

# Audit Period: October 1, 2021 – September 30, 2023

#### **Hometown News**

5059 Turnpike Feeder Road Fort Pierce, FL 34951

(772) 465-5656 EMAIL: kdougal@hometownnewsol.com

(772) 465-5301 FAX www.hometownnewsol.com

#### 1. Audited Media Platforms

Print Publication:Average Net Circulation:163,164 (Print Edition)Digital Edition:Average Monthly Unique Users:1,490 (Digital Edition)Website:Average Website Unique Users:119,608

Average Website Unique Osers: 119,608

Social Media: Average Facebook Likes: 22,587

Average Twitter Followers: 2,508

Average Instagram Followers: 4,869

E-Newsletters: Average E-Newsletter Subscribers: 21,733

Average Open Rate: 32.38%

Hometown News – Total Gross Contacts

CVC Estimated Edition Readership: 216,437
Total Digital Contacts: 158,099
Total Estimated Gross Contacts: 374,536\*

#### 2. Publication Information

Number of Editions: Fifteen

Format / Average Page Count: 5 Broadsheet / 20 Pages & 10 Tabloids / 22 Pages

Circulation Cycle: Weekly

Ownership: Hometown News, LLC

Year Established: 2002

Publication Type: Community Newspaper

100% Controlled / 0% Paid / 0% Sponsor Paid

Content: 65% Advertising / 35% Editorial

Primary Delivery Methods: 96% Carrier Delivery / 4% Controlled Bulk

Annual Mail Subscription Rate: \$130.00

Insert Zoning Available: Yes - ZIP Code / Zone

CVC Member Number: 15-0907

DMA Served (2): West Palm Beach, FL / Orlando, FL

MSA Served (4): Fort Pierce--Port St. Lucie, FL / Daytona Beach, FL /

Melbourne-Titusville-Palm Bay, FL / West Palm Beach – Boca Raton, FL

CBSA Served (5): Port St. Lucie-Fort Pierce, FL / Deltona, Daytona Beach,

Ormond Beach, FL / Palm Bay-Melbourne-Titusville, Fl /

Sebastian-Vero Beach, FL / Miami-Fort Lauderdale-Miami Beach, FL

Audit Funded By: Association of Free Community Papers

<sup>\*</sup>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.



#### 3. Rate Card and Mechanical Data

Rate Card Effective Date: January 1, 2023

Mechanical Data: Six (6) columns X 20" column depth (Broadsheet)

Full page: 11" wide X 20" depth.

Four (4) columns X 13" column depth (Tabloid)

Full page: 9.75" wide X 13" depth.

Open Rate: \$1,795.00 Full Page - \$270.00 1/16<sup>th</sup> Page

National: \$1,635.00 Full Page - \$185.00 1/16<sup>th</sup> Page

Insert Open Rate: \$34.00 - \$49.00 per thousand

Classified Rate: \$81.90 for up to 4 lines

Deadline Day & Time: Monday by 2 PM
Website Rates: \$170.00 per week
E-Newsletter Rates: \$75.00 per week

Additional rates may be available from the publisher.

#### 4. Contact Information

Publisher: Kirk Dougal EMAIL: kdougal@hometownnewsmediagroup.com
Advertising: Amanda Tucker EMAIL: atucker@hometownnewsmediagroup.com
Circulation: Don Hornbeck EMAIL: dhornbeck@hometownnewsmediagroup.com





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

CVC Account Number: 15-0907	Thirteen (13) Friday / Two (2) Sunday	Hometown News - Consolidated Fort Pierce, FL
Audit Period Summary		
Average Net Circulation	(5-H)	163,114
Average Gross Distribution	(5-F)	163,114
Average Net Press Run	(5-A)	163,489
Audit Period Detail		
A. Average Net Press Run		163,489
B. Office / File		375
C. Controlled Distribution		
<ol> <li>Carrier Delivery</li> </ol>		156,609
2. Bulk Delivery / Der	mand Distribution	5,258
3. Mail		0
4. Requestor Mail		0
5. Waiting Rooms		0
6. Hotels		0
7. Events. Fairs. Festi	vals and Trade Shows	0
8. Education		0
9. Restock & Office S	ervice	1,247
Total Average Controlled Dist		163,114
Controlled Returns		(0)
TOTAL AVERAGE CONTROLLE	163,114	
D. Paid Distribution		103,111
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	511	(0)
TOTAL AVERAGE PAID CIRCU	I ATION	0
E. Sponsored / Voluntary Paid		O
1. Carrier Delivery		0
2. Single Copy		0
2. Single Copy  3. Mail		0
4. Waiting Rooms		0
5. Education		0
Total Average Sponsored Dis Sponsored Returns	unduon	0
TOTAL AVERAGE SPONSOREI	) CIRCULATION	(0) 0
F. Average Gross Distribution		163,114
G. Total Unclaimed / Returns		(0)*
H. Average Net Circulation		163,114

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

CVC Account Number: 15-0217	Friday	Hometown News - Beaches Fort Pierce, FL
Audit Period Summary		
Average Net Circulation	(5-H)	8,025
Average Gross Distribution	(5-F)	8,025
Average Net Press Run	(5-A)	8,050
Audit Period Detail		
A. Average Net Press Run		8,050
B. Office / File		25
C. Controlled Distribution		25
1. Carrier Delivery		7,950
2. Bulk Delivery / Dem	aand Distribution	50
3. Mail		0
4. Requestor Mail		0
5. Waiting Rooms		0
6. Hotels		0
7. Events, Fairs, Festiv	als and Trade Shows	0
8. Education	dis dilu i i due silows	0
9. Restock & Office Se	- ia	0 25
Total Average Controlled Distr Controlled Returns	ibution	8,025
	CIDCUII ATIONI	(0)
TOTAL AVERAGE CONTROLLED	CIRCULATION	8,025
D. Paid Distribution		0
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Room		0
5. Hotels		0
6. Education	_	0
7. Restock & Office Se		0
Total Average Paid Distributio	n	0
Paid Returns		(0)
TOTAL AVERAGE PAID CIRCUL		0
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 Disti	ribution	0
Sponsored Returns		(0)
TOTAL AVERAGE SPONSORED	CIRCULATION	0
F. Average Gross Distribution		8,025
G. Total Unclaimed / Returns		(0)*
H. Average Net Circulation		8,025



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

CVC Account Number: 15-0561	Sunday	Hometown News - Deland Fort Pierce, FL
Audit Period Summary		
Average Net Circulation	(5-H)	3,977
Average Gross Distribution	(5-F)	3,977
Average Net Press Run	(5-A)	4,002
Audit Period Detail		
A. Average Net Press Run		4,002
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		3,362
2. Bulk Delivery / Der	nand Distribution	615
3. Mail		0
4. Requestor Mail		0
5. Waiting Rooms		0
6. Hotels		0
7. Events, Fairs, Festi	vals and Trade Shows	0
8. Education		0
9. Restock & Office S	ervice	0
Total Average Controlled Dist	ribution	3,977
Controlled Returns		(0)
TOTAL AVERAGE CONTROLLE	D CIRCULATION	3,977
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)
TOTAL AVERAGE PAID CIRCU	ATION	0
E. Sponsored / Voluntary Paid		ŭ
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		3,977
G. Total Unclaimed / Returns		(0)*
H. Average Net Circulation		3 <b>,</b> 977

