

OOORALE USA

ORALE USA

2031 Hawkins Circle
Los Angeles, CA 90001
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PUBLICATION DESCRIPTION:

OOOrale USA is a free weekly Spanish language variety magazine distributed in the greater Los Angeles and Orange counties and written for the Spanish speaking Hispanic communities of Southern California. The magazine features: sports scores and stories, community events, reader submissions, health stories, foreign event coverage, and self-help articles. In addition to the magazine, **OOOrale USA** also sponsors community events. Every year the magazine holds three major events: **5 de Mayo**, **Grito de Independencia**, and **La Feria de los Moles**. Our special events ensure that we serve and remain close to our readers and our communities.

VERIFICATION OF DISTRIBUTION, PRINTING AND INTERNAL RECORDS:

Verification of distribution is conducted by appropriate survey methodology(s). Free home delivery is verified by telephone interviews with households within the publication's delivery areas. Target (free rack) distribution is confirmed by field verification of the number of copies distributed and the number of copies remaining at the close of the distribution period. An audit of internal records is conducted by a professional circulation auditor in conformity with accepted circulation auditing procedures, prior to Verified's issuance of an initial audit report and annually thereafter. This audit of internal records includes a review of source printing, distribution and subscription records as well as supporting financial documents. Please see the following pages for additional details.

WEEKLY CIRCULATION: SIX MONTH AVERAGE

FREE CIRCULATION	ORALE USA
TARGET	99,677
TOTAL FREE	99,677
TOTAL QUALIFIED CIRCULATION	99,677
AVERAGE PRESS RUN	100,000
PRESS RUN AS OF 09/30/2009	100,000
QUALIFIED CIRCULATION HISTORY	
3 MONTHS ENDING SEPTEMBER, 2009	99,658
3 MONTHS ENDING JUNE, 2009	99,700
6 MONTHS ENDING MARCH, 2009	99,642

