



AUDIT REPORT

News Media

CITRUS COUNTY CHRONICLE

Crystal River (Citrus County), Florida

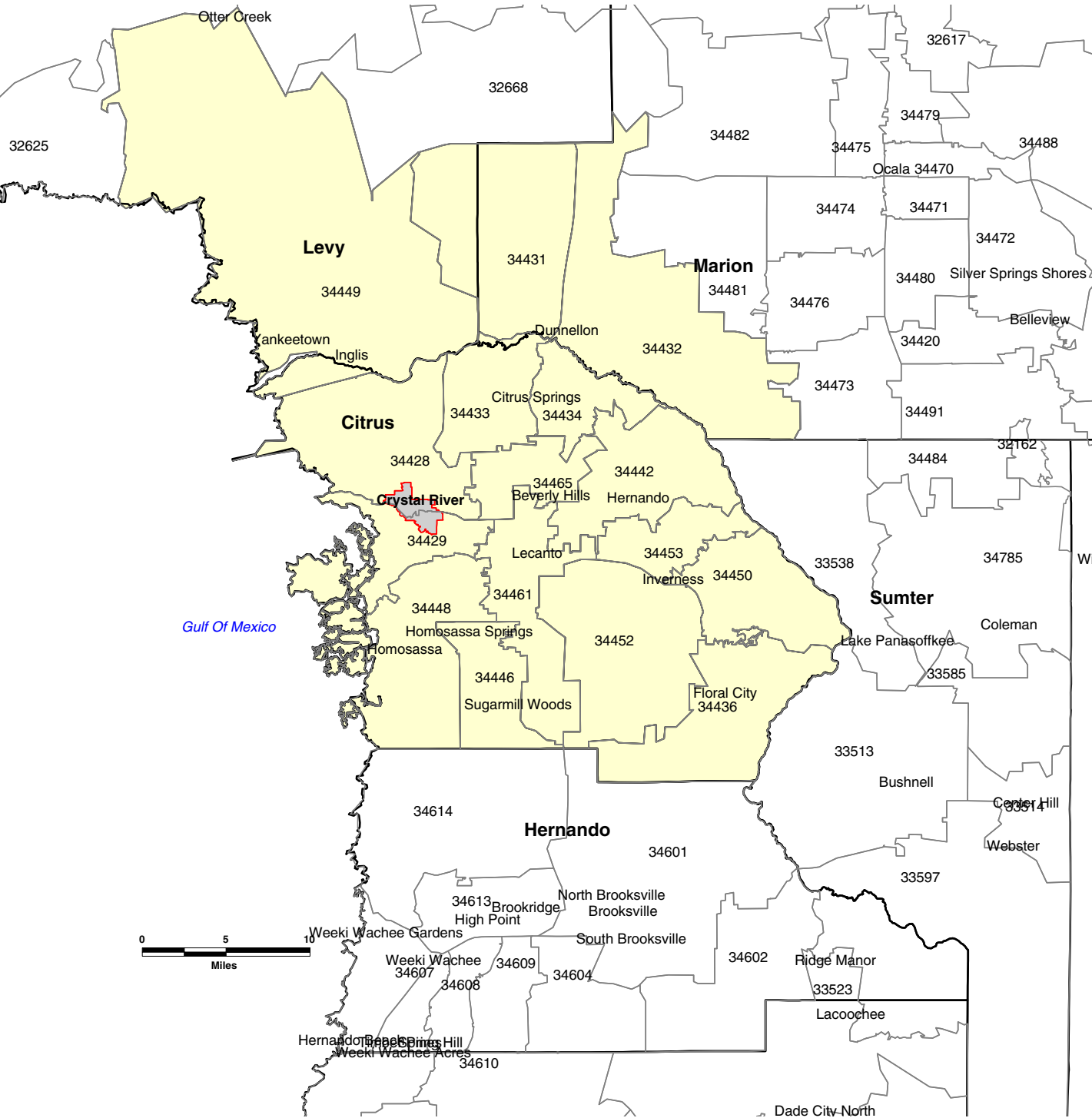
12 months ended December 31, 2020

	Sun	Avg Mon-Sat
EXECUTIVE SUMMARY	19,235	15,344
Citrus County Chronicle		
Print	18,069	14,162
Digital Replica	1,166	1,182
TOTAL AVERAGE CIRCULATION	19,235	15,344
CITRUS COUNTY CHRONICLE - PRINT		
Paid Circulation		
Individually Paid Circulation		
Home Delivery and Mail	15,560	12,349
Single Copy Sales	1,980	1,242
Total Average Individually Paid Circulation	17,540	13,591
Business/Traveler Paid Circulation		
Hotel Distribution - Room/Lobby Copies	21	26
Total Average Business/Traveler Paid Circulation	21	26
Total Average Paid Circulation - Print	17,561	13,617
Qualified Circulation		
Single Copy		
Educational Copies	141	168
Retail/Business	367	377
Total Average Single Copy	508	545
Total Average Qualified Circulation - Print	508	545
Total Average Circulation - Print	18,069	14,162
CITRUS COUNTY CHRONICLE - DIGITAL REPLICA		
Paid Circulation		
Subscription	1,156	1,158
Total Average Paid Circulation - Digital Replica	1,156	1,158
Qualified Circulation: Opt-in		
Educational Copies	10	24
Total Average Qualified Circulation - Digital Replica	10	24
Total Average Circulation - Digital Replica	1,166	1,182
TOTAL AVERAGE CIRCULATION - PRINT & DIGITAL REPLICA	19,235	15,344

Publishing Plans

Citrus County Chronicle	Frequency: Daily Delivery Vehicle(s): Print, online Primary Circulation Classification: Paid Website(s): www.chronicleonline.com
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CRYSTAL RIVER, FLORIDA



LEGEND

- COUNTY BOUNDARY
- ZIP CODE BOUNDARY
- CRYSTAL RIVER CORPORATE LIMITS
- NEWSPAPER DISTRIBUTION AREA



AUDIT STATEMENT

	Audited Circulation	Sun Publisher's Claim	Difference	Audited Circulation	Avg Mon-Sat Publisher's Claim	Difference
