

**Initial Audit Period: April 1, 2022 – March 31, 2023**

**Observer Media Group - Sarasota / Bradenton**

1970 Main Street, Floor 3  
Sarasota, FL 34236  
(941) 366-3468

EMAIL: [rlankton@yourobsver.com](mailto:rlankton@yourobsver.com)  
[www.yourobsverfl.com](http://www.yourobsverfl.com)

**1. Audited Media Platforms**

Print Publication:	Average Net Circulation:	48,342 (Print Edition)
Website:	Average Website Unique Users:	243,334
Social Media:	Average Facebook Likes:	35,271
	Average Twitter Followers:	7,852
	Average Instagram Followers:	3,791
E-Newsletters:	Average E-Newsletter Subscribers:	66,638
	Average Open Rate:	46.3%

**Observer Media Group - Sarasota / Bradenton – Total Gross Contacts**

CVC Estimated Edition Readership:	112,325
Total Digital Contacts:	321,101
Total Estimated Gross Contacts:	433,426*

\*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:	Four
Format / Average Page Count:	Broadsheet / 30 Pages
Circulation Cycle:	Weekly
Ownership:	Observer Media Group
Year Established:	1978
Publication Type:	Community Newspaper
	100% Controlled / <1% Paid / 0% Sponsor Paid
Content:	50% Advertising / 50% Editorial
Primary Delivery Methods:	34% Carrier Delivery / 1% Mail / 65% Controlled Bulk
Annual Mail Subscription Rate:	\$200.00
Insert Zoning Available:	Yes - Zone
CVC Member Number:	01-9109
DMA/MSA/CBSA:	Tampa, FL / Sarasota-Bradenton, FL / Sarasota-Bradenton-Venice, FL
Audit Funded By:	Publisher

**3. Rate Card and Mechanical Data**

Rate Card Effective Date:	October 1, 2022
Mechanical Data:	Six (6) columns X 19.833" column depth Full page: 11.25" wide X 19.833" depth.
Open Rate:	Local/National: \$2,259.00 Full Page - \$164.00 1/16th Page
Insert Open Rate:	Contact Advertising
Classified Rate:	Contact Advertising
Deadline Day & Time:	Friday by 3 PM
Website Rates:	\$20.00 - \$40.00 per thousand impressions
E-Newsletter Rates:	\$1,100.00 - \$500.00 per insertion
Additional rates may be available from the publisher.	

**4. Contact Information**

Publisher:	Emily Walsh	EMAIL: ewalsh@yourobsvr.com
Advertising:	Jill Raleigh	EMAIL: jraleigh@yourobsvr.com
Circulation:	John Durmaz	EMAIL: johndurmaz@msn.com



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

CVC Account Number: 01-9109		Friday	Observer Media Group - Sarasota / Bradenton - Consolidated Sarasota, FL
<b>Audit Period Summary</b>			
<b>Average Net Circulation</b>	<b>(5-H)</b>		<b>48,342</b>
Average Gross Distribution	(5-F)		50,625
Average Net Press Run	(5-A)		50,665
<b>Audit Period Detail</b>			
A. Average Net Press Run			50,665
B. Office / File			40
C. Controlled Distribution			
1. Carrier Delivery			17,319
2. Bulk Delivery / Demand Distribution			32,605
3. Mail			10
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			602
Total Average Controlled Distribution			50,536
Controlled Returns			(2,283)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>			<b>48,253</b>
D. Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			89
4. Waiting Room			0
5. Hotels			0
6. Education			0
7. Restock & Office Service			0
Total Average Paid Distribution			89
Paid Returns			(0)
<b>TOTAL AVERAGE PAID CIRCULATION</b>			<b>89</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			50,625
G. Total Unclaimed / Returns			(2,283)*
<b>H. Average Net Circulation</b>			<b>48,342</b>

