

**Initial Audit Period: July 1, 2018 – December 31, 2018**

**Denton County Magazine**

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[www.dentoncountymagazine.com](http://www.dentoncountymagazine.com)

**1. Audited Media Platforms**

Print Publication:	Average Net Circulation:	24,905	(Print Edition)
Digital Edition:	Average Monthly Unique Users:	2,678	(Digital Edition)
Website:	Average Website Unique Users:	290	
Social Media:	Average Facebook Likes:	890	
E-Newsletters:	Average E-Newsletter Subscribers:	26,376	



**2. Publication Information**

Number of Editions:	One
Format / Average Page Count:	Magazine / 84 Pages
Circulation Cycle:	6x per year
Ownership:	Denton Media Company
Year Established:	2018
Publication Type:	City & Regional Magazine
	100% Controlled / 0% Paid / 0% Sponsor Paid
Content:	45% Advertising / 55% Editorial
Primary Delivery Methods:	93% Mail / 7% Controlled Bulk
Annual Mail Subscription Rate:	\$25.00
Cover Price:	\$5.95
Insert Zoning Available:	No
CVC Member Number:	01-4065
DMA/MSA/CBSA:	Dallas, TX / Dallas—Fort Worth, TX / Dallas-Fort Worth-Arlington, TX
Audit Funded By:	Publisher

**3. Rate Card and Mechanical Data**

Rate Card Effective Date:	January 1, 2019
Mechanical Data:	Three (3) columns X 11.375" column depth Full page: 8.875" wide X 11.375" depth.
Open Rate:	Local: \$2,250.00 Full Page – \$688.00 1/4 <sup>th</sup> Page National: \$2,250.00 Full Page – \$688.00 1/4 <sup>th</sup> Page
Insert Open Rate:	Contact Publisher
Deadline Day & Time:	Bi-Monthly / By 5 PM
Additional rates may be available from the publisher.	

**4. Contact Information**

Publisher:	Bill Patterson	EMAIL: bpatterson@dentonrc.com
Advertising:	Shawn Reneau	EMAIL: sreneau@dentonrc.com
Circulation:	Chris Brumfield	EMAIL: cbrumfield@dentonrc.com



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

CVC Account Number: 01-4065	6x per year	Denton County Magazine Denton, TX
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>24,905</b>
Average Gross Distribution	(5-F)	24,905
Average Net Press Run	(5-A)	25,000
<b>Audit Period Detail</b>		
A. Average Net Press Run		25,000
B. Office / File		95
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		1,764
3. Mail		23,141
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		0
Total Average Controlled Distribution		24,905
Controlled Returns		(0)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>		<b>24,905</b>
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		0
Paid Returns		(0)
<b>TOTAL AVERAGE PAID CIRCULATION</b>		<b>0</b>
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)
<b>TOTAL AVERAGE SPONSORED CIRCULATION</b>		<b>0</b>
F. Average Gross Distribution		24,905
G. Total Unclaimed / Returns		(0)*
<b>H. Average Net Circulation</b>		<b>24,905</b>

## 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 11 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 12 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 12 for paid reporting analysis.

**3. MAIL:** See C3 for explanation of mail distribution. See paragraph 12 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 11 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 11 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 11 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. Audited Average Website Reporting - www.dentoncountyr.com/dentoncountymag**

	Monthly Audit Period Average
Website Unique Users	290
Website Sessions	528
Website Page Views	618
Pages Per Visit	1.17
Average Time Spent on Website	00:01:54
Bounce Rate	74.95%

**Explanatory – Website**

**PARAGRAPH SIX (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.

**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.

**BOUNCE RATE:** Bounce rate reports the percentage of visits that view only one page before exiting a site. This number is presented as a monthly average.

**6B. Audited Online/Digital Edition Reporting**

	Monthly Audit Period Average
Unique Digital Edition Users (Web)	2,678
Digital Edition Page Views (Web)	4,561

**Explanatory – Digital Edition**

**PARAGRAPH SIX (B)**

**UNIQUE DIGITAL EDITION USERS (WEB):** 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.

**DIGITAL EDITION PAGE VIEWS (WEB):** Requests for files whose types are defined as pages; transmittals of full pages contained within the digital edition publication to the user’s browser. Several page views are expected to be logged per Visit/Session.