# 690347280F1FFT

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

CVC Account Number: 15-0562	Sunday	Hometown News - Deltona Fort Pierce, FL
Audit Period Summary		
Average Net Circulation	(5-H)	5,812
Average Gross Distribution	(5-F)	5,812
Average Net Press Run	(5-A)	5,837
Audit Period Detail		
A. Average Net Press Run		5,837
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		4,672
2. Bulk Delivery / Der	nand Distribution	1,140
3. Mail	101.00	0
4. Requestor Mail		0
5. Waiting Rooms		0
6. Hotels		0
	vals and Trade Shows	0
8. Education	vais and made snows	0
9. Restock & Office S	onico	0
Total Average Controlled Dist		5,812
Controlled Returns	Ilbudon	(0)
TOTAL AVERAGE CONTROLLE	D CIDCUI ATION	(0) 5,812
D. Paid Distribution	DCIRCULATION	3,012
		0
1. Carrier Delivery		0
2. Single Copy 3. Mail		•
		0
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office S		0
Total Average Paid Distribution	on	0
Paid Returns		(0)
TOTAL AVERAGE PAID CIRCU		0
E. Sponsored / Voluntary Paid	d Distribution	
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Rooms		0
5. Education		0
Total Average Sponsored Dist	tribution	0
Sponsored Returns		(0)
TOTAL AVERAGE SPONSORED	CIRCULATION	0
F. Average Gross Distribution		5,812
G. Total Unclaimed / Returns		(0)*
H. Average Net Circulation		5,812



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

CVC Account Number: 15-0219	Friday	Hometown News - Ft Pierce Fort Pierce, FL
Audit Period Summary		
Average Net Circulation	(5-H)	7,275
Average Gross Distribution	(5-F)	7,275
Average Net Press Run	(5-A)	7,300
Audit Period Detail		
A. Average Net Press Run		7,300
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		7,075
2. Bulk Delivery / Der	nand Distribution	0
3. Mail		0
4. Requestor Mail		0
5. Waiting Rooms		0
6. Hotels		0
	vals and Trade Shows	0
8. Education		0
9. Restock & Office S	ervice	200
Total Average Controlled Dist		7,275
Controlled Returns		(0)
TOTAL AVERAGE CONTROLLE	D CIRCUI ATION	7,275
D. Paid Distribution	B CINCOL WIGH	7,273
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Room		0
5. Hotels		0
		0
6. Education 7. Restock & Office Service		0
Total Average Paid Distribution		0
Paid Returns	ш	-
	ATION	(0)
TOTAL AVERAGE PAID CIRCU		0
E. Sponsored / Voluntary Paid	Distribution	0
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Rooms		0
5. Education		0
Total Average Sponsored Dist	ribution	0
Sponsored Returns		(0)
TOTAL AVERAGE SPONSORED	CIRCULATION	0
F. Average Gross Distribution		7,275
G. Total Unclaimed / Returns		(0)*
H. Average Net Circulation		7,275

# 690347280F1FFT

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

CVC Account Number: 15-0220	Friday	Hometown News - Martin County Fort Pierce, FL
Audit Period Summary		
Average Net Circulation	(5-H)	14,226
Average Gross Distribution	(5-F)	14,226
Average Net Press Run	(5-A)	14,251
Audit Period Detail		
A. Average Net Press Run		14,251
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		13,106
2. Bulk Delivery / Den	nand Distribution	1,003
3. Mail		0
4. Requestor Mail		0
5. Waiting Rooms		0
6. Hotels		0
7. Events, Fairs, Festiv	als and Trade Shows	0
8. Education		0
9. Restock & Office Se	ervice	117
Total Average Controlled Dist		14,226
Controlled Returns		(0)
TOTAL AVERAGE CONTROLLE	D CIRCULATION	14,226
D. Paid Distribution		- 7
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Se	ervice	0
Total Average Paid Distribution		0
Paid Returns		(0)
TOTAL AVERAGE PAID CIRCUI	ATION	0
E. Sponsored / Voluntary Paid		Ŭ
1. Carrier Delivery	. 5.50.1540.511	0
2. Single Copy		0
3. Mail		0
4. Waiting Rooms		0
5. Education		0
Total Average Sponsored Distribution		0
Sponsored Returns	11000011	(0)
TOTAL AVERAGE SPONSORED	CIRCULATION	0
F. Average Gross Distribution		14,226
G. Total Unclaimed / Returns		(0)*
H. Average Net Circulation		14,226



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

CVC Account Number: 15-0409	Friday	Hometown News - Melbourne Fort Pierce, FL
Audit Period Summary		
Average Net Circulation	(5-H)	11,725
Average Gross Distribution	(5-F)	11,725
Average Net Press Run	(5-A)	11,750
Audit Period Detail		
A. Average Net Press Run		11,750
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		11,550
2. Bulk Delivery / Den	nand Distribution	100
3. Mail		0
4. Requestor Mail		0
5. Waiting Rooms		0
6. Hotels		0
7. Events, Fairs, Festiv	als and Trade Shows	0
8. Education		0
9. Restock & Office Se	rvice	75
Total Average Controlled Dist	ribution	11,725
Controlled Returns		(0)
TOTAL AVERAGE CONTROLLED CIRCULATION		11,725
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 Distributio	n	0
Paid Returns		(0)
TOTAL AVERAGE PAID CIRCUL	ATION	0
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 Dist	ribution	0
Sponsored Returns		(0)
TOTAL AVERAGE SPONSORED	CIRCULATION	0
F. Average Gross Distribution		11,725
G. Total Unclaimed / Returns		(0)*
H. Average Net Circulation		11,725

# 690347280F1FFT

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

CVC Account Number: 15-0436	Friday	Hometown News - New Smyrna / Edgewater Fort Pierce, FL
Audit Period Summary		
Average Net Circulation	(5-H)	12,437
Average Gross Distribution	(5-F)	12,437
Average Net Press Run	(5-A)	12,462
Audit Period Detail		
A. Average Net Press Run		12,462
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		11,769
2. Bulk Delivery / Dema	nd Distribution	644
3. Mail		0
4. Requestor Mail		0
5. Waiting Rooms		0
6. Hotels		0
7. Events, Fairs, Festiva	ls and Trade Shows	0
8. Education		0
9. Restock & Office Serv	vice	24
Total Average Controlled Distril		12,437
Controlled Returns		(0)
TOTAL AVERAGE CONTROLLED	CIRCULATION	12,437
D. Paid Distribution		<b>==,</b>
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Serv	vice	0
Total Average Paid Distribution	vice	0
Paid Returns		(0)
TOTAL AVERAGE PAID CIRCULA	TION	0
E. Sponsored / Voluntary Paid [		O
1. Carrier Delivery	713ti ibution	0
2. Single Copy		0
3. Mail		0
		0
4. Waiting Rooms		0
5. Education		0
Total Average Sponsored Distribution		(0)
Sponsored Returns TOTAL AVERAGE SPONSORED O	CIRCULATION	0
F. Average Gross Distribution		12,437
G. Total Unclaimed / Returns		(0)*
H. Average Net Circulation		12,437



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

CVC Account Number: 15-0418	Friday	Hometown News - North Brevard / Merritt Island Fort Pierce, FL
Audit Period Summary		
Average Net Circulation	(5-H)	14,541
Average Gross Distribution	(5-F)	14,541
Average Net Press Run	(5-A)	14,566
Audit Period Detail		
A. Average Net Press Run		14,566
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		13,874
2. Bulk Delivery / Den	nand Distribution	463
3. Mail		0
4. Requestor Mail		0
5. Waiting Rooms		0
6. Hotels		0
7. Events, Fairs, Festiv	vals and Trade Shows	0
8. Education		0
9. Restock & Office Se	ervice	204
Total Average Controlled Dist		14,541
Controlled Returns		(0)
TOTAL AVERAGE CONTROLLE	D CIRCULATION	14,541
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 Se	arvice	0
Total Average Paid Distribution		0
Paid Returns	/II	(0)
TOTAL AVERAGE PAID CIRCUI	ATION	0
E. Sponsored / Voluntary Paid		Ü
1. Carrier Delivery	Distribution	0
2. Single Copy		0
3. Mail		
		0
4. Waiting Rooms		0
5. Education		0
Total Average Sponsored Distribution		0
Sponsored Returns TOTAL AVERAGE SPONSORED	CIRCI II ATION	(0) 0
F. Average Gross Distribution		14,541
G. Total Unclaimed / Returns		(0)*
H. Average Net Circulation		14,541

