

Initial Audit Period: October 1, 2023 - March 31, 2024

Citrus County Chronicle

1624 North Meadowcrest Blvd.
Crystal River, FL 34429
(352) 563-6363
(352) 564-2990 FAX

EMAIL: jackie.lytton@chronicleonline.com
www.chronicleonline.com

1. Audited Media Platforms

Print Publication:	Average Daily Net Circulation:	9,223 (Print Edition)
Website:	Average Website Users:	288,022
Social Media:	Average Facebook Followers:	40,363
	Average X (Twitter) Followers:	3,568
Video:	Average YouTube Subscribers:	2,051
E-Newsletters:	Average E-Newsletter Subscribers:	45,902
	Average Open Rate:	22.6%

Citrus County Chronicle – Total Gross Contacts

CVC Estimated Edition Readership:	21,674
Total Digital Contacts:	344,378
Total Estimated Gross Contacts:	366,052*

*Total gross contacts include CVC estimated edition readership, website unique users, social media followers, and opened e-newsletter contacts. Total gross contact estimates can include significant audience duplication. There was no attempt made to eliminate any duplication that may exist.

2. Publication Information

Number of Editions:	Seven
Format / Average Page Count:	Broadsheet / 18 Pages
Circulation Cycle:	Daily / Sunday - Saturday
Ownership:	Citrus Publishing / Paxton Media Group
Year Established:	1890
Publication Type:	Community Newspaper
	3% Controlled / 96% Paid / 1% Sponsor Paid
Content:	50% Advertising / 50% Editorial
Primary Delivery Methods:	83% Carrier Delivery / 17% Controlled Bulk & Single Copy
Annual Mail Subscription Rate:	\$227.94
Cover Price:	\$2.00
Insert Zoning Available:	Yes - ZIP Code / Zone
CVC Member Number:	01-9106
DMA/CBSA:	Tampa, FL / Homosassa Springs, FL
Audit Funded By:	Publisher

3. Rate Card and Mechanical Data

Rate Card Effective Date:	January 1, 2024
Mechanical Data:	Six (6) columns X 20.6" column depth Full page: 9.88" wide X 20.6" depth.
Open Rate:	Sunday: \$2,225.00 Full Page - \$240.00 1/16th Page Daily: \$1,925.00 Full Page - \$215.00 1/16th Page
Insert Open Rate:	\$49.00 - \$122.00 per thousand
Classified Rate:	\$32.00 per column inch
Deadline Day & Time:	Daily by 4 PM
Additional rates may be available from the publisher.	

4. Contact Information

Publisher:	Trina Murphy	EMAIL: tmurphy@chronicleonline.com
Advertising:	Trista Stokes	EMAIL: tstokes@chronicleonline.com
Circulation:	Jackie Lytton	EMAIL: jackie.lytton@chronicleonline.com

5. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 01-9106		Seven Day Average	Citrus County Chronicle Crystal River, FL
Audit Period Summary			
Average Net Circulation	(5-H)		9,223
Average Gross Distribution	(5-F)		9,380
Average Net Press Run	(5-A)		9,385
Audit Period Detail			
A. Average Net Press Run			9,385
B. Office / File			5
C. Controlled Distribution			
1. Carrier Delivery			63
2. Bulk Delivery / Demand Distribution			0
3. Mail			0
4. Requestor Mail			0
5. Waiting Rooms			0
6. Hotels			0
7. Events, Fairs, Festivals and Trade Shows			0
8. Education			0
9. Restock & Office Service			203
Total Average Controlled Distribution			266
Controlled Returns			(0)
TOTAL AVERAGE CONTROLLED CIRCULATION			266
D. Paid Distribution			
1. Carrier Delivery			7,723
2. Single Copy			1,261
3. Mail			0
4. Waiting Room			0
5. Hotels			0
6. Education			0
7. Restock & Office Service			0
Total Average Paid Distribution			8,984
Paid Returns			(157)
TOTAL AVERAGE PAID CIRCULATION			8,827
E. Sponsored / Voluntary Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			0
4. Waiting Rooms			0
5. Education			130
Total Average Sponsored Distribution			130
Sponsored Returns			(0)
TOTAL AVERAGE SPONSORED CIRCULATION			130
F. Average Gross Distribution			9,380
G. Total Unclaimed / Returns			(157)*
H. Average Net Circulation			9,223

