



OUR DATA SPEAKS VOLUMES

**CVC-QUARTERLY WEBSITE & DIGITAL EDITION REPORT**

ISSUE DATE	January	February	March	April	May	June	July	August	September	October	November	December	AVERAGE
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**GENERAL WEBSITE ACTIVITY**

Website Monthly Active Users													#DIV/0!
Website Monthly Session Starts													#DIV/0!
Website Monthly Page Views													#DIV/0!
Average Time Spent On Site - h:mm:ss (0:00:00)													#DIV/0!
Pages Per Visit													#DIV/0!
Percent of New Users													#DIV/0!
Bounce Rate Percent													#DIV/0!
Website Paid Access - Subscribers													#DIV/0!
Website Paid Access - Single Copy (Metered)													#DIV/0!
Other:													#DIV/0!

**MOBILE MEDIA**

Publication Subscriber Mobile App Database													#DIV/0!
Publication Non-Subscriber Opt-In Database													#DIV/0!
Publication Mobile App - Active Users													#DIV/0!
Publication Mobile App - Sessions Starts													#DIV/0!
Publication Mobile App - Page Views													#DIV/0!
Average Time Spent On Mobile App - h:mm:ss													#DIV/0!
Other:													#DIV/0!

QUESTIONS? Please call (314) 966-7711 or email [jkennedy@cvcaudit.com](mailto:jkennedy@cvcaudit.com)  
 Mail or email completed reports to:  
 CVC  
 12166 Old Big Bend Road, Suite 210  
 St. Louis, MO 63122  
 Email completed reports to: [report@cvcaudit.com](mailto:report@cvcaudit.com)

**REPORT STATEMENT**  
 I SWEAR THAT THE INFORMATION IN THIS REPORT ACCURATELY REFLECTS THE PUBLICATIONS PRINTING, DISTRIBUTION AND/OR CIRCULATION FOR THE PERIOD INDICATED.  
 SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

**QUARTERLY PRINTING & DISTRIBUTION REPORT**  
 Publication: \_\_\_\_\_  
 City / ST: \_\_\_\_\_  
 Contact: \_\_\_\_\_  
 Phone: \_\_\_\_\_ CVC account #: \_\_\_\_\_  
 Quarter Ending Date: \_\_\_\_\_



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<b>DIGITAL EDITION ACTIVITY</b>													
Digital Edition Subscribers - Controlled													#DIV/0!
Digital Edition Subscribers - Controlled - Unduplicated													#DIV/0!
Digital Edition Subscribers - Paid													#DIV/0!
Digital Edition Subscribers - Paid - Unduplicated													#DIV/0!
Digital Edition Single Copy - All Sources													#DIV/0!
Digital Edition Unique Users - Web													#DIV/0!
Digital Edition Page Views - Web													#DIV/0!
Digital Edition Unique Users - Mobile													#DIV/0!
Digital Edition Page Views - Mobile													#DIV/0!
Average Time Spent On Site - h:mm:ss													#DIV/0!
Other:													#DIV/0!

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**Publication:** \_\_\_\_\_

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**Quarter Ending Date:** \_\_\_\_\_



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ISSUE DATE	January	February	March	April	May	June	July	August	September	October	November	December	AVERAGE
<b>SOCIAL MEDIA</b>													
Facebook Followers - <a href="http://www.facebook.com/">www.facebook.com/</a>													#DIV/0!
Instagram Followers													#DIV/0!
Threads (Meta)													#DIV/0!
X (Twitter) Followers - @													#DIV/0!
LinkedIn Followers													#DIV/0!
LinkedIn Followers													#DIV/0!
Pinterest Followers													#DIV/0!
TikTok Followers													#DIV/0!
Other:													#DIV/0!
<b>EMAIL MEDIA</b>													
Publication Subscriber Email Database													#DIV/0!
Non-Subscriber Email Opt-In Database													#DIV/0!
Advertiser Email Database													#DIV/0!
Site Impact Email Program													#DIV/0!
Number of Emails Per Month													#DIV/0!
Open Rate %													#DIV/0!
Click Rate %													#DIV/0!
Bounce Rate %													#DIV/0!
Other:													#DIV/0!
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ISSUE DATE	January	February	March	April	May	June	July	August	September	October	November	December	AVERAGE
<b>TEXT MEDIA</b>													
Publication Subscriber Text Database													#DIV/0!
Advertiser Text Database													#DIV/0!
Non-Subscriber Text Opt-In Database													#DIV/0!
Number of Campaigns Per Month													#DIV/0!
Average Monthly Response / Click Rate													#DIV/0!
Other:													#DIV/0!
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OUR DATA SPEAKS VOLUMES