# 690347280F1FFT

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

CVC Account Number: 15-0434	Friday	Hometown News - Ormond Beach Fort Pierce, FL
Audit Period Summary		
Average Net Circulation	(5-H)	19,663
Average Gross Distribution	(5-F)	19,663
Average Net Press Run	(5-A)	19,688
	(371)	13,000
Audit Period Detail		10.600
A. Average Net Press Run		19,688
B. Office / File		25
C. Controlled Distribution		40.457
1. Carrier Delivery	and British Res	19,157
2. Bulk Delivery / De	mand Distribution	500
3. Mail		0
4. Requestor Mail		0
5. Waiting Rooms		0
6. Hotels		0
	ivals and Trade Shows	0
8. Education		0
9. Restock & Office S		6
Total Average Controlled Dis	tribution	19,663
Controlled Returns		(0)
TOTAL AVERAGE CONTROLLI	ED CIRCULATION	19,663
D. Paid Distribution		
<ol> <li>Carrier Delivery</li> </ol>		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 Distributi	on	0
Paid Returns		(0)
TOTAL AVERAGE PAID CIRCU	LATION	0
E. Sponsored / Voluntary Pai	d 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 SPONSORE	O CIRCULATION	0
F. Average Gross Distribution	1	19,663
G. Total Unclaimed / Returns		(0)*
H. Average Net Circulation		19,663



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

CVC Account Number: 15-0408	Friday	Hometown News - Palm Bay Fort Pierce, FL
Audit Period Summary		
Average Net Circulation	(5-H)	9,061
Average Gross Distribution	(5-F)	9,061
Average Net Press Run	(5-A)	9,086
Audit Period Detail		
A. Average Net Press Run		9,086
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		9,030
2. Bulk Delivery / Dei	mand Distribution	19
3. Mail		0
4. Requestor Mail		0
5. Waiting Rooms		0
6. Hotels		0
7. Events. Fairs. Festi	vals and Trade Shows	0
8. Education		0
9. Restock & Office S	ervice	12
Total Average Controlled Dis		9,061
Controlled Returns		(0)
TOTAL AVERAGE CONTROLLE	D CIRCULATION	9,061
D. Paid Distribution		2,002
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)
TOTAL AVERAGE PAID CIRCU	LATION	0
E. Sponsored / Voluntary Pai		<b>G</b>
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Rooms		0
5. Education		0
Total Average Sponsored Dis	tribution	0
Sponsored Returns		(0)
TOTAL AVERAGE SPONSOREI	CIRCULATION	0
F. Average Gross Distribution		9,061
G. Total Unclaimed / Returns		(0)*
H. Average Net Circulation		9,061

# 690347280FTFFT

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

CVC Account Number: 15-0437	Friday	Hometown News - Port Orange / S. Daytona Fort Pierce, FL
Audit Period Summary		
Average Net Circulation	(5-H)	14,026
Average Gross Distribution	(5-F)	14,026
Average Net Press Run	(5-A)	14,051
Audit Period Detail		
A. Average Net Press Run		14,051
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		13,079
2. Bulk Delivery / Dem	and Distribution	638
3. Mail		0
4. Requestor Mail		0
5. Waiting Rooms		0
6. Hotels		0
7. Events, Fairs, Festiv	als and Trade Shows	0
8. Education		0
9. Restock & Office Se	rvice	309
Total Average Controlled Distr		14,026
Controlled Returns		(0)
TOTAL AVERAGE CONTROLLED	CIRCULATION	14,026
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 Se	rvice	0
Total Average Paid Distributio		0
Paid Returns	.,	(0)
TOTAL AVERAGE PAID CIRCUL	ATION	0
E. Sponsored / Voluntary Paid		Ŭ
1. Carrier Delivery	2.53.104.1011	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		14,026
G. Total Unclaimed / Returns		(0)*
H. Average Net Circulation		14,026



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

CVC Account Number: 15-0218	Friday	Hometown News - Port St Lucie Fort Pierce, FL
Audit Period Summary		
Average Net Circulation	(5-H)	15,525
Average Gross Distribution	(5-F)	15,525
Average Net Press Run	(5-A)	15,550
Audit Period Detail		
A. Average Net Press Run		15,550
B. Office / File		25
C. Controlled Distribution		
<ol> <li>Carrier Delivery</li> </ol>		15,400
2. Bulk Delivery / Der	nand Distribution	0
3. Mail		0
4. Requestor Mail		0
5. Waiting Rooms		0
6. Hotels		0
7. Events, Fairs, Festi	vals and Trade Shows	0
8. Education		0
9. Restock & Office Se	ervice	125
<b>Total Average Controlled Dist</b>	ribution	15,525
Controlled Returns		(0)
TOTAL AVERAGE CONTROLLE	D CIRCULATION	15,525
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 Se	ervice	0
Total Average Paid Distribution	on	0
Paid Returns		(0)
TOTAL AVERAGE PAID CIRCUI	ATION	0
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 Dist	ribution	0
Sponsored Returns	-	(0)
TOTAL AVERAGE SPONSORED	CIRCULATION	0
F. Average Gross Distribution		15,525
G. Total Unclaimed / Returns		(0)*
H. Average Net Circulation		15,525



### **OUR DATA SPEAKS VOLUMES**

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

CVC Account Number: 15-0413	Friday	Hometown News - Sebastian Fort Pierce, FL
Audit Period Summary		
Average Net Circulation	(5-H)	6,321
Average Gross Distribution	(5-F)	6,321
Average Net Press Run	(5-A)	6,346
Audit Period Detail		
A. Average Net Press Run		6,346
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		6,235
2. Bulk Delivery / Dei	mand Distribution	46
3. Mail		0
4. Requestor Mail		0
5. Waiting Rooms		0
6. Hotels		0
7. Events, Fairs, Festi	vals and Trade Shows	0
8. Education		0
9. Restock & Office S	ervice	40
Total Average Controlled Dis	tribution	6,321
Controlled Returns		(0)
TOTAL AVERAGE CONTROLLE	D CIRCULATION	6,321
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 S	ervice	0
Total Average Paid Distribution	on	0
Paid Returns		(0)
TOTAL AVERAGE PAID CIRCU	LATION	0
E. Sponsored / Voluntary Pai		•
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Rooms		0
5. Education		0
Total Average Sponsored Dis	tribution	0
Sponsored Returns		(0)
TOTAL AVERAGE SPONSORE	CIRCULATION	0
F. Average Gross Distribution		6,321
G. Total Unclaimed / Returns		(0)*
H. Average Net Circulation		6,321



