

Audit Period: January 1, 2007 – September 30, 2007

Cybersocket Web Magazine

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1. Publication Information

Average Gross Distribution:	69,900 (Print Edition)
Number of Editions:	One
Format / Average Page Count:	Magazine / 58 Pages
Distribution Cycle:	Monthly
Distribution Day / Time:	First of the month / by 5 PM
Ownership:	Cybersocket, Inc
Year Established:	1999
Publication Type:	Alternative Newsweekly
Content:	45% Advertising / 55% Editorial
Distribution Paid/Unpaid:	99% Unpaid / 1% 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
Audit Funded By:	Publisher

2. Rate Card and Mechanical Data

Rate Card Effective Date:	January 1, 2007
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: Contact Publisher
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:	Michelle Aragon	EMAIL: michelle@cybersocket.com

4. Distribution Pricing

Cybersocket Web Magazine is a controlled distribution monthly without circulation 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) (See paragraph twelve explanatory)	**
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		68,186
3. Mail		0
4. Restock & Office Service		1,080
5. Other:		0
TOTAL AVERAGE CONTROLLED DISTRIBUTION		69,266
D. Paid Distribution		
1. Home Delivery		0
2. Single Copy		0
3. Mail		634
4. Restock & Office Service		0
5. Other:		0
TOTAL AVERAGE PAID DISTRIBUTION		634
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
Unique Visitors	Not Reported
Page Views	Not Reported
Hits	Not Reported

6B. Audited Online Edition Reporting

	Audit Period Average
Total Online Edition Circulation	Not Reported
Unique Online Edition Circulation	Not Reported

7. Explanatory

PARAGRAPH FIVE

** This is a gross distribution audit. Publisher did not file returns/unclaimed copies. See paragraph 12 for CVC returns / unclaimed estimates.

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.

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
01/01/07-12/31/07	CVC	69,900	69,900	69,900	-

9. Distribution by Zip Code (10/1/2007 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	160	0	0	160
06511	New Haven	New Haven	0	105	0	0	105
08401	Atlantic City	Atlantic	0	125	0	0	125
08879	South Amboy	Middlesex	0	125	0	0	125
10011	New York	New York	0	365	0	0	365
10014	New York	New York	0	195	0	0	195
10019	New York	New York	0	165	0	0	165
10022	New York	New York	0	125	0	0	125
10024	New York	New York	0	160	0	0	160
12205	Albany	Albany	0	35	0	0	35
14604	Rochester	Monroe	0	35	0	0	35
14607	Rochester	Monroe	0	35	0	0	35
15658	Ligonier	Westmoreland	0	35	0	0	35
17401	York	York	0	35	0	0	35
18020	Bethlehem	Northampton	0	35	0	0	35
19608	Reading	Berks	0	35	0	0	35
19971	Rehoboth	Sussex	0	35	0	0	35
20007	Washington	District of Columbia	0	35	0	0	35
20009	Washington	District of Columbia	0	285	0	0	285
24740	Princeton	Mercer	0	35	0	0	35
27601	Raleigh	Wake	0	125	0	0	125
28214	Charlotte	Mecklenburg	0	35	0	0	35
30309	Atlanta	Fulton	0	125	0	0	125
30904	Augusta	Richmond	0	125	0	0	125
33139	Miami	Miami-Dade	0	250	0	0	250
33304	Fort Lauderdale	Broward	0	160	0	0	160
33305	Fort Lauderdale	Broward	0	160	0	0	160
33311	Fort Lauderdale	Broward	0	125	0	0	125
37203	Nashville	Davidson	0	455	0	0	455
37917	Knoxville	Knox	0	125	0	0	125
37932	Knoxville	Knox	0	125	0	0	125
38701	Greenville	Washington	0	35	0	0	35
40202	Louisville	Jefferson	0	140	0	0	140
40206	Louisville	Jefferson	0	35	0	0	35
40208	Louisville	Jefferson	0	35	0	0	35
43212	Columbus	Franklin	0	125	0	0	125
43215	Columbus	Franklin	0	35	0	0	35
44107	Cleveland	Cuyahoga	0	125	0	0	125
44111	Cleveland	Cuyahoga	0	125	0	0	125
45202	Cincinnati	Hamilton	0	35	0	0	35