INITIAL AUDIT REPORT

OOORALE ZONE 2

BASED ON ISSUE DATE: 06/22/2009

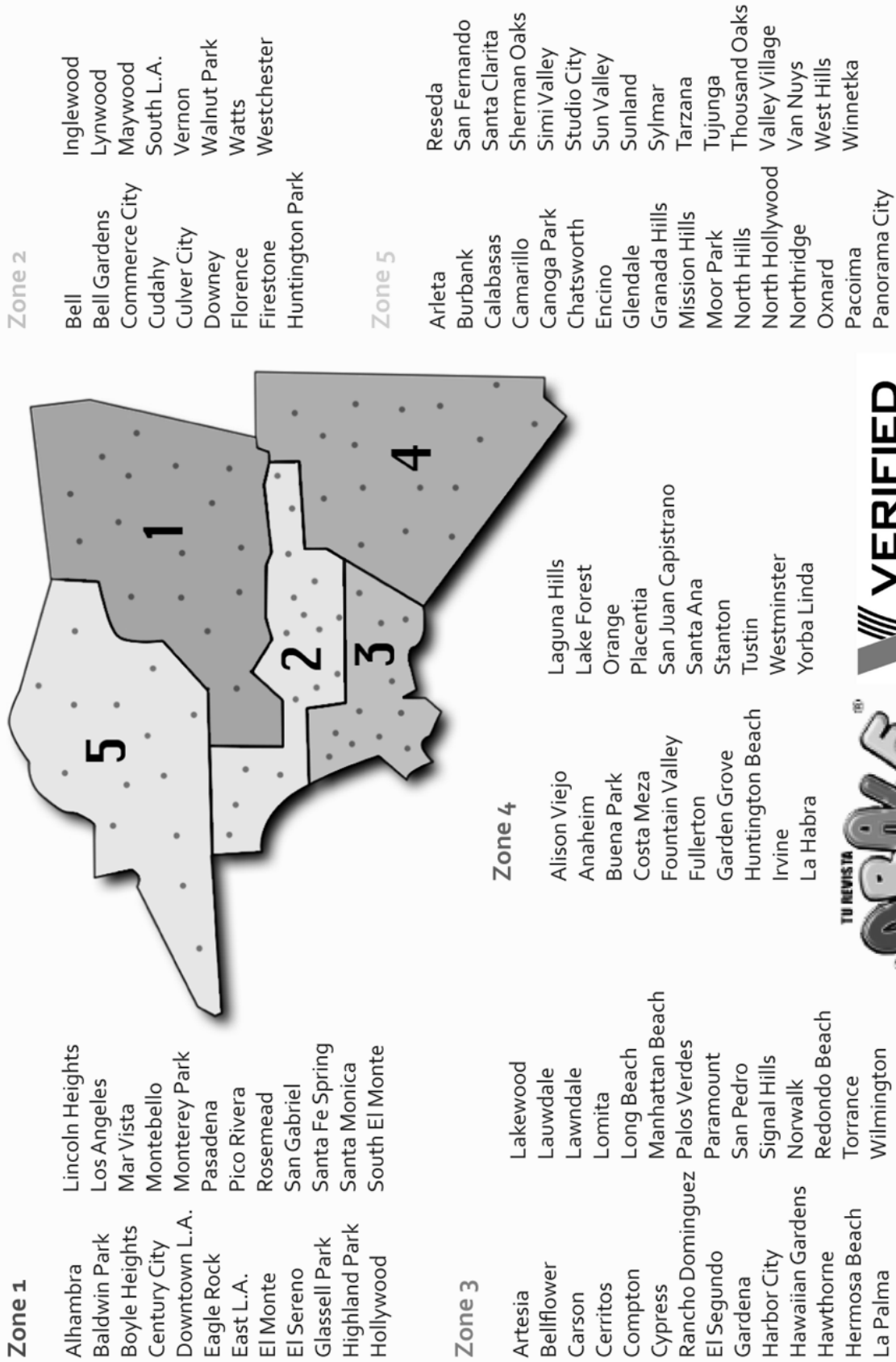
TOTAL QUALIFIED CIRCULATION: 99,715

GROSS DISTRIBUTION

<u>COMMUNITY</u>	<u>ZIP</u>	<u>DIST</u>	<u>COMMUNITY</u>	<u>ZIP</u>	<u>DIST</u>	<u>COMMUNITY</u>	<u>ZIP</u>	<u>DIST</u>	<u>COMMUNITY</u>	<u>ZIP</u>	<u>DIST</u>
Acton	93510	25	Inglewood	90305	25	Los Angeles	90033	1,500	Redondo Beach	90278	25
Alhambra	91801	125	La Canada Flintridge	91011	25	Los Angeles	90034	25	Reseda	91335	125
Anaheim	92801	225	La Puente	91746	775	Los Angeles	90037	745	San Fernando	91340	2,050
Anaheim	92802	75	Lakewood	90712	75	Los Angeles	90038	100	San Pedro	90731	225
Anaheim	92805	975	Lakewood	90715	25	Los Angeles	90039	25	Santa Ana	92701	2,100
Arcadia	91006	25	Lancaster	93534	525	Los Angeles	90040	75	Santa Ana	92703	2,325
Arcadia	91007	25	Lancaster	93535	225	Los Angeles	90041	575	Santa Ana	92704	225
Artesia	90701	100	Lancaster	93536	25	Los Angeles	90042	1,225	Santa Ana	92705	525
Baldwin Park	91706	600	Lawndale	90260	500	Los Angeles	90044	275	Santa Ana	92706	225
Bell	90201	5,150	Lomita	90717	25	Los Angeles	90045	25	Santa Ana	92707	1,650
Bellflower	90706	75	Long Beach	90802	975	Los Angeles	90047	225	Santa Fe Springs	90670	25
Burbank	91505	200	Long Beach	90803	25	Los Angeles	90057	400	Simi Valley	93063	100
Camarillo	93010	25	Long Beach	90804	175	Los Angeles	90058	375	Simi Valley	93065	50
Canoga Park	91303	375	Long Beach	90805	225	Los Angeles	90061	25	South El Monte	91733	975
Canoga Park	91304	200	Long Beach	90806	250	Los Angeles	90063	950	South Gate	90280	3,125
Canyon Country	91351	125	Long Beach	90807	25	Los Angeles	90065	1,550	South Pasadena	91030	25
Canyon Country	91387	25	Long Beach	90808	125	Lynwood	90262	2,925	Stevenson Ranch	91381	25
Carson	90745	850	Long Beach	90810	1,475	Maywood	90270	1,850	Studio City	91604	50
Cerritos	90703	25	Long Beach	90813	550	Mission Hills	91345	50	Sun Valley	91352	450
Chatsworth	91311	100	Long Beach	90815	50	Monrovia	91016	100	Sylmar	91332	225
Compton	90220	200	Los Angeles	90001	2,145	Montebello	90640	4,025	Sylmar	91342	1,300
Compton	90221	1,200	Los Angeles	90002	200	Moorpark	93021	25	Tarzana	91356	25
Culver City	90230	150	Los Angeles	90003	1,235	Newhall	91321	25	Torrance	90501	25
Downey	90240	525	Los Angeles	90005	300	North Hills	91343	200	Torrance	90504	75
Downey	90241	25	Los Angeles	90006	3,050	North Hollywood	91601	575	Torrance	90505	125
Duarte	91010	25	Los Angeles	90007	755	North Hollywood	91602	25	Tustin	92780	525
El Monte	91731	200	Los Angeles	90011	1,430	North Hollywood	91605	1,725	Valencia	91355	200
El Monte	91732	300	Los Angeles	90012	850	North Hollywood	91606	850	Valley Village	91607	125
FPO	96622	75	Los Angeles	90013	900	Northridge	91324	225	Van Nuys	91401	750
Garden Grove	92840	600	Los Angeles	90014	25	Northridge	91325	50	Van Nuys	91405	1,350
Gardena	90247	1,275	Los Angeles	90015	150	Norwalk	90650	825	Van Nuys	91406	200
Gardena	90248	125	Los Angeles	90016	225	Oxnard	93030	200	Van Nuys	91411	100
Gardena	90249	175	Los Angeles	90019	175	Oxnard	93036	100	Ventura	93003	25
Glendale	91201	100	Los Angeles	90020	200	Pacoima	91331	2,375	Whittier	90601	25
Glendale	91205	100	Los Angeles	90022	1,525	Palmdale	93550	500	Whittier	90602	50
Granada Hills	91344	25	Los Angeles	90023	2,425	Palmdale	93551	125	Whittier	90603	25
Harbor City	90710	50	Los Angeles	90026	50	Panorama City	91402	375	Whittier	90604	25
Hawaiian Gardens	90716	1,150	Los Angeles	90027	100	Paramount	90723	675	Whittier	90605	75
Hawthorne	90250	325	Los Angeles	90028	25	Pasadena	91101	25	Whittier	90606	500
Huntington Park	90255	7,490	Los Angeles	90029	100	Pasadena	91104	25	Wilmington	90744	2,375
Inglewood	90303	275	Los Angeles	90031	1,075	Pico Rivera	90660	3,275	Winnetka	91306	300
Inglewood	90304	425	Los Angeles	90032	550	Playa del Rey	90293	100	Woodland Hills	91367	25

