

**Audit Period: January 1, 2018 – December 31, 2019**

**Suncoast News**

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**1. Audited Media Platforms**

Print Publication:	Average Net Circulation - Weeklies:	110,341 (Print Edition)
	Average Net Circulation - Monthlies:	44,151
Website:	Average Website Unique Users:	47,379

**Suncoast News – Total Gross Contacts**

CVC Estimated Edition Readership:	186,673
Total Digital Contacts:	47,379
Total Estimated Gross Contacts:	234,052*

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

**2. Publication Information**

Number of Editions:	Six
Format / Average Page Count:	Tabloid / 48 Pages
Circulation Cycle:	Four (4) Weeklies & Two (2) Monthlies
Ownership:	Tampa Bay Newspapers, Inc. / Times Publishing, Co.
Year Established:	1956
Publication Type:	Community Newspaper
	100% Controlled / 0% Paid / 0% Sponsor Paid
Content:	60% Advertising / 40% Editorial
Primary Delivery Methods:	89% Carrier Delivery / 11% Controlled Bulk & Single Copy
Annual Mail Subscription Rate:	\$100.00
Insert Zoning Available:	Yes - ZIP Code / Route / Zone
CVC Member Number:	15-0919
DMA/MSA/CBSA:	Tampa, FL / Tampa--St. Petersburg--Clearwater, FL / Tampa-St. Petersburg-Clearwater, FL
Audit Funded By:	Community Papers of Florida

**3. Rate Card and Mechanical Data**

Rate Card Effective Date:	January 1, 2020	
Mechanical Data:	Tabloid:	Six (6) columns X 11" column depth Full page: 10.5" wide X 11" depth.
Open Rate:	Local:	\$12.50 - \$18.00 per column inch
	National:	\$12.50 - \$18.00 per column inch
Insert Open Rate:	\$29.00 - \$40.00 per thousand	
Classified Rate:	\$10.00 - \$40.00 for up to 15 words	
Deadline Day & Time:	Friday by 12 Noon	

Additional rates may be available from the publisher.

**4. Contact Information**

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

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

CVC Account Number: 20-0293		Wednesday	Suncoast News - North Pinellas Seminole, FL
<b>Audit Period Summary</b>			
<b>Average Net Circulation</b>	<b>(5-H)</b>		<b>22,409</b>
Average Gross Distribution	(5-F)		22,566
Average Net Press Run	(5-A)		22,591
<b>Audit Period Detail</b>			
A. Average Net Press Run			22,591
B. Office / File			25
C. Controlled Distribution			
1. Carrier Delivery			18,065
2. Bulk Delivery / Demand Distribution			4,442
3. Mail			0
4. Requestor Mail			0
5. Waiting Rooms			0
6. Hotels			0
7. Events, Fairs, Festivals and Trade Shows			0
8. Education			0
9. Restock & Office Service			59
Total Average Controlled Distribution			22,566
Controlled Returns			(157)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>			<b>22,409</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			22,566
G. Total Unclaimed / Returns			(157)*
<b>H. Average Net Circulation</b>			<b>22,409</b>

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

CVC Account Number: 20-0300		Wednesday	Suncoast News - Pasco Central Seminole, FL
<b>Audit Period Summary</b>			
<b>Average Net Circulation</b>	<b>(5-H)</b>		<b>29,068</b>
Average Gross Distribution	(5-F)		29,244
Average Net Press Run	(5-A)		29,269
<b>Audit Period Detail</b>			
A. Average Net Press Run			29,269
B. Office / File			25
C. Controlled Distribution			
1. Carrier Delivery			27,092
2. Bulk Delivery / Demand Distribution			2,107
3. Mail			0
4. Requestor Mail			0
5. Waiting Rooms			0
6. Hotels			0
7. Events, Fairs, Festivals and Trade Shows			0
8. Education			0
9. Restock & Office Service			45
Total Average Controlled Distribution			29,244
Controlled Returns			(176)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>			<b>29,068</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			29,244
G. Total Unclaimed / Returns			(176)*
<b>H. Average Net Circulation</b>			<b>29,068</b>