5A. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 01-4270		Sunday	Citrus County Chronicle - Sunday Crystal River, FL
Audit Period Summary			
Average Net Circulation	(5-H)		11,222
Average Gross Distribution	(5-F)		11,388
Average Net Press Run	(5-A)		11,393
Audit Period Detail			
A. Average Net Press Run			11,393
B. Office / File			5
C. Controlled Distribution			
1. Carrier Delivery			71
2. Bulk Delivery / Demand Distribution			0
3. Mail			0
4. Requestor Mail			0
5. Waiting Rooms			0
6. Hotels			0
7. Events, Fairs, Festivals and Trade Shows			0
8. Education			0
9. Restock & Office Service			220
Total Average Controlled Distribution			291
Controlled Returns			(0)
TOTAL AVERAGE CONTROLLED CIRCULATION			291
D. Paid Distribution			
1. Carrier Delivery			9,364
2. Single Copy			1,592
3. Mail			0
4. Waiting Room			0
5. Hotels			0
6. Education			0
7. Restock & Office Service			0
Total Average Paid Distribution			10,956
Paid Returns			(166)
TOTAL AVERAGE PAID CIRCULATION			10,790
E. Sponsored / Voluntary Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			0
4. Waiting Rooms			0
5. Education			141
Total Average Sponsored Distribution			141
Sponsored Returns			(0)
TOTAL AVERAGE SPONSORED CIRCULATION			141
F. Average Gross Distribution			11,388
G. Total Unclaimed / Returns			(166)*
H. Average Net Circulation			11,222

5B. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 01-4271		Monday	Citrus County Chronicle - Monday Crystal River, FL
Audit Period Summary			
Average Net Circulation	(5-H)		8,725
Average Gross Distribution	(5-F)		8,886
Average Net Press Run	(5-A)		8,891
Audit Period Detail			
A. Average Net Press Run			8,891
B. Office / File			5
C. Controlled Distribution			
1. Carrier Delivery			79
2. Bulk Delivery / Demand Distribution			0
3. Mail			0
4. Requestor Mail			0
5. Waiting Rooms			0
6. Hotels			0
7. Events, Fairs, Festivals and Trade Shows			0
8. Education			0
9. Restock & Office Service			201
Total Average Controlled Distribution			280
Controlled Returns			(0)
TOTAL AVERAGE CONTROLLED CIRCULATION			280
D. Paid Distribution			
1. Carrier Delivery			7,257
2. Single Copy			1,191
3. Mail			0
4. Waiting Room			0
5. Hotels			0
6. Education			0
7. Restock & Office Service			0
Total Average Paid Distribution			8,448
Paid Returns			(161)
TOTAL AVERAGE PAID CIRCULATION			8,287
E. Sponsored / Voluntary Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			0
4. Waiting Rooms			0
5. Education			158
Total Average Sponsored Distribution			158
Sponsored Returns			(0)
TOTAL AVERAGE SPONSORED CIRCULATION			158
F. Average Gross Distribution			8,886
G. Total Unclaimed / Returns			(161)*
H. Average Net Circulation			8,725