**CVC-QUARTERLY VIDEO, PODCAST & BLOG REPORT**

ISSUE DATE	January	February	March	April	May	June	July	August	September	October	November	December	AVERAGE			
<b>VIDEO MEDIA</b>																
Channel Subscribers													#DIV/0!			
Videos Posted Per Month													#DIV/0!			
Number of Views Per Month													#DIV/0!			
Average Monthly Minutes Watched													#DIV/0!			
Average Monthly Video Duration													#DIV/0!			
Average Percent Completion													#DIV/0!			
Average Monthly Video Shares													#DIV/0!			
Other:													#DIV/0!			
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 33%; vertical-align: top;"> <b>QUESTIONS?</b> Please call (314) 966-7711 or email <a href="mailto:jkennedy@cvcaudit.com">jkennedy@cvcaudit.com</a>            Mail or email completed reports to:            CVC            12166 Old Big Bend Road, Suite 210            St. Louis, MO 63122            Email completed reports to: <a href="mailto:report@cvcaudit.com">report@cvcaudit.com</a> </td> <td style="width: 33%; vertical-align: top;"> <b>REPORT STATEMENT</b>            I SWEAR THAT THE INFORMATION IN THIS REPORT ACCURATELY REFLECTS THE PUBLICATIONS PRINTING, DISTRIBUTION AND/OR CIRCULATION FOR THE PERIOD INDICATED.            SIGNATURE: _____ DATE: _____         </td> <td style="width: 34%; vertical-align: top;"> <b>QUARTERLY PRINTING &amp; DISTRIBUTION REPORT</b>            Publication: _____            City / ST: _____            Contact: _____            Phone: _____ CVC account #: _____            Quarter Ending Date: _____         </td> </tr> </table>														<b>QUESTIONS?</b> Please call (314) 966-7711 or email <a href="mailto:jkennedy@cvcaudit.com">jkennedy@cvcaudit.com</a> Mail or email completed reports to: CVC 12166 Old Big Bend Road, Suite 210 St. Louis, MO 63122 Email completed reports to: <a href="mailto:report@cvcaudit.com">report@cvcaudit.com</a>	<b>REPORT STATEMENT</b> I SWEAR THAT THE INFORMATION IN THIS REPORT ACCURATELY REFLECTS THE PUBLICATIONS PRINTING, DISTRIBUTION AND/OR CIRCULATION FOR THE PERIOD INDICATED. SIGNATURE: _____ DATE: _____	<b>QUARTERLY PRINTING &amp; DISTRIBUTION REPORT</b> Publication: _____ City / ST: _____ Contact: _____ Phone: _____ CVC account #: _____ Quarter Ending Date: _____
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<b>Issue Date</b>	Presented at monthly intervals for averaging purposes
<b>General Website Activity</b>	
<b>Website Unique Users</b>	A unique user to a website where the user registers or where the user is identified or marked by a cookie, IP address, or other ID attached to the browser within the defined cycle. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.
<b>Website Visits (Sessions)</b>	The total number of visitors, expressed as a monthly average, to a publication's website regardless of unique status, as expressed above.
<b>Website Page Views</b>	The transmittal of a full page contained within the website to the user's browser.
<b>Avg. Time Spent On Site</b>	The average amount of time spent on a website during a single visit, expressed in hours, minutes and seconds.
<b>Pages Per Visit</b>	The transmittal of a full page contained within the website to the user's browser.
<b>Percent New Users</b>	The percentage of users that have visited the publication's website for the first time through the course of the month and are considered unique and are differentiated from multiple returning users.
<b>Bounce Rate Percent</b>	Bounce rate reports the percentage of visits that view only one page before exiting a site. This number is presented as a monthly average.
<b>Digital Edition Activity</b>	
<b>Digital Edition Subscribers</b>	Subscribers to a digital edition version of the publication. Subscriptions, unless expressed here, may be part of a print subscription package or a stand-alone digital subscription. Please see CVC Rules & Regulations for further information.
<b>Digital Edition Single Copy - All Sources</b>	Single electronic editions purchased and downloaded by a reader. These are copies distinct from any regular digital subscription
<b>Digital Editions Unique Visitors - Web</b>	Applicable to only the digital edition of the publication on a PC based platform, see cell B3 above for definitions
<b>Digital Edition Page Views - Web</b>	Applicable to only the digital edition of the publication on a PC based platform, see cell B7 above for definitions
<b>Digital Editions Unique Visitors - Mobile</b>	Applicable to only the digital edition of the publication on a mobile based platform, see cell B3 above for definitions
<b>Digital Edition Page Views - Mobile</b>	Applicable to only the digital edition of the publication on a mobile based platform, see cell B7 above for definitions
<b>Avg. Time Spent On Site</b>	The average amount of time spent on a website during a single visit, expressed in hours, minutes and seconds.
<b>Mobile Media</b>	
<b>Publication Subscriber App Database</b>	Subscribers to an app or I-Tunes download version of the publication. Subscriptions, unless expressed here, may be part of a print subscription package or a stand-alone digital subscription. Please see CVC Rules & Regulations for further information.
<b>Publication Non-Subscriber App Database</b>	Subscribers who have provided contact data to receive access to a mobile app for use within a specified period of time, and are sourced through third party efforts such as trade shows, opt-in email newsletters or surveys.
<b>Publication App - Unique Users</b>	Applicable to only the app edition of the publication, see cell B3 above for definitions
<b>Publication App - Sessions</b>	Applicable to only the app edition of the publication, see cell B6 above for definitions
<b>Publication App - Page Views</b>	Applicable to only the app edition of the publication, see cell B7 above for definitions
<b>Avg. Time Spent On App</b>	The average amount of time spent on an app during a single visit, expressed in hours, minutes and seconds.
<b>Social Media</b>	
<b>Facebook (Likes) - <a href="http://www.facebook.com/">www.facebook.com/</a></b>	The average number of likes as expressed by followers of the Facebook page. Information sourced at regular intervals from the publications page on Facebook.com or third party measurement sources.
<b>Twitter (Followers) - @</b>	The average number of followers as expressed by members of the Twitter community. Information sourced at regular intervals from the publications page on Twitter.com or third party measurement sources.
<b>Instagram</b>	The average number of followers as expressed by members of the Instagram community. Information sourced at regular intervals from the publications page on Instagram.com or third party measurement sources.
<b>LinkedIn</b>	The average number of followers as expressed by members of the LinkedIn community. Information sourced at regular intervals from the publications page on LinkedIn.com or third party measurement sources.
<b>Pinterest</b>	The average number of followers as expressed by members of the Pinterest community. Information sourced at regular intervals from the publications page on pinterest.com or third party measurement sources.
<b>Google +</b>	The average number of followers or groups as expressed by members of the Google Plus community. Information sourced at regular intervals from the publications page on google.com or third party measurement sources.
<b>Email Media</b>	