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

CVC Account Number: 20-0299		Wednesday	Suncoast News - Pasco North Seminole, FL
<b>Audit Period Summary</b>			
<b>Average Net Circulation</b>	<b>(5-H)</b>		<b>32,822</b>
Average Gross Distribution	(5-F)		32,987
Average Net Press Run	(5-A)		33,012
<b>Audit Period Detail</b>			
A. Average Net Press Run			33,012
B. Office / File			25
C. Controlled Distribution			
1. Carrier Delivery			30,388
2. Bulk Delivery / Demand Distribution			2,536
3. Mail			0
4. Requestor Mail			0
5. Waiting Rooms			0
6. Hotels			0
7. Events, Fairs, Festivals and Trade Shows			0
8. Education			0
9. Restock & Office Service			63
Total Average Controlled Distribution			32,987
Controlled Returns			(165)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>			<b>32,822</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			32,987
G. Total Unclaimed / Returns			(165)*
<b>H. Average Net Circulation</b>			<b>32,822</b>

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

CVC Account Number: 20-0301		Wednesday	Suncoast News - Pasco South Seminole, FL
<b>Audit Period Summary</b>			
<b>Average Net Circulation</b>	<b>(5-H)</b>		<b>26,042</b>
Average Gross Distribution	(5-F)		26,250
Average Net Press Run	(5-A)		26,275
<b>Audit Period Detail</b>			
A. Average Net Press Run			26,275
B. Office / File			25
C. Controlled Distribution			
1. Carrier Delivery			23,797
2. Bulk Delivery / Demand Distribution			2,400
3. Mail			0
4. Requestor Mail			0
5. Waiting Rooms			0
6. Hotels			0
7. Events, Fairs, Festivals and Trade Shows			0
8. Education			0
9. Restock & Office Service			53
Total Average Controlled Distribution			26,250
Controlled Returns			(208)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>			<b>26,042</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			26,250
G. Total Unclaimed / Returns			(208)*
<b>H. Average Net Circulation</b>			<b>26,042</b>

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

CVC Account Number: 20-0305		Monthly	Brooksville Beacon Seminole, FL
<b>Audit Period Summary</b>			
<b>Average Net Circulation</b>	<b>(5-H)</b>		<b>18,659</b>
Average Gross Distribution	(5-F)		18,975
Average Net Press Run	(5-A)		19,000
<b>Audit Period Detail</b>			
A. Average Net Press Run			19,000
B. Office / File			25
C. Controlled Distribution			
1. Carrier Delivery			16,455
2. Bulk Delivery / Demand Distribution			2,445
3. Mail			0
4. Requestor Mail			0
5. Waiting Rooms			0
6. Hotels			0
7. Events, Fairs, Festivals and Trade Shows			0
8. Education			0
9. Restock & Office Service			75
Total Average Controlled Distribution			18,975
Controlled Returns			(316)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>			<b>18,659</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			18,975
G. Total Unclaimed / Returns			(316)*
<b>H. Average Net Circulation</b>			<b>18,659</b>

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

CVC Account Number: 20-0320		Monthly	Spring Hill Beacon Seminole, FL
<b>Audit Period Summary</b>			
<b>Average Net Circulation</b>	<b>(5-H)</b>		<b>25,492</b>
Average Gross Distribution	(5-F)		25,975
Average Net Press Run	(5-A)		26,000
<b>Audit Period Detail</b>			
A. Average Net Press Run			26,000
B. Office / File			25
C. Controlled Distribution			
1. Carrier Delivery			22,522
2. Bulk Delivery / Demand Distribution			3,348
3. Mail			0
4. Requestor Mail			0
5. Waiting Rooms			0
6. Hotels			0
7. Events, Fairs, Festivals and Trade Shows			0
8. Education			0
9. Restock & Office Service			105
Total Average Controlled Distribution			25,975
Controlled Returns			(483)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>			<b>25,492</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			25,975
G. Total Unclaimed / Returns			(483)*
<b>H. Average Net Circulation</b>			<b>25,492</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 10 for CVC return/unclaimed confirmation.) Publications with greater than 25% returnable source distribution must report returns or unclaimed copies to qualify for net circulation reporting.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**6A. Average Print Circulation History** Suncoast News - North Pinellas

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/19-12/31/19	CVC	21,545	21,539	21,510	21,563
01/01/18-12/31/18	CVC	23,828	23,825	23,774	21,689
01/01/17-12/31/17	CVC	23,793	23,721	23,744	23,813

