

Reinstatement Audit Period: October 1, 2025 - March 31, 2026

Citrus County Chronicle

2519 Highway 44 West Blvd.
Inverness, FL 34453
(352) 563-6363

EMAIL: jsimpleman@pmginmi.com
www.chronicleonline.com

1. Audited Media Platforms

Print Publication:	Average Net Circulation (5 Day Average):	4,824 (Print Edition)
Digital Edition:	Average Monthly Digital Edition Users:	9,933
Website:	Average Website Users:	283,308
Social Media:	Average Facebook Followers:	45,746
Video:	Average YouTube Subscribers:	6,846
Email Media:	Average E-Newsletter Subscribers:	31,674
	Average Open Rate:	29.8%

Citrus County Chronicle – Total Gross Contacts

CVC Estimated Edition Readership:	11,336
Total Digital Contacts:	355,272
Total Estimated Gross Contacts:	366,608*

*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:	Five (Tuesday - Saturday)
Format / Average Page Count:	Broadsheet / 18 Pages
Circulation Cycle:	Daily
Ownership:	Citrus Publishing/ Paxton Media Group
Year Established:	1890
Publication Type:	Community Newspaper
	4% Controlled / 94% Paid / 2% Sponsor Paid
Content:	50% Advertising / 50% Editorial
Primary Delivery Methods:	80% Mail / 20% 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, 2026
Mechanical Data - Print:	Six (6) columns X 21.33" column depth Full page: 9.88" wide X 21.33" depth.
Print Open Rate:	Daily: \$1,775.00 Full Page - \$215.00 1/16th Page Saturday: \$2,075.00 Full Page - \$240.00 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
Website Rates:	\$4.00 per thousand impressions (100,000 minimum)
E-Newsletter Rates:	\$600.00 - \$250.00
Social Media Rates:	Facebook Post: \$150.00

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:	Julie Simpleman	EMAIL: jsimpleman@pmginmi.com

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

CVC Account Number: 01-9106		Tuesday - Saturday	Citrus County Chronicle - Five Day Average Inverness, FL
Audit Period Summary			
Average Net Circulation	(5-H)		4,824
Average Gross Distribution	(5-F)		4,829
Average Net Press Run	(5-A)		4,834
Audit Period Detail			
A. Average Net Press Run			4,834
B. Office / File			5
C. Controlled Distribution			
1. Carrier Delivery			0
2. Bulk Delivery / Demand Distribution			0
3. Mail			96
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			74
Total Average Controlled Distribution			170
Controlled Returns			(0)
TOTAL AVERAGE CONTROLLED CIRCULATION			170
D. Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			773
3. Mail			3,783
4. Waiting Room			0
5. Hotels			0
6. Education			0
7. Restock & Office Service			0
Total Average Paid Distribution			4,556
Paid Returns			(5)
TOTAL AVERAGE PAID CIRCULATION			4,551
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			4,829
G. Total Unclaimed / Returns			(5)*
H. Average Net Circulation			4,824

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

CVC Account Number: 01-4272		Tuesday	Citrus County Chronicle - Tuesday Inverness, FL
Audit Period Summary			
Average Net Circulation	(5-H)		4,586
Average Gross Distribution	(5-F)		4,590
Average Net Press Run	(5-A)		4,595
Audit Period Detail			
A. Average Net Press Run			4,595
B. Office / File			5
C. Controlled Distribution			
1. Carrier Delivery			0
2. Bulk Delivery / Demand Distribution			0
3. Mail			80
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			64
Total Average Controlled Distribution			144
Controlled Returns			(0)
TOTAL AVERAGE CONTROLLED CIRCULATION			144
D. Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			770
3. Mail			3,586
4. Waiting Room			0
5. Hotels			0
6. Education			0
7. Restock & Office Service			0
Total Average Paid Distribution			4,356
Paid Returns			(4)
TOTAL AVERAGE PAID CIRCULATION			4,352
E. Sponsored / Voluntary Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			0
4. Waiting Rooms			0
5. Education			90
Total Average Sponsored Distribution			90
Sponsored Returns			(0)
TOTAL AVERAGE SPONSORED CIRCULATION			90
F. Average Gross Distribution			4,590
G. Total Unclaimed / Returns			(4)*
H. Average Net Circulation			4,586

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

CVC Account Number: 01-4273		Wednesday	Citrus County Chronicle - Wednesday Inverness, FL
Audit Period Summary			
Average Net Circulation	(5-H)		4,808
Average Gross Distribution	(5-F)		4,812
Average Net Press Run	(5-A)		4,817
Audit Period Detail			
A. Average Net Press Run			4,817
B. Office / File			5
C. Controlled Distribution			
1. Carrier Delivery			0
2. Bulk Delivery / Demand Distribution			0
3. Mail			149
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			106
Total Average Controlled Distribution			255
Controlled Returns			(0)
TOTAL AVERAGE CONTROLLED CIRCULATION			255
D. Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			770
3. Mail			3,623
4. Waiting Room			0
5. Hotels			0
6. Education			0
7. Restock & Office Service			0
Total Average Paid Distribution			4,393
Paid Returns			(4)
TOTAL AVERAGE PAID CIRCULATION			4,389
E. Sponsored / Voluntary Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			0
4. Waiting Rooms			0
5. Education			164
Total Average Sponsored Distribution			164
Sponsored Returns			(0)
TOTAL AVERAGE SPONSORED CIRCULATION			164
F. Average Gross Distribution			4,812
G. Total Unclaimed / Returns			(4)*
H. Average Net Circulation			4,808