5C. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 01-4272		Tuesday	Citrus County Chronicle - Tuesday Crystal River, FL
Audit Period Summary			
Average Net Circulation	(5-H)		8,751
Average Gross Distribution	(5-F)		8,907
Average Net Press Run	(5-A)		8,912
Audit Period Detail			
A. Average Net Press Run			8,912
B. Office / File			5
C. Controlled Distribution			
1. Carrier Delivery			69
2. Bulk Delivery / Demand Distribution			0
3. Mail			0
4. Requestor Mail			0
5. Waiting Rooms			0
6. Hotels			0
7. Events, Fairs, Festivals and Trade Shows			0
8. Education			0
9. Restock & Office Service			202
Total Average Controlled Distribution			271
Controlled Returns			(0)
TOTAL AVERAGE CONTROLLED CIRCULATION			271
D. Paid Distribution			
1. Carrier Delivery			7,258
2. Single Copy			1,190
3. Mail			0
4. Waiting Room			0
5. Hotels			0
6. Education			0
7. Restock & Office Service			0
Total Average Paid Distribution			8,448
Paid Returns			(156)
TOTAL AVERAGE PAID CIRCULATION			8,292
E. Sponsored / Voluntary Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			0
4. Waiting Rooms			0
5. Education			188
Total Average Sponsored Distribution			188
Sponsored Returns			(0)
TOTAL AVERAGE SPONSORED CIRCULATION			188
F. Average Gross Distribution			8,907
G. Total Unclaimed / Returns			(156)*
H. Average Net Circulation			8,751

5D. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 01-4273		Wednesday	Citrus County Chronicle - Wednesday Crystal River, FL
Audit Period Summary			
Average Net Circulation	(5-H)		8,914
Average Gross Distribution	(5-F)		9,058
Average Net Press Run	(5-A)		9,063
Audit Period Detail			
A. Average Net Press Run			9,063
B. Office / File			5
C. Controlled Distribution			
1. Carrier Delivery			95
2. Bulk Delivery / Demand Distribution			0
3. Mail			0
4. Requestor Mail			0
5. Waiting Rooms			0
6. Hotels			0
7. Events, Fairs, Festivals and Trade Shows			0
8. Education			0
9. Restock & Office Service			202
Total Average Controlled Distribution			297
Controlled Returns			(0)
TOTAL AVERAGE CONTROLLED CIRCULATION			297
D. Paid Distribution			
1. Carrier Delivery			7,262
2. Single Copy			1,276
3. Mail			0
4. Waiting Room			0
5. Hotels			0
6. Education			0
7. Restock & Office Service			0
Total Average Paid Distribution			8,538
Paid Returns			(144)
TOTAL AVERAGE PAID CIRCULATION			8,394
E. Sponsored / Voluntary Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			0
4. Waiting Rooms			0
5. Education			223
Total Average Sponsored Distribution			223
Sponsored Returns			(0)
TOTAL AVERAGE SPONSORED CIRCULATION			223
F. Average Gross Distribution			9,058
G. Total Unclaimed / Returns			(144)*
H. Average Net Circulation			8,914

5E. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 01-4274		Thursday	Citrus County Chronicle - Thursday Crystal River, FL
Audit Period Summary			
Average Net Circulation	(5-H)		8,640
Average Gross Distribution	(5-F)		8,801
Average Net Press Run	(5-A)		8,806
Audit Period Detail			
A. Average Net Press Run			8,806
B. Office / File			5
C. Controlled Distribution			
1. Carrier Delivery			45
2. Bulk Delivery / Demand Distribution			0
3. Mail			0
4. Requestor Mail			0
5. Waiting Rooms			0
6. Hotels			0
7. Events, Fairs, Festivals and Trade Shows			0
8. Education			0
9. Restock & Office Service			200
Total Average Controlled Distribution			245
Controlled Returns			(0)
TOTAL AVERAGE CONTROLLED CIRCULATION			245
D. Paid Distribution			
1. Carrier Delivery			7,256
2. Single Copy			1,197
3. Mail			0
4. Waiting Room			0
5. Hotels			0
6. Education			0
7. Restock & Office Service			0
Total Average Paid Distribution			8,453
Paid Returns			(161)
TOTAL AVERAGE PAID CIRCULATION			8,292
E. Sponsored / Voluntary Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			0
4. Waiting Rooms			0
5. Education			103
Total Average Sponsored Distribution			103
Sponsored Returns			(0)
TOTAL AVERAGE SPONSORED CIRCULATION			103
F. Average Gross Distribution			8,801
G. Total Unclaimed / Returns			(161)*
H. Average Net Circulation			8,640