**6C. Text Media - Not Reported**

**6D. Social Media**

Social Media Source	Average Media Usage	December 2018
www.facebook.com/dentoncountymagazine	890 Likes	989 Likes

**Explanatory – Social Media**

**PARAGRAPH SIX (D)**

**FACEBOOK LIKES:** 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.



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**6E. Email Media**

Media Type	Database Recipients
Non-Subscriber Email Opt-In Database	26,376
Average Open Rate	14.8%
Average Click Rate	2.23%

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

**PARAGRAPH SIX (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.

**6F. Video & Podcast Media - Not Reported**

**7. Average Print Circulation History**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
07/01/18-12/31/18	CVC	-	-	24,878	24,959

**8. Distribution by Zip Code (November 2018 Edition) 6x per year**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
75022	Flower Mound	Denton	TX	0	0	1,002	0	1,002
75028	Flower Mound	Denton	TX	0	0	1,047	0	1,047
75065	Lake Dallas	Denton	TX	0	0	634	0	634
75201	Denton	Denton	TX	0	0	784	0	784
75205	Denton	Denton	TX	0	0	1,363	0	1,363
75207	Denton	Denton	TX	0	0	1,834	0	1,834
75208	Denton	Denton	TX	0	0	1,819	0	1,819
75209	Denton	Denton	TX	0	0	1,689	0	1,689
76210	Denton	Denton	TX	0	0	4,349	0	4,349
76226	Argyle	Denton	TX	0	0	3,513	0	3,513
76227	Aubrey	Denton	TX	0	0	1,150	0	1,150
76247	Justin	Denton	TX	0	0	559	0	559
76249	Krum	Denton	TX	0	0	456	0	456
76258	Pilot Point	Denton	TX	0	0	379	0	379
76259	Ponder	Denton	TX	0	0	458	0	458
76262	Roanoke	Denton	TX	0	0	1,673	0	1,673
76266	Sanger	Denton	TX	0	0	433	0	433
Misc.	Assorted	Assorted	-	0	1,658	0	200	1,858
<b>TOTAL</b>				<b>0</b>	<b>1,658</b>	<b>23,142</b>	<b>200</b>	<b>25,000</b>



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**9. Distribution by County** (November 2018 Edition) 6x per year

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Denton	Argyle Aubrey Denton Flower Mound Justin Krum Lake Dallas Pilot Point Ponder Roanoke Sanger	TX	0	0	23,142	0	23,142
Misc.	Assorted	-	0	1,658	0	200	1,858
<b>TOTAL</b>			<b>0</b>	<b>1,658</b>	<b>23,142</b>	<b>200</b>	<b>25,000</b>

**10. Verification of Distribution – Mail and Carrier Delivery Distribution**

Denton County Magazine reported an average mail distribution of 23,141 during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. Denton County Magazine 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.

**11. 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 can include, but is not limited to, on-site verification, business and cell 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). The purpose was to verify whether the distribution and return quantities reported by the publisher are reasonable and accurate.

**CVC verification indicates that less than 15% of Denton County Magazine’s returnable source distributed editions are returned to the publisher unclaimed after the edition cycle.**

**12. Paid Reporting Analysis – Not Applicable**



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### 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.



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**The current status of this report expires March 31, 2020.**

If this report is presented after March 31, 2020 please call the toll-free number listed below.