**6B. Average Print Circulation History** Suncoast News - Pasco Central

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/19-12/31/19	CVC	29,032	29,022	29,267	29,359
01/01/18-12/31/18	CVC	28,896	29,007	28,985	28,980
01/01/17-12/31/17	CVC	28,584	28,537	28,582	28,635

**6C. Average Print Circulation History** Suncoast News - Pasco North

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/19-12/31/19	CVC	32,899	32,915	32,882	32,921
01/01/18-12/31/18	CVC	32,641	32,787	32,789	32,741
01/01/17-12/31/17	CVC	32,659	32,501	32,646	32,769

**6D. Average Print Circulation History** Suncoast News - Pasco South

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/19-12/31/19	CVC	26,058	26,126	25,996	26,014
01/01/18-12/31/18	CVC	26,144	26,064	25,989	25,943
01/01/17-12/31/17	CVC	26,179	26,105	26,101	26,130

**6E. Average Print Circulation History** Brooksville Beacon

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/19-12/31/19	CVC	18,564	18,563	18,696	18,828
01/01/18-12/31/18	CVC	25,096	25,253	25,405	18,646

**6F. Average Print Circulation History** Spring Hill Beacon

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/19-12/31/19	CVC	25,495	25,478	25,791	25,838
01/01/18-12/31/18	CVC	25,096	25,253	25,405	25,578
01/01/17-12/31/17	CVC	24,347	24,747	25,050	25,560

**7A. Distribution by Zip Code** (6/26/2019 Edition) Wednesday - Suncoast News - North Pinellas

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
34668	Port Richey	Pasco	FL	0	0	0	84	84
34683	Palm Harbor	Pinellas	FL	0	345	0	0	345
34684	Palm Harbor	Pinellas	FL	2,970	865	0	0	3,835
34685	Palm Harbor	Pinellas	FL	5,690	0	0	0	5,690
34688	Tarpon Springs	Pinellas	FL	1,311	0	0	0	1,311
34689	Tarpon Springs	Pinellas	FL	7,150	3,295	0	0	10,445
TOTAL				17,121	4,505	0	84	21,710

**7B. Distribution by Zip Code (6/26/2019 Edition) Wednesday - Suncoast News - Pasco Central**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
34652	New Port Richey	Pasco	FL	10,700	895	0	0	11,595
34653	New Port Richey	Pasco	FL	8,930	455	0	0	9,385
34654	New Port Richey	Pasco	FL	1,955	265	0	0	2,220
34655	New Port Richey	Pasco	FL	2,000	0	0	0	2,000
34668	Port Richey	Pasco	FL	3,390	540	0	70	4,000
<b>TOTAL</b>				<b>26,975</b>	<b>2,155</b>	<b>0</b>	<b>70</b>	<b>29,200</b>

**7C. Distribution by Zip Code (6/26/2019 Edition) Wednesday - Suncoast News - Pasco North**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
34654	New Port Richey	Pasco	FL	3,245	390	0	0	3,635
34667	Hudson	Pasco	FL	11,585	1,265	0	0	12,850
34668	Port Richey	Pasco	FL	11,769	500	0	88	12,357
34669	Hudson	Pasco	FL	3,950	220	0	0	4,170
<b>TOTAL</b>				<b>30,549</b>	<b>2,375</b>	<b>0</b>	<b>88</b>	<b>33,012</b>

**7D. Distribution by Zip Code (6/26/2019 Edition) Wednesday - Suncoast News - Pasco South**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
33556	Odessa	Hillsborough	FL	0	120	0	0	120
34652	New Port Richey	Pasco	FL	1,935	255	0	0	2,190
34653	New Port Richey	Pasco	FL	0	215	0	0	215
34655	New Port Richey	Pasco	FL	8,475	1,030	0	0	9,505
34668	Port Richey	Pasco	FL	0	0	0	78	78
34690	Holiday	Pasco	FL	6,375	140	0	0	6,515
34691	Holiday	Pasco	FL	7,057	595	0	0	7,652
<b>TOTAL</b>				<b>23,842</b>	<b>2,355</b>	<b>0</b>	<b>78</b>	<b>26,275</b>