5F. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 01-4275		Friday	Citrus County Chronicle - Friday Crystal River, FL
Audit Period Summary			
Average Net Circulation	(5-H)		9,211
Average Gross Distribution	(5-F)		9,366
Average Net Press Run	(5-A)		9,371
Audit Period Detail			
A. Average Net Press Run			9,371
B. Office / File			5
C. Controlled Distribution			
1. Carrier Delivery			48
2. Bulk Delivery / Demand Distribution			0
3. Mail			0
4. Requestor Mail			0
5. Waiting Rooms			0
6. Hotels			0
7. Events, Fairs, Festivals and Trade Shows			0
8. Education			0
9. Restock & Office Service			200
Total Average Controlled Distribution			248
Controlled Returns			(0)
TOTAL AVERAGE CONTROLLED CIRCULATION			248
D. Paid Distribution			
1. Carrier Delivery			7,834
2. Single Copy			1,189
3. Mail			0
4. Waiting Room			0
5. Hotels			0
6. Education			0
7. Restock & Office Service			0
Total Average Paid Distribution			9,023
Paid Returns			(155)
TOTAL AVERAGE PAID CIRCULATION			8,868
E. Sponsored / Voluntary Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			0
4. Waiting Rooms			0
5. Education			95
Total Average Sponsored Distribution			95
Sponsored Returns			(0)
TOTAL AVERAGE SPONSORED CIRCULATION			95
F. Average Gross Distribution			9,366
G. Total Unclaimed / Returns			(155)*
H. Average Net Circulation			9,211

5G. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 01-4276		Saturday	Citrus County Chronicle - Saturday Crystal River, FL
Audit Period Summary			
Average Net Circulation	(5-H)		9,104
Average Gross Distribution	(5-F)		9,257
Average Net Press Run	(5-A)		9,262
Audit Period Detail			
A. Average Net Press Run			9,262
B. Office / File			5
C. Controlled Distribution			
1. Carrier Delivery			36
2. Bulk Delivery / Demand Distribution			0
3. Mail			0
4. Requestor Mail			0
5. Waiting Rooms			0
6. Hotels			0
7. Events, Fairs, Festivals and Trade Shows			0
8. Education			0
9. Restock & Office Service			197
Total Average Controlled Distribution			233
Controlled Returns			(0)
TOTAL AVERAGE CONTROLLED CIRCULATION			233
D. Paid Distribution			
1. Carrier Delivery			7,833
2. Single Copy			1,191
3. Mail			0
4. Waiting Room			0
5. Hotels			0
6. Education			0
7. Restock & Office Service			0
Total Average Paid Distribution			9,024
Paid Returns			(153)
TOTAL AVERAGE PAID CIRCULATION			8,871
E. Sponsored / Voluntary Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			0
4. Waiting Rooms			0
5. Education			0
Total Average Sponsored Distribution			0
Sponsored Returns			(0)
TOTAL AVERAGE SPONSORED CIRCULATION			0
F. Average Gross Distribution			9,257
G. Total Unclaimed / Returns			(153)*
H. Average Net Circulation			9,104

Explanatory – Print

PARAGRAPH FIVE AUDIT PERIOD SUMMARY

AVERAGE NET CIRCULATION: Average net circulation based on quarterly averages for the audit period indicated. (Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G)). See audit period detail (H).

AVERAGE GROSS DISTRIBUTION: Average gross distribution based on quarterly averages for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C)). See audit period detail (F).