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

CVC Account Number: 15-0420	Friday	Hometown News - Suntree / Viera Fort Pierce, FL
Audit Period Summary		
Average Net Circulation	(5-H)	9,575
Average Gross Distribution	(5-F)	9,575
Average Net Press Run	(5-A)	9,600
Audit Period Detail		
A. Average Net Press Run		9,600
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		9,500
2. Bulk Delivery / Dem	and Distribution	50
3. Mail		0
4. Requestor Mail		0
5. Waiting Rooms		0
6. Hotels		0
7. Events, Fairs, Festiv	als and Trade Shows	0
8. Education		0
9. Restock & Office Se	rvice	25
Total Average Controlled Distr		9,575
Controlled Returns		(0)
TOTAL AVERAGE CONTROLLED	CIRCULATION	9,575
D. Paid Distribution		3,3.3
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Se	rvice	0
Total Average Paid Distributio		0
Paid Returns	''	(0)
TOTAL AVERAGE PAID CIRCUL	ATION	0
E. Sponsored / Voluntary Paid		O
1. Carrier Delivery	Distribution	0
•		0
2. Single Copy 3. Mail		0
<ol> <li>Waiting Rooms</li> <li>Education</li> </ol>		0
	ibtio	0
Total Average Sponsored Distr	ווטענוטוו	0
Sponsored Returns TOTAL AVERAGE SPONSORED	CIRCLII ATION	(0) 0
	CINCOLATION	
F. Average Gross Distribution		9,575
G. Total Unclaimed / Returns		(0)*
H. Average Net Circulation		9,575

# \*\*\*347280F1FFT

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

CVC Account Number: 15-0221	Friday	Hometown News - Vero Beach Fort Pierce, FL
Audit Period Summary		
Average Net Circulation (5-H)		10,975
Average Gross Distribution (5-F)		10,975
Average Net Press Run (5-A)		11,000
Audit Period Detail		
A. Average Net Press Run		11,000
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		10,850
2. Bulk Delivery / Demand Distr	ribution	0
3. Mail		0
4. Requestor Mail		0
5. Waiting Rooms		0
6. Hotels		0
7. Events, Fairs, Festivals and T	rade Shows	0
8. Education		0
9. Restock & Office Service		125
Total Average Controlled Distribution		10,975
Controlled Returns		(0)
TOTAL AVERAGE CONTROLLED CIRCULA	ATION	10,975
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)
TOTAL AVERAGE PAID CIRCULATION		0
E. Sponsored / Voluntary Paid Distribut	tion	0
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 CIRCULA	TION	0
F. Average Gross Distribution		10,975
G. Total Unclaimed / Returns		(0)*
H. Average Net Circulation		10,975



#### **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.
- $\textbf{6. PAID EDUCATION}: See \ C8 \ for \ explanation \ of \ educational \ copy \ distribution.$
- **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 - Hometown News - Beaches**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/23-12/31/23	CVC	8,025	8,025	8,025	-
01/01/22-12/31/22	CVC	8,025	8,025	8,025	8,025
01/01/21-12/31/21	CVC	8,025	8,025	8,025	8,025
01/01/20-12/31/20	CVC	9,333	8,098	8,025	8,025
01/01/19-12/31/19	CVC	9,375	9,375	9,375	9,375
01/01/18-12/31/18	CVC	9,375	9,375	9,375	9,375
01/01/17-12/31/17	CVC	9,375	9,375	9,375	9,375
01/01/16-12/31/16	CVC	9,375	9,375	9,352	9,352
01/01/15-12/31/15	CVC	9,345	9,346	9,344	9,346
07/01/04-12/31/14	Prior CVC	-	-	-	-

### **6B. Average Print Circulation History - Hometown News - Deland**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/23-12/31/23	CVC	4,020	4,020	4,020	-
01/01/22-12/31/22	CVC	4,020	4,020	4,020	4,020
01/01/21-12/31/21	CVC	2,510	2,572	2,860	3,674
01/01/20-12/31/20	CVC	7,440	2,809	2,510	2,510
01/01/19-12/31/19	CVC	7,735	7,655	7,655	7,705
01/01/18-12/31/18	CVC	8,055	8,055	7,655	7,661
01/01/17-12/31/17	CVC	8,125	8,125	8,125	8,125
01/01/16-12/31/16	CVC	8,108	8,138	8,100	8,100
01/01/15-12/31/15	CVC	8,412	8,269	8,112	8,100
01/01/12-12/31/14	Prior CVC	-	-	-	-

# **6C. Average Print Circulation History - Hometown News - Deltona**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/23-12/31/23	CVC	5,955	5,955	5,955	-
01/01/22-12/31/22	CVC	5,955	5,955	5,955	5,955
01/01/21-12/31/21	CVC	2,605	2,605	2,624	4,809
01/01/20-12/31/20	CVC	7,528	3,185	2,605	2,605
01/01/19-12/31/19	CVC	7,735	7,655	7,655	7,655
01/01/18-12/31/18	CVC	8,055	8,055	7,655	7,661
01/01/17-12/31/17	CVC	8,125	8,125	8,125	8,125
01/01/16-12/31/16	CVC	8,107	8,138	8,100	8,100
01/01/15-12/31/15	CVC	8,177	7,850	8,112	8,100
01/01/12-12/31/14	Prior CVC	-	-	-	-

# **6D. Average Print Circulation History - Hometown News - Ft Pierce**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/23-12/31/23	CVC	7,275	7,275	7,275	-
01/01/22-12/31/22	CVC	7,275	7,275	7,275	7,275
01/01/21-12/31/21	CVC	7,275	7,275	7,275	7,275
01/01/20-12/31/20	CVC	9,117	7,417	7,275	7,275
01/01/19-12/31/19	CVC	8,883	8,975	8,975	9,087
01/01/18-12/31/18	CVC	9,355	9,448	8,875	8,929
01/01/17-12/31/17	CVC	9,813	9,813	9,775	9,775
01/01/16-12/31/16	CVC	9,620	9,646	9,679	9,679
01/01/15-12/31/15	CVC	9,292	9,446	9,458	9,448
04/01/04-12/31/14	Prior CVC	-	-	-	-



# **6E. Average Print Circulation History - Hometown News - Martin County**

				•	
YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/23-12/31/23	CVC	14,250	14,250	14,250	-
01/01/22-12/31/22	CVC	14,250	14,250	14,150	14,250
01/01/21-12/31/21	CVC	13,463	13,925	13,925	14,150
01/01/20-12/31/20	CVC	23,520	13,312	12,925	12,925
01/01/19-12/31/19	CVC	23,033	23,433	23,433	23,529
01/01/18-12/31/18	CVC	24,513	24,352	22,475	22,909
01/01/17-12/31/17	CVC	24,463	24,463	24,425	24,425
01/01/16-12/31/16	CVC	24,445	24,570	24,546	24,546
01/01/15-12/31/15	CVC	23,922	23,869	23,868	23,870
04/01/04-12/31/14	Prior CVC	-	-	-	-

## **6F. Average Print Circulation History - Hometown News - Melbourne**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/23-12/31/23	CVC	11,725	11,725	11,725	-
01/01/22-12/31/22	CVC	11,725	11,725	11,725	11,725
01/01/21-12/31/21	CVC	11,725	11,725	11,725	11,725
01/01/20-12/31/20	CVC	11,304	11,713	11,725	11,725
01/01/19-12/31/19	CVC	12,325	12,325	12,325	12,325
01/01/18-12/31/18	CVC	12,350	12,350	12,325	12,325
01/01/17-12/31/17	CVC	12,325	12,325	12,325	12,325
01/01/16-12/31/16	CVC	11,747	11,750	12,186	12,186
01/01/15-12/31/15	CVC	11,512	11,496	11,496	11,747
07/01/04-12/31/14	Prior CVC	-	-	-	-