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

CVC Account Number: 01-4274		Thursday	Citrus County Chronicle - Thursday Inverness, FL
Audit Period Summary			
Average Net Circulation	(5-H)		4,594
Average Gross Distribution	(5-F)		4,599
Average Net Press Run	(5-A)		4,604
Audit Period Detail			
A. Average Net Press Run			4,604
B. Office / File			5
C. Controlled Distribution			
1. Carrier Delivery			0
2. Bulk Delivery / Demand Distribution			0
3. Mail			81
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			63
Total Average Controlled Distribution			144
Controlled Returns			(0)
TOTAL AVERAGE CONTROLLED CIRCULATION			144
D. Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			770
3. Mail			3,588
4. Waiting Room			0
5. Hotels			0
6. Education			0
7. Restock & Office Service			0
Total Average Paid Distribution			4,358
Paid Returns			(5)
TOTAL AVERAGE PAID CIRCULATION			4,353
E. Sponsored / Voluntary Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			0
4. Waiting Rooms			0
5. Education			97
Total Average Sponsored Distribution			97
Sponsored Returns			(0)
TOTAL AVERAGE SPONSORED CIRCULATION			97
F. Average Gross Distribution			4,599
G. Total Unclaimed / Returns			(5)*
H. Average Net Circulation			4,594

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

CVC Account Number: 01-4275		Friday	Citrus County Chronicle - Friday Inverness, FL
Audit Period Summary			
Average Net Circulation	(5-H)		4,631
Average Gross Distribution	(5-F)		4,636
Average Net Press Run	(5-A)		4,641
Audit Period Detail			
A. Average Net Press Run			4,641
B. Office / File			5
C. Controlled Distribution			
1. Carrier Delivery			0
2. Bulk Delivery / Demand Distribution			0
3. Mail			101
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			83
Total Average Controlled Distribution			184
Controlled Returns			(0)
TOTAL AVERAGE CONTROLLED CIRCULATION			184
D. Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			770
3. Mail			3,583
4. Waiting Room			0
5. Hotels			0
6. Education			0
7. Restock & Office Service			0
Total Average Paid Distribution			4,353
Paid Returns			(5)
TOTAL AVERAGE PAID CIRCULATION			4,348
E. Sponsored / Voluntary Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			0
4. Waiting Rooms			0
5. Education			99
Total Average Sponsored Distribution			99
Sponsored Returns			(0)
TOTAL AVERAGE SPONSORED CIRCULATION			99
F. Average Gross Distribution			4,636
G. Total Unclaimed / Returns			(5)*
H. Average Net Circulation			4,631

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

CVC Account Number: 01-4276		Saturday	Citrus County Chronicle - Saturday Inverness, FL
Audit Period Summary			
Average Net Circulation	(5-H)		5,501
Average Gross Distribution	(5-F)		5,507
Average Net Press Run	(5-A)		5,512
Audit Period Detail			
A. Average Net Press Run			5,512
B. Office / File			5
C. Controlled Distribution			
1. Carrier Delivery			0
2. Bulk Delivery / Demand Distribution			0
3. Mail			70
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			52
Total Average Controlled Distribution			122
Controlled Returns			(0)
TOTAL AVERAGE CONTROLLED CIRCULATION			122
D. Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			787
3. Mail			4,533
4. Waiting Room			0
5. Hotels			0
6. Education			0
7. Restock & Office Service			0
Total Average Paid Distribution			5,320
Paid Returns			(6)
TOTAL AVERAGE PAID CIRCULATION			5,314
E. Sponsored / Voluntary Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			0
4. Waiting Rooms			0
5. Education			65
Total Average Sponsored Distribution			65
Sponsored Returns			(0)
TOTAL AVERAGE SPONSORED CIRCULATION			65
F. Average Gross Distribution			5,507
G. Total Unclaimed / Returns			(6)*
H. Average Net Circulation			5,501

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.