NET PRESS RUN: Average net press run based on quarterly averages during the audit period indicated. The net press run average does not include press waste, or start-up copies. See audit period detail (A).

AUDIT PERIOD DETAIL

A. 1. NET PRESS RUN: Average net press run based on quarterly averages 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. CARRIER 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 5G returns.

3. 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.

4. REQUESTOR MAIL: Editions delivered on a requestor basis by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses, and/or post office boxes. Qualified requestor circulation and other mail permit qualifications are audited by the United States Postal Service and not determined by CVC.

5. CONTROLLED WAITING ROOMS: Editions delivered to the waiting areas of local business and office buildings, including, but not limited to salons, medical and professional offices.

6. CONTROLLED HOTELS: Editions distributed to area hotels and available to individual readers. Subject to paragraph 5G returns.

7. EVENTS, FAIRS, FESTIVALS and TRADE SHOWS: Editions distributed to attendees and members of conventions, local fairs, festivals, trade shows and available to individual readers. Subject to paragraph 5G returns.

8. CONTROLLED EDUCATION: Editions distributed to area schools or educational institutions and available to individual readers. Subject to paragraph 5G returns.

9. 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 5G returns.

CONTROLLED RETURNS: Edition distributed in the controlled distribution category, returned to the publisher unclaimed during the edition cycle *(See paragraph 10 for CVC return/unclaimed confirmation.) Publications with greater than 25% returnable source distribution must report returns or unclaimed copies to qualify for net circulation reporting.

D. PAID DISTRIBUTION: Editions distributed by the publisher through paid subscription or other monetary exchange with individual readers.

1. CARRIER DELIVERY: See C1 for explanation of carrier home delivery. See paragraph 11 for paid reporting analysis.

2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5G returns. See paragraph 11 for paid reporting analysis.

3. MAIL: See C3 for explanation of mail distribution. See paragraph 11 for paid reporting analysis.

4. PAID WAITING ROOMS: See C5 for explanation of waiting room distribution.

5. PAID HOTELS: See C6 for explanation of hotel distribution.

6. PAID EDUCATION: See C8 for explanation of educational copy distribution.

7. RESTOCK / OFFICE SERVICE: See C9 for explanation of restock and office distribution.

PAID RETURNS: See section C: controlled returns for explanation of returns reporting. *(See paragraph 10 for CVC return/unclaimed confirmation.)

E. SPONSORED / VOLUNTARY PAID DISTRIBUTION: Editions distributed by the publisher that are sponsored by a third party monetary exchange or voluntary reader payment system.

1. CARRIER DELIVERY: See C1 for explanation of carrier home delivery.

2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers on a sponsored or voluntary pay basis. Subject to paragraph 5G returns.

3. MAIL: See C3 for explanation of mail distribution.

4. SPONSORED WAITING ROOMS: See C5 for explanation of waiting room distribution.

5. SPONSORED EDUCATION: See C8 for explanation of educational copy distribution.

6. RESTOCK / OFFICE SERVICE: See C9 for explanation of restock and office distribution.

SPONSORED RETURNS: See section C: controlled returns for explanation of returns reporting *(See paragraph 10 for CVC return/unclaimed confirmation.)

F. AVERAGE GROSS DISTRIBUTION: Average gross distribution based on quarterly averages for the audit period indicated. Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C).

G. TOTAL UNCLAIMED / RETURNS: Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle. *(See paragraph 10 for CVC return/unclaimed confirmation.)