## **6G. Average Print Circulation History - Hometown News - New Smyrna / Edgewater**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/23-12/31/23	CVC	12,419	12,419	12,419	-
01/01/22-12/31/22	CVC	12,419	12,419	12,465	12,419
01/01/21-12/31/21	CVC	12,369	12,369	12,427	12,519
01/01/20-12/31/20	CVC	13,711	12,260	12,369	12,369
01/01/19-12/31/19	CVC	13,875	13,644	13,644	13,913
01/01/18-12/31/18	CVC	14,000	14,000	13,625	13,644
01/01/17-12/31/17	CVC	13,875	13,875	13,875	13,875
01/01/16-12/31/16	CVC	13,857	13,885	13,850	13,850
01/01/15-12/31/15	CVC	13,050	13,612	13,942	13,858
04/01/06-12/31/14	Prior CVC	-	-	-	-

# **6H. Average Print Circulation History - Hometown News - North Brevard / Merritt Island**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/23-12/31/23	CVC	14,675	14,675	14,675	-
01/01/22-12/31/22	CVC	14,675	14,675	14,121	14,675
01/01/21-12/31/21	CVC	12,875	12,875	12,875	14,161
01/01/20-12/31/20	CVC	16,228	12,963	12,875	12,875
01/01/19-12/31/19	CVC	16,275	16,275	16,275	16,275
01/01/18-12/31/18	CVC	17,775	17,775	16,275	16,275
01/01/17-12/31/17	CVC	17,775	17,775	17,775	17,775
01/01/16-12/31/16	CVC	17,748	17,739	17,733	17,733
01/01/15-12/31/15	CVC	17,746	17,745	17,745	17,747
01/01/05-12/31/14	Prior CVC	-	-	-	-



#### **OUR DATA SPEAKS VOLUMES**

### **61. Average Print Circulation History - Hometown News - Ormond Beach**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/23-12/31/23	CVC	19,672	19,672	19,672	-
01/01/22-12/31/22	CVC	19,672	19,772	19,718	19,672
01/01/21-12/31/21	CVC	18,882	18,920	18,897	19,457
01/01/20-12/31/20	CVC	20,571	18,725	18,820	18,820
01/01/19-12/31/19	CVC	20,805	20,559	20,559	20,823
01/01/18-12/31/18	CVC	21,040	21,040	20,540	20,560
01/01/17-12/31/17	CVC	21,175	21,175	21,175	21,175
01/01/16-12/31/16	CVC	21,157	21,257	21,150	21,150
01/01/15-12/31/15	CVC	21,073	21,212	21,258	21,158
04/01/06-12/31/14	Prior CVC	-	-	-	-

# **6J. Average Print Circulation History -** Hometown News - Palm Bay

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/23-12/31/23	CVC	9,125	9,125	9,125	-
01/01/22-12/31/22	CVC	8,987	9,021	8,987	9,125
01/01/21-12/31/21	CVC	8,675	8,675	8,675	8,987
01/01/20-12/31/20	CVC	11,365	8,951	8,675	8,675
01/01/19-12/31/19	CVC	11,425	11,425	11,425	11,425
01/01/18-12/31/18	CVC	11,425	11,425	11,425	11,450
01/01/17-12/31/17	CVC	11,425	11,425	11,425	11,425
01/01/16-12/31/16	CVC	11,034	11,034	11,169	11,169
01/01/15-12/31/15	CVC	10,900	10,900	10,900	10,925
07/01/04-12/31/14	Prior CVC	-	-	-	-

# **6K. Average Print Circulation History - Hometown News - Port Orange / S. Daytona**

		-			
YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/23-12/31/23	CVC	14,019	14,019	14,019	-
01/01/22-12/31/22	CVC	14,019	14,019	14,042	14,019
01/01/21-12/31/21	CVC	13,571	13,571	13,783	14,052
01/01/20-12/31/20	CVC	14,737	13,481	13,571	13,571
01/01/19-12/31/19	CVC	14,885	14,670	14,670	14,874
01/01/18-12/31/18	CVC	15,030	15,030	14,655	14,673
01/01/17-12/31/17	CVC	15,175	15,175	15,175	15,175
01/01/16-12/31/16	CVC	15,185	15,221	15,150	15,150
01/01/15-12/31/15	CVC	15,081	15,204	15,242	15,173
04/01/06-12/31/14	Prior CVC	-	-	-	-

# **6L. Average Print Circulation History - Hometown News - Port St Lucie**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/23-12/31/23	CVC	15,525	15,525	15,525	-
01/01/22-12/31/22	CVC	15,525	15,525	15,525	15,525
01/01/21-12/31/21	CVC	15,525	15,525	15,525	15,525
01/01/20-12/31/20	CVC	17,519	15,737	15,525	15,525
01/01/19-12/31/19	CVC	16,833	16,925	16,925	17,459
01/01/18-12/31/18	CVC	18,278	18,421	16,893	16,671
01/01/17-12/31/17	CVC	17,625	17,625	17,375	17,375
01/01/16-12/31/16	CVC	17,526	17,565	17,620	17,620
01/01/15-12/31/15	CVC	17,194	17,196	17,300	17,297
04/01/13-12/31/14	Prior CVC	-	-	-	-



#### 6M. Average Print Circulation History - Hometown News - Sebastian

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/23-12/31/23	CVC	6,290	6,290	6,290	-
01/01/22-12/31/22	CVC	6,290	6,290	6,213	6,290
01/01/21-12/31/21	CVC	6,175	6,175	6,175	6,213
01/01/20-12/31/20	CVC	9,226	6,466	6,175	6,175
01/01/19-12/31/19	CVC	9,440	9,517	9,517	9,418
01/01/18-12/31/18	CVC	10,040	10,033	9,175	9,325
01/01/17-12/31/17	CVC	10,325	10,325	10,325	10,325
01/01/16-12/31/16	CVC	9,507	9,621	9,808	9,808
01/01/15-12/31/15	CVC	8,816	9,046	9,062	9,050
04/01/04-12/31/14	Prior CVC	-	-	-	-

#### **6N. Average Print Circulation History - Hometown News - Suntree / Viera**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/23-12/31/23	CVC	9,575	9,575	9,575	-
01/01/22-12/31/22	CVC	9,575	9,575	9,575	9,575
01/01/21-12/31/21	CVC	9,575	9,575	9,575	9,575
01/01/20-12/31/20	CVC	11,117	9,671	9,575	9,575
01/01/19-12/31/19	CVC	11,175	11,175	11,175	11,175
01/01/18-12/31/18	CVC	11,175	11,175	11,175	11,175
01/01/17-12/31/17	CVC	11,175	11,175	11,175	11,175
01/01/16-12/31/16	CVC	11,162	11,150	11,133	11,133
01/01/15-12/31/15	CVC	11,146	11,146	11,144	11,146
01/01/05-12/31/14	Prior CVC	-	-	-	-

# **60. Average Print Circulation History - Hometown News - Vero Beach**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/23-12/31/23	CVC	10,975	10,975	10,975	-
01/01/22-12/31/22	CVC	10,975	10,975	10,975	10,975
01/01/21-12/31/21	CVC	10,975	10,975	10,975	10,975
01/01/20-12/31/20	CVC	14,461	11,407	10,975	10,975
01/01/19-12/31/19	CVC	14,248	14,582	14,582	14,585
01/01/18-12/31/18	CVC	15,978	15,798	14,431	14,206
01/01/17-12/31/17	CVC	15,783	15,748	15,875	15,875
01/01/16-12/31/16	CVC	16,199	16,192	15,992	15,992
01/01/15-12/31/15	CVC	16,135	16,196	16,204	16,197
04/01/04-12/31/14	Prior CVC	-	-	-	-