Denton County Magazine - Denton, TX - 01-4065 - Supplemental Readership Study

The Circulation Verification Council surveyed Denton County Magazine readers in the primary market areas indicated in publication's CVC audit report. The purpose was to identify the number of individuals who indicate they have read at least two of the last four issues of the publication, and gather study information solely for advertising purchase evaluations. Market statistics estimates appearing in CVC reports, when available, are obtained from EASI Software. CVC study sources can include, but are not limited to, residential and cell phone surveys, online surveys, email surveys, and/or social media surveys. Study source data can include, but are not limited to, residential phone listings, cell phone exchanges, publisher delivery lists, opt-in email, online and/or social media databases. Residential and cell phone survey populations consist of adults age 18 and over, living in households within the survey area. Within this area, each individual had a known (or "non-zero") probability of being selected for the random sample. Surveys were conducted solely with pre-designated respondents and no substitutions were permitted. Initial survey attempts were spread evenly across all survey days (i.e., Tuesday through Saturday). A minimum of 250 completed surveys, or 2.5% of net circulation for publications under 10,000 circulation is required with no more than one survey per household. Survey Procedures: To ensure the highest degree of comparability and to facilitate the survey process, a standard, consistent, specified list of questions was asked. Surveys were conducted over a minimum period of two weeks to minimize the impact of weather and/or special circumstances. Every effort was made to ensure that surveys were assigned randomly by day and that an approximately equal number of surveys were completed on each survey day. Where appropriate, data was balanced and/or weighted by ZIP code using up-to-date known demographics: gender, age, number of adults in household and ethnicity in those cases where one minority comprised no less than ten percent of the total population. Non-responses to any single question were eliminated from the survey. In all cases, at least four attempts were made to contact all pre-designated respondents. Every effort was made to surmount language, cultural, behavioral and other barriers to a successful survey; and to the extent feasible, contact attempts were scheduled on a random basis. During the survey process, no questions were asked prior to the readership question, with the exception of a qualifying question designed to determine the ZIP code of the individual; and a general warm-up call explanation designed to put the respondent at ease. Warm-up questions did not include any reference to a publication itself or the nature of the study information. The study followed recommended guidelines developed in part from established media usage and evaluation guidelines. Survey totals may not equal 100% due to rounding. The Circulation Verification Council estimates that all the information in this survey has a maximum error margin of +/-4% at the 95% confidence level. 298 Survey respondents were interviewed during the verification of carrier delivery and mail distribution. 66 Survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution. 38 Survey respondents responded to a geo-coded outbound email verification. This publication did not participate in the CVC online research program.

- **Average estimated readers per edition during the audit period: 3.25**  
\*Readership estimates compiled from 2018 CVC circulation & readership study data.

1. Denton County Magazine is distributed regularly in your area. Do you regularly read or look through Denton County Magazine?

YES 402 Survey Respondents

2. Do you frequently purchase products or services from ads seen in Denton County Magazine?

YES 249 61.9%  
NO 153 38.1%

3. How long do you keep Denton County Magazine before discarding it?

12% Two weeks or less  
07% Three weeks  
32% One month  
49% More than one month

4. Reader Gender (Voice recognition - Gender Bias Rotation)

Reader Demographics	Market Demographics	
37%	51%	Male Readers
63%	49%	Female Readers



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5. What range best describes your age.

Reader Demographics	Market Demographics
00%	06% 18 - 20
<01%	08% 21 - 24
10%	20% 25 - 34
23%	21% 35 - 44
29%	22% 45 - 54
25%	13% 55 - 64
11%	06% 65 - 74
02%	03% 75 - 84
<01%	01% 85 years or older

6. What range best describes your combined annual household income for last year?

Reader Demographics	Market Demographics
00%	10% under \$15,000
00%	07% \$15,000 - \$24,999
<01%	07% \$25,000 - \$34,999
03%	11% \$35,000 - \$49,999
06%	15% \$50,000 - \$74,999
06%	12% \$75,000 - \$99,999
10%	10% \$100,000 - \$124,999
14%	07% \$125,000 - \$149,999
24%	08% \$150,000 - \$199,999
37%	13% over \$200,000

7. What is the highest level of education you have obtained?

Reader Demographics	Market Demographics
00%	19% Some High School or Less
08%	18% Graduated High School
22%	26% Some College
42%	24% Graduated College
18%	09% Completed Master Degree
07%	03% Completed Professional Degree
03%	01% Completed Doctorate Degree



