimed editions to qualify for CVC net circulation reporting. See paragraph twelve for CVC return / unclaimed estimates.**

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.
5. OTHER: Editions distributed at community events, fairs, festivals and trade shows and available to individual readers. 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.
- 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.

HITS: The successful transmission of a file contained within a web-page. A single web-page can consist of multiple files which are counted as a hit as the page is downloaded.

PARAGRAPH SIX (B)

TOTAL ONLINE EDITION READERS: Registered and/or non-registered users who open and read one or more pages of the online edition during the edition cycle.

UNIQUE ONLINE EDITION READERS: Registered users who have supplied CVC verification information to validate the online edition reader is not a duplicated print edition reader.



8. Average Print Distribution History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/09-12/31/09	CVC	69,900	69,900	69,900	-
01/01/08-12/31/08	CVC	69,900	69,900	69,900	69,900
01/01/07-12/31/07	CVC	69,900	69,900	69,900	69,900

9. Distribution by Zip Code (6/1/2009 Edition)

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
02111	Boston	Suffolk	0	125	0	0	125
02657	Provincetown	Barnstable	0	200	0	0	200
03907	Ogunquit	York	0	150	0	0	150
06511	New Haven	New Haven	0	225	0	0	225
07712	Asbury Park	Monmouth	0	75	0	0	75
10001	New York	New York	0	330	0	0	330
10003	New York	New York	0	150	0	0	150
10011	New York	New York	0	655	0	0	655
10014	New York	New York	0	125	0	0	125
10019	New York	New York	0	165	0	0	165
10022	New York	New York	0	200	0	0	200
10024	New York	New York	0	125	0	0	125
10036	New York	New York	0	75	0	0	75
11211	Brooklyn	Kings	0	165	0	0	165
12205	Albany	Albany	0	75	0	0	75
14604	Rochester	Monroe	0	75	0	0	75
14607	Rochester	Monroe	0	75	0	0	75
15658	Ligonier	Westmoreland	0	75	0	0	75
17401	York	York	0	75	0	0	75
19608	Sinking Spring	Berks	0	75	0	0	75
19971	Rehoboth Beach	Sussex	0	125	0	0	125
20005	Washington	District of Columbia	0	125	0	0	125
20007	Washington	District of Columbia	0	75	0	0	75
20009	Washington	District of Columbia	0	200	0	0	200
21201	Baltimore	Baltimore City	0	75	0	0	75
21224	Baltimore	Baltimore City	0	75	0	0	75
23462	Virginia Beach	Virginia Beach City	0	75	0	0	75
24740	Princeton	Mercer	0	75	0	0	75
27601	Raleigh	Wake	0	75	0	0	75
28214	Charlotte	Mecklenburg	0	75	0	0	75
30309	Atlanta	Fulton	0	455	0	0	455
30324	Atlanta	Fulton	0	240	0	0	240
33139	Miami Beach	Miami-Dade	0	250	0	0	250
33304	Fort Lauderdale	Broward	0	125	0	0	125
33305	Wilton Manors	Broward	0	515	0	0	515
33311	Fort Lauderdale	Broward	0	125	0	0	125
35233	Birmingham	Jefferson	0	75	0	0	75
36602	Mobile	Mobile	0	125	0	0	125
37203	Nashville	Davidson	0	455	0	0	455
37932	Knoxville	Knox	0	75	0	0	75
38701	Greenville	Washington	0	125	0	0	125