## **7A. Distribution by Zip Code** (3/31/2023 Edition) Friday - Hometown News - Beaches

ZIP	CITY / AREA	COUNTY	STATE	CARRIER	CONTROLLED	MAIL	OFFICE /	TOTAL
CODE				DELIVERY	BULK / SINGLE		RESTOCK	
					COPY			
32903	Indialantic	Brevard	FL	2,350	0	0	0	2,350
32937	Indian Harbor Beach	Brevard	FL	3,600	0	0	50	3,650
32951	Melbourne	Brevard	FL	2,000	50	0	0	2,050
TOTAL				7,950	50	0	50	8,050





#### **OUR DATA SPEAKS VOLUMES**

# 169034728051545

# **7B. Distribution by Zip Code** (3/26/2023 Edition) Sunday - Hometown News - Deland

ZIP	CITY / AREA	COUNTY	STATE	CARRIER	CONTROLLED	MAIL	OFFICE /	TOTAL
CODE				DELIVERY	BULK / SINGLE		RESTOCK	
					COPY			
32130	De Leon Springs	Volusia	FL	210	50	0	0	260
32180	Pierson	Volusia	FL	100	50	0	0	150
32720	Deland	Volusia	FL	1,400	500	0	0	1,900
32724	Deland	Volusia	FL	1,535	0	0	0	1,535
32744	Lake Helen	Volusia	FL	150	50	0	0	200
TOTAL				3,395	650	0	0	4,045

### 7C. Distribution by Zip Code (3/26/2023 Edition) Sunday - Hometown News - Deltona

ZIP	CITY / AREA	COUNTY	STATE	CARRIER	CONTROLLED	MAIL	OFFICE /	TOTAL
CODE				DELIVERY	BULK / SINGLE		RESTOCK	
					COPY			
32713	Debary	Volusia	FL	1,000	50	0	0	1,050
32725	Deltona	Volusia	FL	1,750	400	0	0	2,150
32738	Deltona	Volusia	FL	1,380	200	0	0	1,580
32763	Orange City	Volusia	FL	650	550	0	0	1,200
TOTAL				4,780	1,200	0	0	5,980

#### **7D. Distribution by Zip Code** (3/31/2023 Edition) Friday - Hometown News - Ft Pierce

ZIP	CITY / AREA	COUNTY	STATE	CARRIER	CONTROLLED	MAIL	OFFICE /	TOTAL
CODE				DELIVERY	BULK / SINGLE		RESTOCK	
					COPY			
34946	Fort Pierce	Saint Lucie	FL	850	0	0	0	850
34949	Fort Pierce	Saint Lucie	FL	1,000	0	0	0	1,000
34950	Fort Pierce	Saint Lucie	FL	1,100	100	0	0	1,200
34951	Fort Pierce	Saint Lucie	FL	1,475	25	0	0	1,500
34982	Fort Pierce	Saint Lucie	FL	2,650	100	0	0	2,750
TOTAL				7,075	225	0	0	7,300

### **7E. Distribution by Zip Code** (3/31/2023 Edition) Friday - Hometown News - Martin County

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE	MAIL	OFFICE / RESTOCK	TOTAL
					COPY			
33455	Hobe Sound	Martin	FL	1,000	500	0	0	1,500
34956	Indiantown	Martin	FL	275	50	0	0	325
34957	Jensen Beach	Martin	FL	2,950	50	0	0	3,000
34990	Palm City	Martin	FL	1,000	500	0	0	1,500
34994	Stuart	Martin	FL	1,750	0	0	0	1,750
34996	Sewalls Point	Martin	FL	1,600	50	0	0	1,650
34997	Stuart	Martin	FL	4,500	50	0	0	4,550
TOTAL				13,075	1,200	0	0	14,275

#### **7F. Distribution by Zip Code** (3/31/2023 Edition) Friday - Hometown News - Melbourne

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE	MAIL	OFFICE / RESTOCK	TOTAL
					COPY			
32901	Melbourne	Brevard	FL	2,135	50	0	0	2,185
32904	Melbourne	Brevard	FL	3,025	25	0	0	3,050
32934	Melbourne	Brevard	FL	1,935	0	0	0	1,935
32935	Melbourne	Brevard	FL	4,430	25	0	100	4,555
TOTAL				11,525	100	0	100	11,725



# **7G. Distribution by Zip Code** (3/31/2023 Edition) Friday - Hometown News - New Smyrna

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
32132	Edgewater	Volusia	FL	1,567	200	0	0	1,767
32141	Edgewater	Volusia	FL	2,970	0	0	0	2,970
32168	New Smyrna	Volusia	FL	4,047	350	0	0	4,397
32169	New Smyrna	Volusia	FL	3,001	100	0	0	3,101
32759	Oak Hill	Volusia	FL	209	0	0	0	209
TOTAL				11,794	650	0	0	12,444

#### **7H. Distribution by Zip Code** (3/31/2023 Edition) Friday - Hometown News - North Brevard

		(3,32,1		, ,				
ZIP	CITY / AREA	COUNTY	STATE	CARRIER	CONTROLLED	MAIL	OFFICE /	TOTAL
CODE				DELIVERY	BULK / SINGLE		RESTOCK	
					COPY			
32780	Titusville	Brevard	FL	2,700	100	0	0	2,800
32796	Titusville	Brevard	FL	1,525	50	0	0	1,575
32920	Cape Canaveral	Brevard	FL	1,450	100	0	50	1,600
32922	Cocoa	Brevard	FL	650	25	0	0	675
32926	Cocoa	Brevard	FL	1,000	50	0	0	1,050
32927	Cocoa	Brevard	FL	1,375	0	0	50	1,425
32931	Cocoa Beach	Brevard	FL	1,550	100	0	50	1,700
32952	Merritt Island	Brevard	FL	1,650	25	0	50	1,725
32953	Merritt Island	Brevard	FL	2,075	50	0	50	2,175
TOTAL				13,975	500	0	250	14,725

#### 71. Distribution by Zip Code (3/31/2023 Edition) Friday - Hometown News - Ormond Beach

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
32114	Daytona Beach	Volusia	FL	1,650	0	0	0	1,650
32117	Daytona Beach	Volusia	FL	1,900	0	0	0	1,900
32118	Daytona Beach	Volusia	FL	997	0	0	0	997
32119	Daytona Beach	Volusia	FL	850	0	0	0	850
32124	Daytona Beach	Volusia	FL	500	0	0	0	500
32174	Ormond Beach	Volusia	FL	9,212	400	0	0	9,612
32176	Ormond Beach	Volusia	FL	4,088	100	0	0	4,188
TOTAL				19,197	500	0	0	19,697

#### **7J. Distribution by Zip Code** (3/31/2023 Edition) Friday - Hometown News - Palm Bay

							-	
ZIP	CITY / AREA	COUNTY	STATE	CARRIER	CONTROLLED	MAIL	OFFICE /	TOTAL
CODE				DELIVERY	BULK / SINGLE		RESTOCK	
					COPY			
32905	Melbourne	Brevard	FL	2,700	0	0	0	2,700
32907	Melbourne	Brevard	FL	4,400	0	0	50	4,450
32909	Melbourne	Brevard	FL	1,550	0	0	0	1,550
32949	Grant	Brevard	FL	200	0	0	0	200
32950	Malabar	Brevard	FL	250	0	0	0	250
TOTAL				9,100	0	0	50	9,150