GROSS DISTRIBUTION	99,825
NON-QUALIFIED RETURNS FROM RACK DISTRIBUTION	(110)
TOTAL QUALIFIED CIRCULATION	99,715
MISCELLANEOUS NON-QUALIFIED DISTRIBUTION	-110
(Includes non-qualified mail, office use, advertising, sales, and extra copies)	
TOTAL PRINTED	100,000

Areas of Distribution



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Verification of Distribution

OOrale USA is regularly made available at designated locations for reader pickup. Publishers are required to maintain detailed distribution records for every issue documenting the number of papers delivered and returns for every distribution point. Quarterly updates of the route lists are maintained by VERIFIED as a reference. "Accuracy of Claimed Distribution" is determined by a comparison of these records with the results of VERIFIED's field verification of distribution. The field verification consists of monitoring of the number of papers delivered and number of papers remaining from the prior issue (returns), for a randomly selected sample of distribution locations.

OOrale USA has met or exceeded VERIFIED's standard of 90% "Accuracy of Claimed Circulation," as documented below:

SURVEY DATE(S):

09/03/09

VERIFIED AUDIT CIRCULATION'S Field Verification Summary Reports contain detailed information concerning verification procedures and results.

Audit of Records & Affidavit

Verified has conducted an audit of printing, distribution, and financial records, as well other data to substantiate circulation data submitted to Verified. This audit followed guidelines prepared in conformity with generally accepted circulation auditing procedures involving records covering all distribution methods utilized for qualified circulation during the period(s) covered by the reports. The results of this audit warrant the issuance of this audit report as a true and accurate statement of the qualified circulation of the client publication.

VERIFIED AUDIT CIRCULATION swears that to the best of its knowledge all statements contained in this report are true.
October 27, 2009