H. 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).

6A. Average Print Circulation History - Citrus County Chronicle - Sunday

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/24-12/31/24	CVC	11,209	-	-	-
01/01/23-12/31/23	CVC	-	-	-	11,228

6B. Average Print Circulation History - Citrus County Chronicle - Monday

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/24-12/31/24	CVC	8,757	-	-	-
01/01/23-12/31/23	CVC	-	-	-	8,680

6C. Average Print Circulation History - Citrus County Chronicle - Tuesday

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/24-12/31/24	CVC	8,775	-	-	-
01/01/23-12/31/23	CVC	-	-	-	8,715

6D. Average Print Circulation History - Citrus County Chronicle - Wednesday

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/24-12/31/24	CVC	8,895	-	-	-
01/01/23-12/31/23	CVC	-	-	-	8,927

6E. Average Print Circulation History - Citrus County Chronicle - Thursday

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/24-12/31/24	CVC	8,615	-	-	-
01/01/23-12/31/23	CVC	-	-	-	8,658

6F. Average Print Circulation History - Citrus County Chronicle - Friday

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/24-12/31/24	CVC	9,183	-	-	-
01/01/23-12/31/23	CVC	-	-	-	9,232

6G. Average Print Circulation History - Citrus County Chronicle - Saturday

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/24-12/31/24	CVC	9,098	-	-	-
01/01/23-12/31/23	CVC	-	-	-	9,102

7. Distribution by Zip Code (3/31/2024 Edition) Sunday

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
34428	Crystal River	Citrus	FL	502	71	26	0	599
34429	Crystal River	Citrus	FL	686	230	0	0	916
34431	Dunnellon	Marion	FL	0	4	15	0	19
34432	Dunnellon	Marion	FL	0	157	11	0	168
34433	Citrus Springs	Citrus	FL	46	5	146	0	197
34434	Citrus Springs	Citrus	FL	290	32	36	0	358
34436	Floral City	Citrus	FL	224	69	0	0	293
34442	Hernando	Citrus	FL	1,474	154	0	0	1,628
34446	Homosassa	Citrus	FL	1,230	205	1	0	1,436
34448	Homosassa	Citrus	FL	532	97	0	0	629
34449	Inglis	Levy	FL	0	79	19	0	98
34450	Inverness	Citrus	FL	815	148	2	0	965
34452	Inverness	Citrus	FL	576	52	3	0	631
34453	Inverness	Citrus	FL	644	80	1	0	725
34461	Lecanto	Citrus	FL	783	84	0	0	867

7. Distribution by Zip Code (3/31/2024 Edition) Sunday (continued)

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
34465	Beverly Hills	Citrus	FL	1,273	94	1	0	1,368
Misc.	Assorted	Assorted	-	0	0	78	0	78
TOTAL				9,075	1,561	339	0	10,975

8. Distribution by County (3/31/2024 Edition) Sunday

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Citrus	Beverly Hills Citrus Springs Crystal River Floral City Hernando Homosassa Inverness Lecanto	FL	9,075	1,321	216	0	10,612
Levy	Inglis	FL	0	79	19	0	98
Marion	Dunnellon	FL	0	161	26	0	187
Misc.	Assorted	-	0	0	78	0	78
TOTAL			9,075	1,561	339	0	10,975

9. Verification of Distribution – Mail and Carrier Delivery Distribution

Citrus County Chronicle did not report mail distribution during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. Citrus County Chronicle reported an average carrier delivery distribution of 7,786 during the audit period. Carrier delivery is verified through the review of carrier statements and/or additional publisher support documents.

10. Verification of Distribution – Controlled Bulk / Demand Distribution / Single Copy

The Circulation Verification Council performed delivery verification in the primary market areas indicated in paragraph nine. Delivery verification is performed using multi-source methodologies considered necessary under the circumstances of the audit. Delivery verification can include, but is not limited to, on-site verification, business phone verification, online, email, and/or social media contact. Delivery verification source data can include, but is not limited to, business and cell phone listings, delivery lists, opt-in email, online, and/or social media databases. Circulation Verification Council performed the delivery verification from locations chosen randomly from the publication's delivery list(s).

CVC verification substantiates Citrus County Chronicle's claim of 157 returnable source distributed editions returned to the publisher unclaimed after the edition cycle.