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

CVC Account Number: 01-4363		Friday	East County Observer Sarasota, FL
<b>Audit Period Summary</b>			
<b>Average Net Circulation</b>	<b>(5-H)</b>		<b>17,598</b>
Average Gross Distribution	(5-F)		18,161
Average Net Press Run	(5-A)		18,171
<b>Audit Period Detail</b>			
A. Average Net Press Run			18,171
B. Office / File			10
C. Controlled Distribution			
1. Carrier Delivery			9,251
2. Bulk Delivery / Demand Distribution			8,792
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			112
Total Average Controlled Distribution			18,155
Controlled Returns			(563)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>			<b>17,592</b>
D. Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			6
4. Waiting Room			0
5. Hotels			0
6. Education			0
7. Restock & Office Service			0
Total Average Paid Distribution			6
Paid Returns			(0)
<b>TOTAL AVERAGE PAID CIRCULATION</b>			<b>6</b>
E. Sponsored / Voluntary Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			0
4. Waiting Rooms			0
5. Education			0
6. Restock & Office Service			0
Total Average Sponsored Distribution			0
Sponsored Returns			(0)
<b>TOTAL AVERAGE SPONSORED CIRCULATION</b>			<b>0</b>
F. Average Gross Distribution			18,161
G. Total Unclaimed / Returns			(563)*
<b>H. Average Net Circulation</b>			<b>17,598</b>



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

CVC Account Number: 01-4362	Friday	Longboat Observer Sarasota, FL
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>9,795</b>
Average Gross Distribution	(5-F)	10,573
Average Net Press Run	(5-A)	10,583
<b>Audit Period Detail</b>		
A. Average Net Press Run		10,583
B. Office / File		10
C. Controlled Distribution		
1. Carrier Delivery		439
2. Bulk Delivery / Demand Distribution		9,791
3. Mail		9
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		271
Total Average Controlled Distribution		10,510
Controlled Returns		(778)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>		<b>9,732</b>
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		63
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		63
Paid Returns		(0)
<b>TOTAL AVERAGE PAID CIRCULATION</b>		<b>63</b>
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Rooms		0
5. Education		0
6. Restock & Office Service		0
Total Average Sponsored Distribution		0
Sponsored Returns		(0)
<b>TOTAL AVERAGE SPONSORED CIRCULATION</b>		<b>0</b>
F. Average Gross Distribution		10,573
G. Total Unclaimed / Returns		(778)*
<b>H. Average Net Circulation</b>		<b>9,795</b>

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

CVC Account Number: 01-4361	Friday	Sarasota Observer Sarasota, FL
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>15,941</b>
Average Gross Distribution	(5-F)	16,750
Average Net Press Run	(5-A)	16,760
<b>Audit Period Detail</b>		
A. Average Net Press Run		16,760
B. Office / File		10
C. Controlled Distribution		
1. Carrier Delivery		5,704
2. Bulk Delivery / Demand Distribution		10,915
3. Mail		1
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		110
Total Average Controlled Distribution		16,730
Controlled Returns		(809)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>		<b>15,921</b>
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		20
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		20
Paid Returns		(0)
<b>TOTAL AVERAGE PAID CIRCULATION</b>		<b>20</b>
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Rooms		0
5. Education		0
6. Restock & Office Service		0
Total Average Sponsored Distribution		0
Sponsored Returns		(0)
<b>TOTAL AVERAGE SPONSORED CIRCULATION</b>		<b>0</b>
F. Average Gross Distribution		16,750
G. Total Unclaimed / Returns		(809)*
<b>H. Average Net Circulation</b>		<b>15,941</b>



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

CVC Account Number: 01-4367		Friday	Siesta Key Observer Sarasota, FL
<b>Audit Period Summary</b>			
<b>Average Net Circulation</b>	<b>(5-H)</b>		<b>5,008</b>
Average Gross Distribution	(5-F)		5,141
Average Net Press Run	(5-A)		5,151
<b>Audit Period Detail</b>			
A. Average Net Press Run			5,151
B. Office / File			10
C. Controlled Distribution			
1. Carrier Delivery			1,925
2. Bulk Delivery / Demand Distribution			3,107
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			109
Total Average Controlled Distribution			5,141
Controlled Returns			(133)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>			<b>5,008</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
6. Restock & Office Service			0
Total Average Sponsored Distribution			0
Sponsored Returns			(0)
<b>TOTAL AVERAGE SPONSORED CIRCULATION</b>			<b>0</b>
F. Average Gross Distribution			5,141
G. Total Unclaimed / Returns			(133)*
<b>H. Average Net Circulation</b>			<b>5,008</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).



