



**ZIP Code**

5 Digit Postal ZIP Code for geographic areas of distribution that contain 10 or more total copies.

For regional or nationally distributed publications it is permissible to substitute state designations for ZIP code listings

Geographic areas with less than 10 copies can be placed in a single row, labeled "Misc. - Assorted"

Miscellaneous categories should not comprise more than 5% of total distribution

**Carrier Home Delivery**

Editions delivered by private carrier to single family residences, and/or multi-family residences, and/or businesses.

**Single Copy / Controlled Bulk**

Editions distributed to newsracks, newsstands, and/or area retail businesses on a gross basis and available to individual readers. Subject to returns.

**Mail**

Editions delivered by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses, and/or post office boxes.

**Restock & Office**

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 returns.

**Other**

Editions delivered to a distinct destination such as hotels, waiting rooms, trade shows, educational institutions.

These categories may also be placed in the categories listed above based on their delivery method. As an example waiting copies delivered to area office or lobbies may be placed in the mail category for zip code reporting.

Zip Code Reporting is used by media buyers to evaluate geographic reach, or the presence of distribution in a pre-defined demographic category.

For these purposes distinctions are not made between controlled, paid, or sponsored-paid categories, but only illustrate delivery methods.