Citrus County Chronicle	19,235	19,235		15,344	15,344	
Total Average Circulation	19,235	19,235		15,344	15,344	

ACTUAL ONE-DAY GROSS DISTRIBUTION AND AVERAGE PROJECTED CIRCULATION AVERAGES BY COUNTIES:

Sun, December 13, 2020; Fri, December 11, 2020.

(OH's) Occupied Households - #1-1-20 The Nielsen Company (U.S.), Inc.

The "Average Projected Circulation" (Avg. Proj. Circ.) has been arrived at by projecting the audit period averages to the one day distribution figures in this report.

State County	OH's #1-1-20 Estimate	Sun Citrus County Chronicle			Sun Avg. Proj. Circ.*	Hshld. Cov.	Fri Citrus County Chronicle			Avg Mon-Sat Avg. Proj. Circ.*	Hshld. Cov.
		Paid	Qualified	Total			Paid	Qualified	Total		
FLORIDA											
CITRUS	67,767	17,943	549	18,492	17,329	25.6%	14,330	607	14,937	13,684	20.2%
LEVY	16,792	272	2	274	257	1.5%	186	1	187	171	1.0%
MARION	153,512	457	3	460	431	0.3%	265	3	268	246	0.2%
Miscellaneous Counties		50		50	46		62	1	63	57	
TOTAL IN FLORIDA		18,722	554	19,276	18,063		14,843	612	15,455	14,158	
All Other		6		6	6		4		4	4	
TOTAL PRINT CIRCULATION		18,728	554	19,282	18,069		14,847	612	15,459	14,162	
DIGITAL REPLICA CIRCULATION		1,510		1,510	1,166		1,578		1,578	1,182	
TOTAL AVERAGE CIRCULATION		20,238	554	20,792	19,235		16,425	612	17,037	15,344	

#County occupied household estimates appearing in AAM reports are obtained from The Nielsen Company (U.S.), Inc. The Nielsen Company (U.S.), Inc. estimates are intended for your company's use during its normal course of business, and, while the information may be provided to third parties during such course of business, it may not be sold or sub-licensed to third parties or electronically integrated into third party systems without the prior written consent of The Nielsen Company (U.S.), Inc.