#### **OUR DATA SPEAKS VOLUMES**

### **7K. Distribution by Zip Code** (3/31/2023 Edition) Friday - Hometown News - Port Orange / S. Daytona

ZIP	CITY / AREA	COUNTY	STATE	CARRIER	CONTROLLED	MAIL	OFFICE /	TOTAL
CODE				DELIVERY	BULK / SINGLE COPY		RESTOCK	
32118	Daytona Beach	Volusia	FL	1,140	250	0	0	1,390
32119	Daytona Beach	Volusia	FL	1,750	0	0	0	1,750
32127	Ponce Inlet	Volusia	FL	4,900	200	0	100	5,200
32128	Port Orange	Volusia	FL	2,471	0	0	100	2,571
32129	Port Orange	Volusia	FL	2,833	200	0	100	3,133
TOTAL				13,094	650	0	300	14,044

#### **7L. Distribution by Zip Code** (3/31/2023 Edition) Friday - Hometown News - Port St Lucie

ZIP	CITY / AREA	COUNTY	STATE	CARRIER	CONTROLLED	MAIL	OFFICE /	TOTAL
CODE				DELIVERY	BULK / SINGLE		RESTOCK	
					COPY			
34952	Fort Pierce	Saint Lucie	FL	4,250	0	0	0	4,250
34953	Fort Pierce	Saint Lucie	FL	3,900	0	0	50	3,950
34983	Fort Pierce	Saint Lucie	FL	3,550	0	0	50	3,600
34984	Fort Pierce	Saint Lucie	FL	0	100	0	0	100
34986	Fort Pierce	Saint Lucie	FL	3,050	0	0	50	3,100
34987	Melbourne	Saint Lucie	FL	650	0	0	0	650
TOTAL				15,400	100	0	150	15,650

### **7M. Distribution by Zip Code** (3/31/2023 Edition) Friday - Hometown News - Sebastian

		- 1						
ZIP	CITY / AREA	COUNTY	STATE	CARRIER	CONTROLLED	MAIL	OFFICE /	TOTAL
CODE				DELIVERY	BULK / SINGLE		RESTOCK	
					COPY			
32948	Fellsmere	Indian River	FL	250	0	0	0	250
32958	Sebastian	Indian River	FL	3,300	150	0	0	3,450
32967	Vero Beach	Indian River	FL	500	0	0	0	500
32976	Barefoot Bay	Brevard	FL	2,250	0	0	0	2,250
TOTAL				6,300	150	0	0	6,450

# **7N. Distribution by Zip Code** (3/31/2023 Edition) Friday - Hometown News - Suntree / Viera

ZIP	CITY / AREA	COUNTY	STATE	CARRIER	CONTROLLED	MAIL	OFFICE /	TOTAL
CODE				DELIVERY	BULK / SINGLE		RESTOCK	
					COPY			
32940	Melbourne	Brevard	FL	6,350	50	0	50	6,450
32955	Rockledge	Brevard	FL	3,150	0	0	0	3,150
TOTAL				9,500	50	0	50	9,600

### **70. Distribution by Zip Code** (3/31/2023 Edition) Friday - Hometown News - Vero Beach

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
32960	Vero Beach	Indian River	FL	2,250	50	0	0	2,300
32962	Vero Beach	Indian River	FL	2,250	50	0	0	2,300
32963	Indian River Shores	Indian River	FL	1,900	50	0	0	1,950
32966	Citrus Ridge	Indian River	FL	2,100	0	0	0	2,100
32967	Vero Beach	Indian River	FL	1,200	0	0	0	1,200
32968	Citrus Ridge	Indian River	FL	1,150	0	0	0	1,150
TOTAL				10,850	150	0	0	11,000



#### **8A. Distribution by County** (3/31/2023 Edition) Friday - Hometown News - Beaches

COUNTY	CITY / AREA	STATE	CARRIER	CONTROLLED	MAIL	OFFICE /	TOTAL
			DELIVERY	<b>BULK / SINGLE</b>		RESTOCK	
				COPY			
Brevard	Indialantic	FL	7,950	50	0	50	8,050
	Indian Harbor Beach		,				•
	Melbourne						
TOTAL			7,950	50	0	50	8,050

#### 8B. Distribution by County (3/26/2023 Edition) Sunday - Hometown News - Deland

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY		OFFICE / RESTOCK	TOTAL
Volusia	De Leon Springs Deland Lake Helen Pierson	FL	3,395	650	0	0	4,045
TOTAL			3,395	650	0	0	4,045

#### 8C. Distribution by County (3/26/2023 Edition) Sunday - Hometown News - Deltona

COUNTY	CITY / AREA	STATE	CARRIER	CONTROLLED	MAIL	OFFICE /	TOTAL
			DELIVERY	<b>BULK / SINGLE</b>		RESTOCK	
				COPY			
Volusia	Debary	FL	4,780	1,200	0	0	5,980
	Deltona		,	,			,
	Orange City						
TOTAL			4,780	1,200	0	0	5,980

#### 8D. Distribution by County (3/31/2023 Edition) Friday - Hometown News - Ft Pierce

COUNTY	CITY / AREA	STATE	CARRIER	CONTROLLED	MAIL	OFFICE /	TOTAL
			DELIVERY	<b>BULK / SINGLE</b>		RESTOCK	
				COPY			
Saint Lucie	Fort Pierce	FL	7,075	225	0	0	7,300
TOTAL			7,075	225	0	0	7,300

#### 8E. Distribution by County (3/31/2023 Edition) Friday - Hometown News - Martin County

						-	
COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY		OFFICE / RESTOCK	TOTAL
Martin	Hobe Sound Indiantown Jensen Beach Palm City Sewalls Point Stuart	FL	13,075	1,200	0	0	14,275
TOTAL			13,075	1,200	0	0	14,275

#### 8F. Distribution by County (3/31/2023 Edition) Friday - Hometown News - Melbourne

П								
	COUNTY	CITY / AREA	STATE	CARRIER	CONTROLLED	MAIL	OFFICE /	TOTAL
				DELIVERY	<b>BULK / SINGLE</b>		RESTOCK	
					COPY			
	Brevard	Melbourne	FL	11,525	100	0	100	11,725
	TOTAL			11,525	100	0	100	11,725



#### 8G. Distribution by County (3/31/2023 Edition) Friday - Hometown News - New Smyrna / Edgewater

COUNTY	CITY / AREA	STATE	CARRIER	CONTROLLED	MAIL	OFFICE /	TOTAL
			DELIVERY	<b>BULK / SINGLE</b>		RESTOCK	
				COPY			
Volusia	Edgewater	FL	11,794	650	0	0	12,444
	New Smyrna						,
	Oak Hill						
TOTAL			11,794	650	0	0	12,444

#### 8H. Distribution by County (3/31/2023 Edition) Friday - Hometown News - North Brevard

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY		OFFICE / RESTOCK	TOTAL
Brevard	Cape Canaveral Cocoa Cocoa Beach Merritt Island Titusville	FL	13,975	500	0	250	14,725
TOTAL			13,975	500	0	250	14,725

#### **81. Distribution by County** (3/31/2023 Edition) Friday - Hometown News - Ormond Beach

	-						
COUNTY	CITY / AREA	STATE	CARRIER	CONTROLLED	MAIL	OFFICE /	TOTAL
			DELIVERY	<b>BULK / SINGLE</b>		RESTOCK	
				COPY			
Volusia	Daytona Beach Ormond Beach	FL	19,197	500	0	0	19,697
TOTAL			19,197	500	0	0	19,697

#### **8J. Distribution by County** (3/31/2023 Edition) Friday - Hometown News - Palm Bay

COUNTY	CITY / AREA	STATE	CARRIER	CONTROLLED	MAIL	OFFICE /	TOTAL
			DELIVERY	BULK / SINGLE		RESTOCK	
				COPY			
Brevard	Grant	FL	9,100	0	0	50	9,150
	Malabar		,				,
	Melbourne						
TOTAL			9,100	0	0	50	9,150