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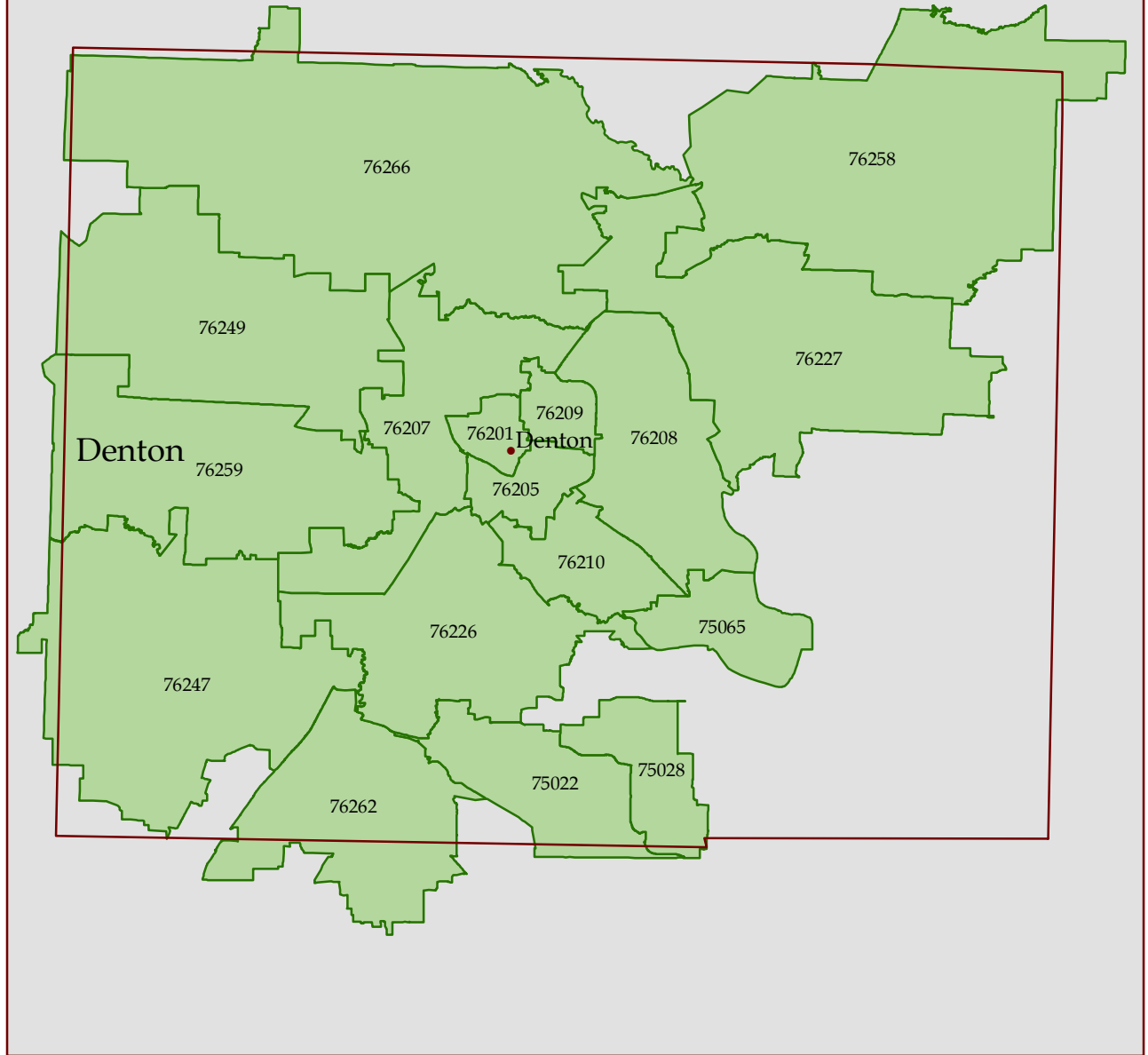
8. Which of the following products or services, if any, do you plan to purchase during the next twelve months?

19%	New Automobile, Truck or SUV	(% = Positive respondents)
17%	Used Automobile, Truck or SUV	
15%	Antiques / Auctions	
66%	Furniture / Home Furnishings	
26%	Major Home Appliance	
22%	Computers, Tablets or Laptops	
41%	Home Improvements or Home Improvement Supplies	
37%	Television or Electronics	
20%	Carpet or Flooring	
41%	Automobile Accessories (tires, brakes or service)	
45%	Lawn & Garden Supplies	
42%	Florist / Gift Shops	
20%	Home Heating & Air Conditioning (service, new equipment)	
65%	Vacations / Travel	
11%	Real Estate (Sell or purchase)	
61%	Men's Apparel	
74%	Women's Apparel	
32%	Children's Apparel	
01%	Boats or Personal Watercraft	
25%	Art & Crafts Supplies	
13%	Childcare	
18%	Education or Classes	
09%	Attorney	
31%	Veterinarian	
19%	Chiropractor	
45%	Financial Planner (Retirement, Investing)	
48%	Tax Advisor / Tax Services	
52%	Health Club / Exercise Class	
49%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)	
11%	Weight Loss	
35%	Lawn Care Service (Maintenance & Landscaping)	
28%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)	
55%	Pharmacist / Prescription Service	
23%	Cell Phone or Smart Phone (New Service or Update Service)	
80%	Dining & Entertainment	
27%	Jewelry	
06%	Wedding Supplies	
32%	Athletic & Sports Equipment	
04%	Motorcycles / ATV's	
63%	Medical Services / Physicians	
29%	Pet Supplies	



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# Texas



## Denton County Magazine Denton, Texas

01-4065

### Key to Features

-  State Boundary
-  County Boundary
-  ZIP Code Boundary