**7E. Distribution by Zip Code (June 2019 Edition) Monthly - Brooksville Beacon**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
34601	Brooksville	Hernando	FL	2,906	1,310	0	0	4,216
34604	Brooksville	Hernando	FL	4,010	235	0	0	4,245
34608	Spring Hill	Hernando	FL	0	30	0	0	30
34609	Spring Hill	Hernando	FL	3,000	0	0	0	3,000
34613	Brooksville	Hernando	FL	4,629	750	0	0	5,379
34614	Brooksville	Hernando	FL	1,910	120	0	0	2,030
34668	Port Richey	Pasco	FL	0	0	0	100	100
<b>TOTAL</b>				<b>16,455</b>	<b>2,445</b>	<b>0</b>	<b>100</b>	<b>19,000</b>

**7F. Distribution by Zip Code (June 2019 Edition) Monthly - Spring Hill Beacon**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
34606	Spring Hill	Hernando	FL	4,525	750	0	0	5,275
34607	Spring Hill	Hernando	FL	2,300	0	0	0	2,300
34608	Spring Hill	Hernando	FL	9,420	900	0	0	10,320
34609	Spring Hill	Hernando	FL	6,500	1,445	0	0	7,945
34668	Port Richey	Pasco	FL	0	0	0	130	130
<b>TOTAL</b>				<b>22,745</b>	<b>3,095</b>	<b>0</b>	<b>130</b>	<b>25,970</b>

**8A. Distribution by County (6/26/2019 Edition) Wednesday - Suncoast News - North Pinellas**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Pasco	Port Richey	FL	0	0	0	84	84
Pinellas	Palm Harbor Tarpon Springs	FL	17,121	4,505	0	0	21,626
<b>TOTAL</b>			<b>17,121</b>	<b>4,505</b>	<b>0</b>	<b>84</b>	<b>21,710</b>

**8B. Distribution by County (6/26/2019 Edition) Wednesday - Suncoast News - Pasco Central**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Pasco	New Port Richey Port Richey	FL	26,975	2,155	0	70	29,200
<b>TOTAL</b>			<b>26,975</b>	<b>2,155</b>	<b>0</b>	<b>70</b>	<b>29,200</b>

**8C. Distribution by County (6/26/2019 Edition) Wednesday - Suncoast News - Pasco North**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Pasco	Hudson New Port Richey Port Richey	FL	30,549	2,375	0	88	33,012
<b>TOTAL</b>			<b>30,549</b>	<b>2,375</b>	<b>0</b>	<b>88</b>	<b>33,012</b>

**8D. Distribution by County (6/26/2019 Edition) Wednesday - Suncoast News - Pasco South**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Hillsborough	Odessa	FL	0	120	0	0	120
Pasco	Holiday New Port Richey Port Richey	FL	23,842	2,235	0	78	26,155
<b>TOTAL</b>			<b>23,842</b>	<b>2,355</b>	<b>0</b>	<b>78</b>	<b>26,275</b>

**8E. Distribution by County (June 2019 Edition) Monthly - Brooksville Beacon**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Hernando	Brooksville Spring Hill	FL	16,455	2,445	0	0	18,900
Pasco	Port Richey	FL	0	0	0	100	100
<b>TOTAL</b>			<b>16,455</b>	<b>2,445</b>	<b>0</b>	<b>100</b>	<b>19,000</b>

## 8F. Distribution by County (June 2019 Edition) Monthly - Spring Hill Beacon

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Hernando	Spring Hill	FL	22,745	3,095	0	0	25,840
Pasco	Port Richey	FL	0	0	0	130	130
TOTAL			22,745	3,095	0	130	25,970

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

Suncoast 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. Suncoast News reported an average carrier delivery distribution of 138,319 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 Suncoast News edition) on a regular basis to substantiate the publisher's distribution claims.**

**CVC verification confirms that 938 of 1,339 or 70.1% report they regularly read or look through the (appropriate Suncoast 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%.

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

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

**CVC verification substantiates Suncoast News's claim of 1,505 returnable source distributed editions returned to the publisher unclaimed after the edition cycle.**

## 11. Paid Reporting Analysis – Not Applicable

## 12A. Audited Average Website Reporting - [www.suncoastnews.com](http://www.suncoastnews.com)

	Monthly Audit Period Average
Website Unique Users	47,379
Website Sessions	54,276
Percent of New Users	88.45%
Website Page Views	62,417
Pages Per Visit	1.15
Average Time Spent on Website	00:00:59
Bounce Rate	78.22%

**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 - Not Reported****12C. Text Media - Not Reported****12D. Social Media - Not Reported****12E. Email Media - Not Reported****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.