#### **8K. Distribution by County** (3/31/2023 Edition) Friday - Hometown News - Port Orange / S. Daytona

	, , , ,		, ,			0 ,	
COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY		OFFICE / RESTOCK	TOTAL
Volusia	Daytona Beach Ponce Inlet Port Orange	FL	13,094	650	0	300	14,044
TOTAL			13,094	650	0	300	14,044

#### 8L. Distribution by County (3/31/2023 Edition) Friday - Hometown News - Port St Lucie

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE		OFFICE / RESTOCK	TOTAL
				COPY			
Saint Lucie	Fort Pierce Melbourne	FL	15,400	100	0	150	15,650
TOTAL			15,400	100	0	150	15,650





### **8M. Distribution by County** (3/31/2023 Edition) Friday - Hometown News - Sebastian

COUNTY	CITY / AREA	STATE	CARRIER	CONTROLLED	MAIL	OFFICE /	TOTAL
			DELIVERY	BULK / SINGLE		RESTOCK	
				COPY			
Brevard	Barefoot Bay	FL	2,250	0	0	0	2,250
Indian River	Fellsmere Sebastian Vero Beach	FL	4,050	150	0	0	4,200
TOTAL			6,300	150	0	0	6,450

#### 8N. Distribution by County (3/31/2023 Edition) Friday - Hometown News - Suntree / Viera

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Brevard	Melbourne Rockledge	FL	9,500	50	0	50	9,600
TOTAL			9,500	50	0	50	9,600

#### 80. Distribution by County (3/31/2023 Edition) Friday - Hometown News - Vero Beach

					1	
CITY / AREA	STATE	CARRIER	CONTROLLED	MAIL	OFFICE /	TOTAL
		DELIVERY	BULK / SINGLE		RESTOCK	
,			COPY			
Citrus Ridge	FL	10.850	150	0	0	11,000
Indian River Shores		-,				,
Vero Beach						
		10.850	150	0	0	11,000
֡֜֝֜֜֜֜֜֜֜֜֜֜֜֜֜֜֜֜֜֜֜֜֜֜֜֜֜֜֜֜֜֜֜֜֜֜֜	Indian River Shores	Citrus Ridge FL Indian River Shores	Citrus Ridge FL 10,850 Indian River Shores	DELIVERY BULK / SINGLE COPY  Citrus Ridge FL 10,850 150  Indian River Shores Vero Beach	DELIVERY BULK / SINGLE COPY  Citrus Ridge FL 10,850 150 0  Indian River Shores Vero Beach	DELIVERY BULK / SINGLE COPY  Citrus Ridge FL 10,850 150 0 0  Indian River Shores Vero Beach

#### 9. Verification of Distribution – Mail and Carrier Delivery Distribution

Hometown News 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. Hometown News reported an average carrier delivery distribution of 156,609 during the audit period. Carrier delivery is verified through the review of carrier statements and/or additional publisher support documents. The Circulation Verification Council performed a delivery & readership 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, residential and cell phone interviews, online surveys, email surveys, USPS surveys, in-person interviews and/or social media surveys. Delivery verification source data can include, but is not limited to, residential phone listings, cell phone exchanges, delivery lists, opt-in email databases, online, and/or social media databases.

CVC review indicates that a sufficient number of individuals reported that they receive the (appropriate Hometown News edition) on a regular basis to substantiate the publisher's distribution claims.

CVC verification confirms that 589 of 777 or 75.8% report they regularly read or look through the (appropriate Hometown News edition).

\*Households reporting stop delivery requests were excluded from the survey.

The Circulation Verification Council estimates that all the information in this text box has a minimum accuracy level of +/-4%.

CIRCULATION
VERIFICATION
C O U N C I L
www.cvcaudit.com

### 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 confirms that a sufficient number of reported controlled bulk drop locations indicated they received Hometown News on a regular basis to substantiate the publication's distribution claims.

CVC verification indicates that less than 15% of Hometown News's returnable source distributed editions are returned to the publisher unclaimed after the edition cycle.

#### 11. Paid Reporting Analysis - Not Applicable

#### 12A1. Audited Average Website Reporting - www.hometownnewsbrevard.com

	Monthly Audit Period Average	
Website Unique Users	25,356	
Website Sessions	31,416	
Percent of New Users	81.42%	
Website Page Views	52,663	
Pages Per Visit	1.68	
Average Time Spent on Website	00:00:55	
Pages Per Visit	74.83%	

#### 12A2. Audited Average Website Reporting - www.hometownnewstc.com

	Monthly Audit Period Average
Website Unique Users	30,868
Website Sessions	38,549
Percent of New Users	81.20%
Website Page Views	72,240
Pages Per Visit	1.87
Average Time Spent on Website	00:01:06
Pages Per Visit	75.88%

#### **12A3.** Audited Average Website Reporting - www.hometownnewsvolusia.com

	Monthly Audit Period Average
Website Unique Users	63,384
Website Sessions	82,920
Percent of New Users	79.79%
Website Page Views	127,074
Pages Per Visit	1.53
Average Time Spent on Website	00:00:59
Pages Per Visit	65.19%

314-966-7711 <u>www.cvcaudit.com</u>



#### 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. **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.

### 12B. Audited Online/Digital Edition Reporting

	Monthly Audit Period Average
Unique Digital Edition Users - Brevard	335
Digital Edition Page Views - Brevard	7,280
Unique Digital Edition Users - Treasure Coast	565
Digital Edition Page Views - Treasure Coast	17,322
Unique Digital Edition Users - Volusia	590
Digital Edition Page Views - Volusia	13,951

#### **Explanatory – Digital Edition**

#### PARAGRAPH TWELVE (B)

**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.

**DIGITAL EDITION PAGE VIEWS:** 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.

#### 12C. Text Media - Not Reported

#### 12D. Social Media

Social Media Source	Average Media	September 2023
	Usage	
www.facebook.com/Hometown-News - Brevard	7,306 Likes	8,811 Likes
www.facebook.com/Hometown-News - Treasure Coast	8,568 Likes	9,898 Likes
www.facebook.com/Hometown-News - Volusia	6,713 Likes	7,363 Likes
Twitter - @HometownNews - Brevard	386 Followers	411 Followers
Twitter - @HometownNews - Treasure Coast	1,662 Followers	1,625 Followers
Twitter - @HometownNews - Volusia	460 Followers	564 Followers
Instagram.com/HometownNews - Brevard	1,622 Followers	1,726 Followers
Instagram.com/HometownNews - Treasure Coast	1,483 Followers	1,877 Followers
Instagram.com/HometownNews - Volusia	1,764 Followers	1,830 Followers

#### Explanatory – Social Media

#### **PARAGRAPH TWELVE (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.

**TWITTER FOLLOWERS:** 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.

**INSTAGRAM FOLLOWERS:** 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.

#### 12E. Email Media

Media Type	Database Recipients	
Non-Subscriber Email Opt-In Database - Brevard	8,987	
Average Open Rate - Brevard	25.93%	
Average Click Rate - Brevard	13.63%	
Non-Subscriber Email Opt-In Database - Treasure Coast	5,186	
Average Open Rate - Treasure Coast	34.92%	
Average Click Rate - Treasure Coast	17.84%	
Non-Subscriber Email Opt-In Database - Volusia	7,560	
Average Open Rate - Volusia	36.3%	
Average Click Rate - Volusia	27.74%	

#### 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 - Not Reported

#### 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. When considering the publication of legal notices in the state of Florida, this publication is of general circulation and complies with Florida Statute 50.011.



The current status of this report expires September 30, 2025.

If this report is presented after September 30, 2025 please call the toll-free number listed below.