OUR DATA SPEAKS VOLUMES



9. Distribution by Zip Code (10/1/2007 Edition) CONTINUED

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
46202	Indianapolis	Marion	0	195	0	0	195
46250	Indianapolis	Marion	0	125	0	0	125
47708	Evansville	Vanderburgh	0	35	0	0	35
48067	Royal Oak	Oakland	0	70	0	0	70
48203	Detroit	Wayne	0	290	0	0	290
53211	Milwaukee	Milwaukee	0	70	0	0	70
55401	Minneapolis	Hennepin	0	165	0	0	165
55403	Minneapolis	Hennepin	0	825	0	0	825
57110	Sioux Falls	Minnehaha	0	125	0	0	125
60610	Chicago	Cook	0	165	0	0	165
60640	Chicago	Cook	0	70	0	0	70
60657	Chicago	Cook	0	535	0	0	535
63108	Saint Louis	Saint Louis City	0	35	0	0	35
75219	Dallas	Dallas	0	290	0	0	290
75226	Dallas	Dallas	0	125	0	0	125
77004	Houston	Harris	0	125	0	0	125
77006	Houston	Harris	0	35	0	0	35
78209	San Antonio	Bexar	0	165	0	0	165
78212	San Antonio	Bexar	0	125	0	0	125
78703	Austin	Travis	0	165	0	0	165
78705	Austin	Travis	0	70	0	0	70
78752	Austin	Travis	0	125	0	0	125
80202	Denver	Denver	0	35	0	0	35
80209	Denver	Denver	0	200	0	0	200
80211	Denver	Denver	0	125	0	0	125
80218	Denver	Denver	0	365	0	0	365
83442	Lorenzo	Jefferson	0	35	0	0	35
85004	Phoenix	Maricopa	0	330	0	0	330
85006	Phoenix	Maricopa	0	165	0	0	165
85008	Phoenix	Maricopa	0	330	0	0	330
85012	Phoenix	Maricopa	0	125	0	0	125
85013	Phoenix	Maricopa	0	125	0	0	125
85014	Phoenix	Maricopa	0	290	0	0	290
85015	Phoenix	Maricopa	0	165	0	0	165
85225	Chandler	Maricopa	0	165	0	0	165
85251	Scottsdale	Maricopa	0	165	0	0	165
89104	Las Vegas	Clark	0	35	0	0	35
89109	Las Vegas	Clark	0	200	0	0	200
90013	Los Angeles	Los Angeles	0	150	0	0	150
90014	Los Angeles	Los Angeles	0	50	0	0	50
90019	Los Angeles	Los Angeles	0	200	0	0	200
90025	Los Angeles	Los Angeles	0	100	0	0	100
90026	Los Angeles	Los Angeles	0	900	0	0	900
90027	Los Angeles	Los Angeles	0	1,700	0	0	1,700
90028	Los Angeles	Los Angeles	0	3,200	0	0	3,200



9. Distribution by Zip Code (10/1/2007 Edition) CONTINUED

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
90029	Los Angeles	Los Angeles	0	2,450	0	0	2,450
90038	Los Angeles	Los Angeles	0	700	0	0	700
90046	Los Angeles	Los Angeles	0	8,300	0	0	8,300
90048	Los Angeles	Los Angeles	0	1,050	0	0	1,050
90069	Los Angeles	Los Angeles	0	8,750	0	0	8,750
90291	Marina del Rey	Los Angeles	0	200	0	0	200
90404	Santa Monica	Los Angeles	0	150	0	0	150
90405	Santa Monica	Los Angeles	0	350	0	0	350
90501	Torrance	Los Angeles	0	50	0	0	50
90601	Whittier	Los Angeles	0	850	0	0	850
90802	Long Beach	Los Angeles	0	775	0	0	775
90803	Long Beach	Los Angeles	0	475	0	0	475
90804	Long Beach	Los Angeles	0	250	0	0	250
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	135	0	0	135
90814	Long Beach	Los Angeles	0	100	0	0	100
91103	Pasadena	Los Angeles	0	50	0	0	50
91105	Pasadena	Los Angeles	0	250	0	0	250
91335	Los Angeles	Los Angeles	0	50	0	0	50
91401	Van Nuys	Los Angeles	0	300	0	0	300
91403	Van Nuys	Los Angeles	0	100	0	0	100
91601	North Hollywood	Los Angeles	0	1,550	0	0	1,550
91606	North Hollywood	Los Angeles	0	300	0	0	300
91614	North Hollywood	Los Angeles	0	1,350	0	0	1,350
91711	Claremont	Los Angeles	0	100	0	0	100
91766	Pomona	Los Angeles	0	100	0	0	100
91767	Pomona	Los Angeles	0	50	0	0	50
91786	Upland	San Bernardino	0	150	0	0	150
92101	San Diego	San Diego	0	775	0	0	775
92102	San Diego	San Diego	0	75	0	0	75
92103	San Diego	San Diego	0	3,450	0	0	3,450
92104	San Diego	San Diego	0	1,275	0	0	1,275
92110	San Diego	San Diego	0	350	0	0	350
92111	San Diego	San Diego	0	150	0	0	150
92113	San Diego	San Diego	0	50	0	0	50
92115	San Diego	San Diego	0	200	0	0	200
92116	San Diego	San Diego	0	400	0	0	400
92122	San Diego	San Diego	0	50	0	0	50
92126	San Diego	San Diego	0	50	0	0	50
92234	Cathedral City	Riverside	0	790	0	0	790
92240	Desert Hot Springs	Riverside	0	25	0	0	25
92262	Palm Springs	Riverside	0	2,190	0	0	2,190
92264	Palm Springs	Riverside	0	900	0	0	900
92404	San Bernardino	San Bernardino	0	50	0	0	50