<b>Publication Subscriber Email Database</b>	Subscribers of the publication who have provided email contact information to receive newsletters, special content, special offers, coupons or redemption codes for use within a specified period of time.
<b>Publication Email Opt-In Database</b>	Subscribers who have provided email contact data to receive newsletters, special content, special offers, coupons or redemption codes for use within a specified period of time, and are sourced through third party efforts such as trade shows, opt-in email newsletters or surveys.
<b>Advertiser Email Database</b>	Subscribers provided by advertisers, who have provided email contact data to receive newsletters, special content, special offers, coupons or redemption codes for use within a specified period of time, with a specific advertiser.
<b>Number of Emails per Month</b>	The number of campaigns delivered to a defined lists of email database members during the course of a calendar month
<b>Open Rate %</b>	The average monthly percentage of emails opened from campaigns delivered to a defined lists email database members during the course of a calendar month
<b>Click Rate %</b>	The average monthly percentage of content that was clicked upon for further action, within emails opened from campaigns delivered to a defined lists email database members during the course of a calendar month
<b>Bounce Rate %</b>	The average monthly percentage of emails deemed undeliverable from campaigns delivered to a defined lists email database members during the course of a calendar month

#### Text Media

<b>Magazine Subscriber Text Database</b>	Subscribers of the publication who have provided mobile or text contact data to receive special offers, coupons or redemption codes for use within a specified period of time.
<b>Advertiser Text Database</b>	Subscribers provided by advertisers, who have provided mobile or text contact data to receive special offers, coupons or redemption codes for use within a specified period of time, with a specific advertiser.
<b>Non-Subscriber Text Opt-In Database</b>	Subscribers who have provided mobile or text contact data to receive special offers, coupons or redemption codes for use within a specified period of time, and are sourced through third party efforts such as trade shows, opt-in email newsletters or surveys.
<b>Number of Emails per Month</b>	The number of campaigns delivered to a defined lists of text database members during the course of a calendar month
<b>Click Rate %</b>	The average monthly percentage of database recipients that acted upon codes or notifications for further action, within text campaigns delivered to a defined lists email database members during the course of a calendar month