9. Distribution by Zip Code (6/1/2009 Edition) continued

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
40202	Louisville	Jefferson	0	150	0	0	150
40206	Louisville	Jefferson	0	75	0	0	75
40208	Louisville	Jefferson	0	75	0	0	75
43212	Columbus	Franklin	0	125	0	0	125
43215	Columbus	Franklin	0	75	0	0	75
44107	Lakewood	Cuyahoga	0	75	0	0	75
44111	Cleveland	Cuyahoga	0	125	0	0	125
45202	Cincinnati	Hamilton	0	75	0	0	75
46202	Indianapolis	Marion	0	150	0	0	150
47711	Evansville	Vanderburgh	0	75	0	0	75
48067	Royal Oak	Oakland	0	150	0	0	150
48203	Detroit	Wayne	0	290	0	0	290
52402	Cedar Rapids	Linn	0	75	0	0	75
53204	Milwaukee	Milwaukee	0	165	0	0	165
53211	Milwaukee	Milwaukee	0	150	0	0	150
55401	Minneapolis	Hennepin	0	165	0	0	165
55403	Minneapolis	Hennepin	0	660	0	0	660
57104	Sioux Falls	Minnehaha	0	125	0	0	125
60640	Chicago	Cook	0	150	0	0	150
60657	Chicago	Cook	0	690	0	0	690
63108	Saint Louis	Saint Louis City	0	75	0	0	75
66202	Overland	Johnson	0	125	0	0	125
70002	Metairie	Jefferson	0	75	0	0	75
75219	Dallas	Dallas	0	165	0	0	165
75226	Dallas	Dallas	0	125	0	0	125
77004	Houston	Harris	0	125	0	0	125
77006	Houston	Harris	0	150	0	0	150
78209	San Antonio	Bexar	0	165	0	0	165
78212	San Antonio	Bexar	0	200	0	0	200
78703	Austin	Travis	0	165	0	0	165
78752	Austin	Travis	0	125	0	0	125
80202	Denver	Denver	0	75	0	0	75
80209	Denver	Denver	0	75	0	0	75
80211	Denver	Denver	0	125	0	0	125
80229	Denver	Adams	0	330	0	0	330
80909	Colorado Springs	El Paso	0	75	0	0	75
83442	Rigby	Jefferson	0	75	0	0	75
85004	Phoenix	Maricopa	0	330	0	0	330
85006	Phoenix	Maricopa	0	165	0	0	165
85008	Phoenix	Maricopa	0	165	0	0	165
85012	Phoenix	Maricopa	0	125	0	0	125
85013	Phoenix	Maricopa	0	330	0	0	330
85014	Phoenix	Maricopa	0	290	0	0	290
85015	Phoenix	Maricopa	0	165	0	0	165
85032	Phoenix	Maricopa	0	75	0	0	75
85225	Chandler	Maricopa	0	165	0	0	165
85251	Scottsdale	Maricopa	0	165	0	0	165



9. Distribution by Zip Code (6/1/2009 Edition) continued

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
87123	Albuquerque	Bernalillo	0	165	0	0	165
89104	Las Vegas	Clark	0	75	0	0	75
89109	Las Vegas	Clark	0	240	0	0	240
90004	Los Angeles	Los Angeles	0	300	0	0	300
90013	Los Angeles	Los Angeles	0	150	0	0	150
90014	Los Angeles	Los Angeles	0	100	0	0	100
90019	Los Angeles	Los Angeles	0	200	0	0	200
90026	Los Angeles	Los Angeles	0	1,900	0	0	1,900
90027	Los Angeles	Los Angeles	0	1,800	0	0	1,800
90028	Los Angeles	Los Angeles	0	2,500	0	0	2,500
90029	Los Angeles	Los Angeles	0	3,850	0	0	3,850
90038	West Hollywood	Los Angeles	0	100	0	0	100
90039	Los Angeles	Los Angeles	0	300	0	0	300
90042	Highland Park	Los Angeles	0	100	0	0	100
90046	West Hollywood	Los Angeles	0	5,850	0	0	5,850
90048	West Hollywood	Los Angeles	0	650	0	0	650
90069	West Hollywood	Los Angeles	0	5,000	0	0	5,000
90291	Venice	Los Angeles	0	250	0	0	250
90405	Santa Monica	Los Angeles	0	250	0	0	250
90601	City of Industry	Los Angeles	0	800	0	0	800
90802	Long Beach	Los Angeles	0	625	0	0	625
90803	Long Beach	Los Angeles	0	225	0	0	225
90804	Long Beach	Los Angeles	0	250	0	0	250
90805	Long Beach	Los Angeles	0	100	0	0	100
90806	Long Beach	Los Angeles	0	50	0	0	50
90808	Long Beach	Los Angeles	0	50	0	0	50
90813	Long Beach	Los Angeles	0	125	0	0	125
90814	Long Beach	Los Angeles	0	50	0	0	50
91103	Pasadena	Los Angeles	0	50	0	0	50
91105	Pasadena	Los Angeles	0	200	0	0	200
91107	Pasadena	Los Angeles	0	50	0	0	50
91335	Reseda	Los Angeles	0	50	0	0	50
91401	Van Nuys	Los Angeles	0	600	0	0	600
91403	Sherman Oaks	Los Angeles	0	100	0	0	100
91601	North Hollywood	Los Angeles	0	1,100	0	0	1,100
91606	North Hollywood	Los Angeles	0	200	0	0	200
91614	Studio City	Los Angeles	0	650	0	0	650
91711	Claremont	Los Angeles	0	25	0	0	25
91766	Pomona	Los Angeles	0	150	0	0	150
91767	Pomona	Los Angeles	0	50	0	0	50
91786	Upland	San Bernardino	0	175	0	0	175
92101	San Diego	San Diego	0	500	0	0	500
92102	San Diego	San Diego	0	75	0	0	75
92103	San Diego	San Diego	0	3,100	0	0	3,100
92104	San Diego	San Diego	0	925	0	0	925
92108	San Diego	San Diego	0	25	0	0	25
92110	San Diego	San Diego	0	350	0	0	350