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**The current status of this report expires December 31, 2021.**

**If this report is presented after December 31, 2021 please call the toll-free number listed below.**



Suncoast News - Seminole, FL - 15-0919 - Supplemental Readership Study

The Circulation Verification Council surveyed Suncoast News 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. 939 Survey respondents were interviewed during the verification of carrier delivery and mail distribution. 63 Survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution. 123 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: 1.65**  
\*Readership estimates compiled from 2019 CVC circulation & readership study data.

1. The (appropriate Suncoast News edition) is distributed regularly in your area. Do you regularly read or look through the (appropriate Suncoast News edition)?

YES	1,125	Survey Respondents
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2. Do you frequently purchase products or services from ads seen in the (appropriate Suncoast News edition)?

YES	780	69.3%
NO	345	30.7%
3. How long do you keep the (appropriate Suncoast News edition) before discarding it?

52%	1-2 Days
24%	3-4 Days
06%	5-6 Days
18%	1 Week or More
4. Reader Gender (Voice recognition - Gender Bias Rotation)

Reader	Market
Demographics	Demographics
40%	48% Male Readers
60%	52% Female Readers

5. What range best describes your age.

Reader Demographics	Market Demographics
00%	04% 18 - 20
<01%	05% 21 - 24
04%	12% 25 - 34
15%	14% 35 - 44
24%	20% 45 - 54
24%	18% 55 - 64
23%	14% 65 - 74
09%	09% 75 - 84
01%	04% 85 years or older

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

Reader Demographics	Market Demographics
<01%	12% under \$15,000
04%	12% \$15,000 - \$24,999
09%	12% \$25,000 - \$34,999
23%	16% \$35,000 - \$49,999
23%	17% \$50,000 - \$74,999
16%	12% \$75,000 - \$99,999
10%	07% \$100,000 - \$124,999
06%	04% \$125,000 - \$149,999
05%	04% \$150,000 - \$199,999
04%	04% over \$200,000

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

Reader Demographics	Market Demographics
02%	10% Some High School or Less
32%	33% Graduated High School
33%	35% Some College
23%	15% Graduated College
06%	05% Completed Master Degree
03%	01% Completed Professional Degree
01%	01% Completed Doctorate Degree

8. Do you receive a daily newspaper delivered to your home five or more days a week?

20%	YES
80%	NO



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

15%	New Automobile, Truck or SUV	(% = Positive respondents)
15%	Used Automobile, Truck or SUV	
11%	Antiques / Auctions	
46%	Furniture / Home Furnishings	
23%	Major Home Appliance	
21%	Computers, Tablets or Laptops	
34%	Home Improvements or Home Improvement Supplies	
31%	Television or Electronics	
16%	Carpet or Flooring	
41%	Automobile Accessories (tires, brakes or service)	
41%	Lawn & Garden Supplies	
24%	Florist / Gift Shops	
15%	Home Heating & Air Conditioning (service, new equipment)	
46%	Vacations / Travel	
08%	Real Estate (Sell or purchase)	
56%	Men's Apparel	
77%	Women's Apparel	
21%	Children's Apparel	
03%	Boats or Personal Watercraft	
25%	Art & Crafts Supplies	
15%	Childcare	
18%	Education or Classes	
08%	Attorney	
32%	Veterinarian	
15%	Chiropractor	
29%	Financial Planner (Retirement, Investing)	
31%	Tax Advisor / Tax Services	
45%	Health Club / Exercise Class	
36%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)	
11%	Weight Loss	
38%	Lawn Care Service (Maintenance & Landscaping)	
27%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)	
60%	Pharmacist / Prescription Service	
26%	Cell Phone or Smart Phone (New Service or Update Service)	
81%	Dining & Entertainment	
22%	Jewelry	
04%	Wedding Supplies	
23%	Athletic & Sports Equipment	
03%	Motorcycles / ATV's	
58%	Medical Services / Physicians	
31%	Pet Supplies	



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