**6. Average Print Circulation History - Consolidated**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/23-12/31/23	CVC	49,245	-	-	-
04/01/22-12/31/22	CVC	-	49,893	46,802	47,689
04/01/21-03/31/22	VAC	-	-	-	-

**6A. Average Print Circulation History - East County Observer**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/23-12/31/23	CVC	17,638	-	-	-
04/01/22-12/31/22	CVC	-	18,780	16,944	17,097
04/01/21-03/31/22	VAC	-	-	-	-

**6B. Average Print Circulation History - Longboat Observer**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/23-12/31/23	CVC	10,810	-	-	-
04/01/22-12/31/22	CVC	-	9,726	9,075	9,630
04/01/21-03/31/22	VAC	-	-	-	-

**6C. Average Print Circulation History - Sarasota Observer**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/23-12/31/23	CVC	15,455	-	-	-
04/01/22-12/31/22	CVC	-	16,479	16,024	15,928
04/01/21-03/31/22	VAC	-	-	-	-

**6D. Average Print Circulation History - Siesta Key Observer**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/23-12/31/23	CVC	5,342	-	-	-
04/01/22-12/31/22	CVC	-	4,908	4,759	5,034
04/01/21-03/31/22	VAC	-	-	-	-

**7A. Distribution by Zip Code (3/10/2023 Edition) Friday - East County Observer**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
34201	Bradenton	Manatee	FL	0	403	0	0	403
34202	Bradenton	Manatee	FL	7,135	3,746	0	0	10,881
34203	Bradenton	Manatee	FL	0	1,684	0	0	1,684
34205	Bradenton	Manatee	FL	0	75	0	0	75
34208	Bradenton	Manatee	FL	0	227	0	0	227
34211	Bradenton	Manatee	FL	11	688	0	0	699
34212	Bradenton	Manatee	FL	2,100	430	0	0	2,530
34222	Ellenton	Manatee	FL	0	200	0	0	200
34236	Sarasota	Sarasota	FL	0	45	0	100	145
34237	Sarasota	Sarasota	FL	0	100	0	0	100
34243	Sarasota	Manatee	FL	0	1,317	0	0	1,317
TOTAL				9,246	8,915	0	100	1,8261



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**7B. Distribution by Zip Code (3/10/2023 Edition) Friday - Longboat Observer**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
34207	Bradenton	Manatee	FL	0	65	0	0	65
34209	Bradenton	Manatee	FL	0	348	0	0	348
34210	Bradenton	Manatee	FL	0	246	0	0	246
34216	Anna Maria	Manatee	FL	0	182	0	0	182
34217	Bradenton Beach	Manatee	FL	0	783	0	0	783
34228	Long Boat Key	Manatee	FL	351	5,937	0	0	6,288
34230	Sarasota	Sarasota	FL	0	0	175	0	175
34231	Sarasota	Sarasota	FL	0	13	0	0	13
34233	Sarasota	Sarasota	FL	0	110	0	0	110
34236	Sarasota	Sarasota	FL	97	2,688	0	100	2,885
34239	Sarasota	Sarasota	FL	0	54	0	0	54
34243	Sarasota	Manatee	FL	0	450	0	0	450
<b>TOTAL</b>				<b>448</b>	<b>10,876</b>	<b>175</b>	<b>100</b>	<b>11,599</b>