9. Distribution by Zip Code (6/1/2009 Edition) continued

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
92111	San Diego	San Diego	0	50	0	0	50
92113	San Diego	San Diego	0	50	0	0	50
92115	San Diego	San Diego	0	275	0	0	275
92116	San Diego	San Diego	0	600	0	0	600
92234	Cathedral City	Riverside	0	725	0	0	725
92243	El Centro	Imperial	0	25	0	0	25
92262	Palm Springs	Riverside	0	1,625	0	0	1,625
92264	Palm Springs	Riverside	0	650	0	0	650
92404	San Bernardino	San Bernardino	0	50	0	0	50
92405	San Bernardino	San Bernardino	0	50	0	0	50
92408	San Bernardino	San Bernardino	0	50	0	0	50
92410	San Bernardino	San Bernardino	0	125	0	0	125
92501	Riverside	Riverside	0	125	0	0	125
92506	Riverside	Riverside	0	75	0	0	75
92604	Irvine	Orange	0	50	0	0	50
92606	Irvine	Orange	0	100	0	0	100
92612	Irvine	Orange	0	200	0	0	200
92614	Irvine	Orange	0	175	0	0	175
92618	Irvine	Orange	0	150	0	0	150
92626	Costa Mesa	Orange	0	25	0	0	25
92627	Costa Mesa	Orange	0	150	0	0	150
92629	Dana Point	Orange	0	275	0	0	275
92630	Lake Forest	Orange	0	50	0	0	50
92651	Laguna Beach	Orange	0	375	0	0	375
92653	Laguna Hills	Orange	0	100	0	0	100
92656	Aliso Viejo	Orange	0	75	0	0	75
92657	Newport Beach	Orange	0	75	0	0	75
92660	Newport Beach	Orange	0	325	0	0	325
92661	Newport Beach	Orange	0	25	0	0	25
92663	Newport Beach	Orange	0	500	0	0	500
92672	San Clemente	Orange	0	700	0	0	700
92673	San Clemente	Orange	0	125	0	0	125
92675	San Juan Capistrano	Orange	0	300	0	0	300
92677	Laguna Niguel	Orange	0	150	0	0	150
92691	Mission Viejo	Orange	0	75	0	0	75
92692	Mission Viejo	Orange	0	225	0	0	225
92701	Santa Ana	Orange	0	100	0	0	100
92708	Fountain Valley	Orange	0	50	0	0	50
92843	Garden Grove	Orange	0	50	0	0	50
92844	Garden Grove	Orange	0	150	0	0	150
93309	Bakersfield	Kern	0	150	0	0	150
94102	San Francisco	San Francisco	0	550	0	0	550
94103	San Francisco	San Francisco	0	1,000	0	0	1,000
94105	San Francisco	San Francisco	0	75	0	0	75
94107	San Francisco	San Francisco	0	350	0	0	350
94108	San Francisco	San Francisco	0	50	0	0	50
94109	San Francisco	San Francisco	0	1,150	0	0	1,150



9. Distribution by Zip Code (6/1/2009 Edition) continued

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
94110	San Francisco	San Francisco	0	825	0	0	825
94114	San Francisco	San Francisco	0	5,175	0	0	5,175
94115	San Francisco	San Francisco	0	25	0	0	25
94117	San Francisco	San Francisco	0	475	0	0	475
94118	San Francisco	San Francisco	0	125	0	0	125
94121	San Francisco	San Francisco	0	50	0	0	50
94122	San Francisco	San Francisco	0	25	0	0	25
94541	Hayward	Alameda	0	75	0	0	75
94901	San Rafael	Marin	0	100	0	0	100
94945	Novato	Marin	0	25	0	0	25
94960	San Anselmo	Marin	0	50	0	0	50
95126	San Jose	Santa Clara	0	75	0	0	75
95401	Santa Rosa	Sonoma	0	25	0	0	25
95404	Santa Rosa	Sonoma	0	25	0	0	25
95407	Santa Rosa	Sonoma	0	25	0	0	25
95446	Guerneville	Sonoma	0	250	0	0	250
96818	Honolulu	Honolulu	0	150	0	0	150
97209	Portland	Multnomah	0	75	0	0	75
98122	Seattle	King	0	125	0	0	125
Misc.	Assorted	Assorted	0	215	0	0	215
TOTAL			0	69,320	0	0	69,320

10. Distribution by County (6/1/2009 Edition)

COUNTY	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Cybersocket is a national distributed publication and does not file a distribution by county report.						

11. Verification of Receivership & Readership

Home Delivery and Mail Distribution

Cybersocket Web 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 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 100% of reported controlled bulk drop locations indicated they received Cybersocket Web Magazine on a regular basis.

CVC interviews indicate that less than 15% of Cybersocket Web Magazine’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: Contact Publisher
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	169
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: N/A
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.