*Arrived at by relating actual gross distribution figures to average circulation for the period covered by this report.

DISTRIBUTION IN TOWNS RECEIVING 25 OR MORE COPIES IN DETAIL BY COUNTIES, AS WELL AS THE TOTAL ONLY FOR TOWNS RECEIVING LESS THAN 25 COPIES DAILY:

Analysis optional and not made.

DISTRIBUTION BY ZIP CODES RECEIVING 25 OR MORE COPIES:

SOURCE - U.S. ZIP Code Directory, #1-1-20 The Nielsen Company (U.S.), Inc., See Notes.

STATE	ZIP Code	OH's #1-1-20 Estimate	Sun Citrus County Chronicle			Sun Avg. Proj. Circ.	Hshld. Cov.	Fri Citrus County Chronicle			Avg Mon-Sat Avg. Proj. Circ.	Hshld. Cov.	
			Paid	Qualified	Total			Paid	Qualified	Total			
FLORIDA													
	34428	Crystal River	4,262	862	120	982	920	21.6%	672	79	751	688	16.1%
	34429	Crystal River	4,138	1,451	73	1,524	1,428	34.5%	1,195	73	1,268	1,162	28.1%
	34431	Dunnellon	3,854	140	2	142	133	3.5%	65	2	67	61	1.6%
	34432	Dunnellon	6,095	317	1	318	298	4.9%	200	1	201	184	3.0%
	34433	Dunnellon	3,193	509	3	512	480	15.0%	385	3	388	355	11.1%
	34434	Dunnellon	3,828	625	3	628	588	15.4%	466	3	469	430	11.2%
	34436	Floral City	3,692	751	5	756	708	19.2%	569	5	574	526	14.2%
	34442	Hernando	7,535	2,486	39	2,525	2,366	31.4%	2,019	69	2,088	1,913	25.4%
	34446	Homosassa	8,268	2,390	10	2,400	2,249	27.2%	1,909	10	1,919	1,758	21.3%
	34448	Homosassa	5,026	1,256	11	1,267	1,187	23.6%	1,031	28	1,059	970	19.3%
	34449	Inglis	1,456	247	1	248	232	15.9%	186	1	187	171	11.7%
	34450	Inverness	5,140	1,673	9	1,682	1,576	30.7%	1,313	14	1,327	1,216	23.7%
	34452	Inverness	5,206	1,188	179	1,367	1,281	24.6%	932	189	1,121	1,027	19.7%
	34453	Inverness	4,811	1,212	5	1,217	1,140	23.7%	988	5	993	910	18.9%
	34461	Lecanto	4,844	1,311	85	1,396	1,308	27.0%	1,073	122	1,195	1,095	22.6%
	34465	Beverly Hills	7,673	2,229	7	2,236	2,095	27.3%	1,778	7	1,785	1,635	21.3%
	34498	Yankeetown	291	25	1	26	24	8.2%					
	Miscellaneous ZIP Codes			56		56	56		66	1	67	61	
	TOTAL PRINT CIRCULATION			18,728	554	19,282	18,069		14,847	612	15,459	14,162	
	DIGITAL REPLICA CIRCULATION			1,510		1,510	1,166		1,578		1,578	1,182	
	TOTAL AVERAGE CIRCULATION			20,238	554	20,792	19,235		16,425	612	17,037	15,344	

NOTES:**REPORT ENDING DATE**

December 31, 2020

PUBLISHER'S RETURN POLICY

Fully Returnable

THE NIELSEN COMPANY (U.S.), INC. ESTIMATES

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QUALIFIED RETAIL/BUSINESS

Included in Qualified Retail/Business are copies distributed through publisher-maintained venues. Verification is made of distribution to location only, and not of actual pick-up.

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To Members of the Alliance for Audited Media:

We have examined the circulation records and other data presented by this publication for the period covered by this report. Our examination was made in accordance with AAM's Bylaws and Rules, and included such tests and other audit procedures as we considered necessary under the circumstances.

In our opinion, the total average circulation for the period shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects material to average circulation.

Alliance for Audited Media