9. Distribution by Zip Code (10/1/2007 Edition) CONTINUED

ZIP CODE	CITY / AREA	COUNTY	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
92408	San Bernardino	San Bernardino	0	50	0	0	50
92410	San Bernardino	San Bernardino	0	50	0	0	50
92501	Riverside	Riverside	0	100	0	0	100
92506	Riverside	Riverside	0	100	0	0	100
92627	Costa Mesa	Orange	0	150	0	0	150
92651	Laguna Beach	Orange	0	575	0	0	575
92653	Laguna Beach	Orange	0	25	0	0	25
92708	Santa Ana	Orange	0	50	0	0	50
92843	Garden Grove	Orange	0	100	0	0	100
92844	Garden Grove	Orange	0	50	0	0	50
93309	Bakersfield	Kern	0	70	0	0	70
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	275	0	0	275
94108	San Francisco	San Francisco	0	50	0	0	50
94109	San Francisco	San Francisco	0	1,150	0	0	1,150
94110	San Francisco	San Francisco	0	575	0	0	575
94114	San Francisco	San Francisco	0	3,100	0	0	3,100
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
94520	Concord	Contra Costa	0	35	0	0	35
94541	Hayward	Alameda	0	35	0	0	35
94901	San Rafael	Marin	0	100	0	0	100
94945	San Marin	Marin	0	25	0	0	25
94960	San Anselmo	Marin	0	50	0	0	50
95126	San Jose	Santa Clara	0	35	0	0	35
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	225	0	0	225
97209	Portland	Multnomah	0	35	0	0	35
Misc.	Assorted	Assorted	0	490	346	2,069	2,905
TOTAL			0	67,585	346	2,069	70,000

10. Distribution by State (10/1/2007 Edition)

STATE	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
AZ	See Paragraph 9	0	1,860	0	0	1,860
CA	See Paragraph 9	0	55,490	0	0	55,490
CO	See Paragraph 9	0	725	0	0	725
CT	See Paragraph 9	0	105	0	0	105



10. Distribution by State (10/1/2007 Edition) CONTINUED

STATE	CITY / AREA	HOME DELIVERY	CONTROLLED BULK	MAIL	OFFICE / RESTOCK	TOTAL
Washington DC	See Paragraph 9	0	320	0	0	320
DE	See Paragraph 9	0	35	0	0	35
FL	See Paragraph 9	0	695	0	0	695
GA	See Paragraph 9	0	250	0	0	250
ID	See Paragraph 9	0	35	0	0	35
IL	See Paragraph 9	0	770	0	0	770
IN	See Paragraph 9	0	355	0	0	355
KY	See Paragraph 9	0	210	0	0	210
MA	See Paragraph 9	0	285	0	0	285
MI	See Paragraph 9	0	360	0	0	360
MN	See Paragraph 9	0	990	0	0	990
MO	See Paragraph 9	0	35	0	0	35
MS	See Paragraph 9	0	35	0	0	35
NC	See Paragraph 9	0	160	0	0	160
NJ	See Paragraph 9	0	250	0	0	250
NV	See Paragraph 9	0	235	0	0	235
NY	See Paragraph 9	0	1,115	0	0	1,115
OH	See Paragraph 9	0	445	0	0	445
OR	See Paragraph 9	0	35	0	0	35
PA	See Paragraph 9	0	140	0	0	140
SD	See Paragraph 9	0	125	0	0	125
TN	See Paragraph 9	0	705	0	0	705
TX	See Paragraph 9	0	1,225	0	0	1,225
WI	See Paragraph 9	0	70	0	0	70
WV	See Paragraph 9	0	35	0	0	35
Misc.	Assorted	0	490	346	2,069	2,905
TOTAL		0	67,585	346	2,069	70,000

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.

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: Contact publisher
	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	634
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



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The current status of this report expires December 31, 2008.
 If this report is presented after December 31, 2008 please call the toll-free number listed below.