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 - Tuesday

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/26-12/31/26	CVC	4,552	-	-	-
01/01/25-12/31/25	CVC	No Reporting	No Reporting	4,530	4,614
01/01/24-12/31/24	CVC	8,775	No Reporting	No Reporting	6,326
10/01/23-12/31/23	CVC	-	-	-	8,715

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

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/26-12/31/26	CVC	4,712	-	-	-
01/01/25-12/31/25	CVC	No Reporting	No Reporting	4,591	4,898
01/01/24-12/31/24	CVC	8,895	No Reporting	No Reporting	6,435
10/01/23-12/31/23	CVC	-	-	-	8,927

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

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/26-12/31/26	CVC	4,556	-	-	-
01/01/25-12/31/25	CVC	No Reporting	No Reporting	4,526	4,627
01/01/24-12/31/24	CVC	8,615	No Reporting	No Reporting	5,709
10/01/23-12/31/23	CVC	-	-	-	8,658

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

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/26-12/31/26	CVC	4,595	-	-	-
01/01/25-12/31/25	CVC	No Reporting	No Reporting	4,186	4,662
01/01/24-12/31/24	CVC	9,183	No Reporting	No Reporting	6,165
10/01/23-12/31/23	CVC	-	-	-	9,232

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

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/26-12/31/26	CVC	5,399	-	-	-
01/01/25-12/31/25	CVC	No Reporting	No Reporting	5,638	5,597
01/01/24-12/31/24	CVC	9,098	No Reporting	No Reporting	8,463
10/01/23-12/31/23	CVC	-	-	-	9,102

7. Distribution by Zip Code (6/27/2026 Edition) Tuesday - Saturday

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
34428	Crystal River	Citrus	FL	0	45	186	0	231
34429	Crystal River	Citrus	FL	0	95	278	0	373
34431	Dunnellon	Marion	FL	0	5	8	0	13
34432	Dunnellon	Marion	FL	0	80	6	0	86
34433	Citrus Springs	Citrus	FL	0	0	109	0	109
34434	Citrus Springs	Citrus	FL	0	14	104	0	118
34436	Floral City	Citrus	FL	0	20	109	0	129
34442	Hernando	Citrus	FL	0	88	624	0	712
34446	Homosassa	Citrus	FL	0	98	419	0	517
34448	Homosassa	Citrus	FL	0	72	183	0	255
34449	Inglis	Levy	FL	0	15	7	0	22
34450	Inverness	Citrus	FL	0	65	325	0	390
34452	Inverness	Citrus	FL	0	38	239	0	277
34453	Inverness	Citrus	FL	0	40	292	0	332
34461	Lecanto	Citrus	FL	0	110	317	0	427

7. Distribution by Zip Code (6/27/2026 Edition) Tuesday - Saturday (continued)

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
34465	Beverly Hills	Citrus	FL	0	46	493	0	539
Misc.	Assorted	Assorted	-	0	52	8	0	60
TOTAL				0	883	3,707	0	4,590

8. Distribution by County (6/27/2026 Edition) Tuesday - Saturday

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	0	731	3,678	0	4,409
Levy	Inglis	FL	0	15	7	0	22
Marion	Dunnellon	FL	0	85	14	0	99
Misc.	Assorted	-	0	52	8	0	60
TOTAL			0	883	3,707	0	4,590

9. Verification of Distribution – Mail and Carrier Delivery Distribution

Citrus County Chronicle reported an average mail distribution of 3,879 during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. Citrus County Chronicle did not report carrier delivery distribution 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.

CVC verification substantiates Citrus County Chronicle's claim of 5 returnable source distributed editions returned to the publisher unclaimed after the edition cycle.

11. Paid Reporting Analysis

CARRIER DELIVERY	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
MAIL	Basic Rates: \$227.94 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	2,876
Over 75% of basic rate	341
Over 50% of basic rate	566
Over 25% of basic rate	0
1%-24% of basic rate	0
Less than 1% of 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 Total Users	283,308
Website Sessions	481,651
Website Views	1,941,055
Views Per Session	4.03
Average Time Spent on Website	00:03:41
Engagement Rate	51.4%

Explanatory – Website

PARAGRAPH TWELVE (A)

TOTAL 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.

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

PAGES PER SESSION: 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.

ENGAGEMENT RATE: Engagement rate reports the percentage of visits that view more than one page before exiting a site. This number is presented as a monthly average.

12B. Audited Online/Digital Edition Reporting

	Monthly Audit Period Average
Digital Edition Subscribers - Paid Unduplicated	2,987
Unique Digital Edition Users	9,933

Explanatory – Digital Edition

PARAGRAPH TWELVE (B)

DIGITAL EDITION: 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.

UNIQUE DIGITAL EDITION USERS: Unique users to a digital edition publication 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 with the defined cycle. A unique user counts once within the timescale. A user can make multiple visits. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.

12C. Text Media - Not Reported

12D. Social Media

Social Media Source	Average Media Usage	June 2026
www.facebook.com/citruscountychronicle	45,746 Followers	46,643 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.

12E. Email Media

Media Type	Database Recipients
Non-Subscriber Email Opt-In Database	31,764
Average Open Rate	29.8%
Average Click Rate	3.3%

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.

ADVERTISER EMAIL DATABASE: 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.

12F. Video & Podcast Media

Media Type	Audit Period Average	June 2026
YouTube Channel Subscribers - Chronicleonline	6,846	7,204

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, 2028.

If this report is presented after March 31, 2028 please call the toll-free number listed below.