11. Paid Reporting Analysis

CARRIER DELIVERY	Basic Rates: \$227.94 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	5,869
Over 75% of basic rate	696
Over 50% of basic rate	1,158
Over 25% of basic rate	0
1%-24% of basic rate	0
Less than 1% of basic rate*	0
MAIL	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
SPONSORED	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
SINGLE COPY	COVER PRICE: \$2.00
	AVERAGE WHOLESALE RATE: \$0.49

12A. Audited Average Website Reporting - www.chronicleonline.com

	Monthly Audit Period Average
Website Unique Users	288,022
Website Sessions	607,798
Percent of New Users	84.7%
Website Page Views	2,095,359
Pages Per Visit	3.45
Average Time Spent on Website	00:01:32
Bounce Rate	48.2%

Explanatory – Website

PARAGRAPH TWELVE (A)

UNIQUE USERS: 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 that is attached to the browser within the defined cycle. Limitations apply to the measurement of unique users. Please see CVC Rules & Regulations for further information.

SESSIONS: The total number of sessions, expressed as a monthly average, to a publication's website regardless of unique status, as expressed above.

PERCENT NEW USERS: 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.

PAGE VIEWS: The transmittal of a full page contained within the website to the user's browser.

PAGES PER VISIT: The average number of page views per session, expressed as a monthly average.

AVG. TIME SPENT: The average amount of time spent on a website during a single visit, expressed in hours, minutes and seconds.

12B. Audited Online/Digital Edition Reporting - Not Reported

12C. Text Media - Not Reported

12D. Social Media

Social Media Source	Average Media Usage	March 2024
www.facebook.com/citruscountychronicle	40,363 Followers	41,208 Followers
X (Twitter) - @citruschronicle	3,568 Followers	3,544 Followers

Explanatory – Social Media

PARAGRAPH TWELVE (D)

FACEBOOK LIKES: The average number of followers as expressed by the Facebook page. Information sourced at regular intervals from the publications page on Facebook.com or third party measurement sources.

X (TWITTER) FOLLOWERS: The average number of followers as expressed by members of the X (Twitter) community. Information sourced at regular intervals from the publications page on X (Twitter.com) or third party measurement sources.

12E. Email Media

Media Type	Database Recipients
Non-Subscriber Email Opt-In Database	45,902
Average Open Rate	22.6%
Average Click Rate	3.8%

Explanatory – Email Media, E-Newsletters & E-Blasts

PARAGRAPH TWELVE (E)
 NON-SUBSCRIBER EMAIL OPT-IN DATABASE: 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.

12F. Video & Podcast Media

Media Type	Audit Period Average	March 2024
YouTube Channel Subscribers- Chronicleonline	2,051	2,139

Explanatory – Video & Podcast Media

PARAGRAPH TWELVE (F)
 YOUTUBE CHANNEL: Video feeds viewed by guests or followers of the publications social media accounts.

13. Council Audit Statement

Circulation Verification Council (CVC) reviewed the printing, distribution, circulation, technology, 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 Regulations. In our opinion, this report fairly and accurately represents the publication's printing, distribution, circulation, and technology reporting, if applicable, for the period indicated. The publication has sworn that the information presented for this audit reporting is accurate and supplied CVC with general business records substantiating the information under audit review. This report is released subject to the provisions of the CVC Rules & Regulations which are hereby incorporated by reference. CVC Rules & Regulations may be amended from time to time without notice at the sole discretion of CVC. In no event shall CVC be liable for indirect, incidental, consequential, special, or punitive damages, or damages for lost profits, lost income, or lost savings arising by negligence, intended conduct, breach of contract, or otherwise. CVC reports and data are released for the sole use of advertising purchase evaluations and any use for valuations or determination of value is strictly prohibited. CVC reports may not be used for USPS requestor or other permit qualifications. This report is subject to copyright laws and may only be reproduced by the publisher.

The current status of this report expires March 31, 2026.
If this report is presented after March 31, 2026 please call the toll-free number listed below.