**7C. Distribution by Zip Code (3/10/2023 Edition) Friday - Sarasota Observer**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
34229	Osprey	Sarasota	FL	1,450	1,514	0	0	2,964
34230	Sarasota	Sarasota	FL	0	0	50	0	50
34231	Sarasota	Sarasota	FL	1,010	1,264	0	0	2,274
34232	Fruitville	Sarasota	FL	0	10	0	0	10
34233	Sarasota	Sarasota	FL	0	1,534	0	0	1,534
34234	Sarasota	Sarasota	FL	396	0	0	0	396
34236	Sarasota	Sarasota	FL	261	2,919	0	100	3,280
34238	Sarasota	Sarasota	FL	702	1,851	0	0	2,553
34239	Sarasota	Sarasota	FL	1,373	1,127	0	0	2,500
34243	Sarasota	Manatee	FL	0	900	0	0	900
<b>TOTAL</b>				<b>5,192</b>	<b>11,119</b>	<b>50</b>	<b>100</b>	<b>16,461</b>

**7D. Distribution by Zip Code (03/10/2023 Edition) Friday - Siesta Key Observer**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
34242	Siesta	Sarasota	FL	2,000	3,479	0	100	5,579
<b>TOTAL</b>				<b>2,000</b>	<b>3,479</b>	<b>0</b>	<b>100</b>	<b>5,579</b>

**8A. Distribution by County (3/10/2023 Edition) Friday - East County Observer**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Manatee	Bradenton Ellenton Sarasota	FL	9,246	8,770	0	0	18,016
Sarasota	Sarasota	FL	0	145	0	100	245
<b>TOTAL</b>			<b>9,246</b>	<b>8,915</b>	<b>0</b>	<b>100</b>	<b>18,261</b>

**8B. Distribution by County (3/10/2023 Edition) Friday - Longboat Observer**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Manatee	Anna Maria Bradenton Bradenton Beach Long Boat Key Sarasota	FL	351	8,011	0	0	8,362
Sarasota	Sarasota	FL	97	2,865	175	100	3,237
<b>TOTAL</b>			<b>448</b>	<b>10,876</b>	<b>175</b>	<b>100</b>	<b>11,599</b>

**8C. Distribution by County (3/10/2023 Edition) Friday - Sarasota Observer**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Manatee	Sarasota	FL	0	900	0	0	900
Sarasota	Fruitville Osprey Sarasota	FL	5,192	10,219	50	100	15,561
<b>TOTAL</b>			<b>5,192</b>	<b>11,119</b>	<b>50</b>	<b>100</b>	<b>16,461</b>

**8D. Distribution by County (03/10/2023 Edition) Friday - Siesta Key Observer**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Sarasota	Siesta	FL	2,000	3,479	0	100	5,579
<b>TOTAL</b>			<b>2,000</b>	<b>3,479</b>	<b>0</b>	<b>100</b>	<b>5,579</b>

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

Observer Media Group - Sarasota / Bradenton reported an average mail distribution of 99 during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. Observer Media Group - Sarasota / Bradenton reported an average carrier delivery distribution of 17,319 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 Observer Media Group - Sarasota / Bradenton publication) on a regular basis to substantiate the publisher’s distribution claims.**

**CVC verification confirms that 248 of 309 or 80.3% report they regularly read or look through the (appropriate Observer Media Group - Sarasota / Bradenton publication).**

\*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%.



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**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 Observer Media Group - Sarasota / Bradenton’s claim of 2,283 returnable source distributed editions returned to the publisher unclaimed after the edition cycle.**

**11. Paid Reporting Analysis**

<b>CARRIER DELIVERY</b>	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
<b>MAIL</b>	Basic Rates: \$200.00 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	89
Over 75% of basic rate	0
Over 50% of basic rate	0
Over 25% of basic rate	0
1%-24% of basic rate	0
Less than 1% of basic rate*	0
<b>SPONSORED</b>	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
<b>SINGLE COPY</b>	COVER PRICE: N/A
	AVERAGE WHOLESALE RATE: N/A

**12A. Audited Average Website Reporting - www.youobserverfl.com**

	Monthly Audit Period Average
Website Unique Users	243,334
Website Sessions	338,223
Percent of New Users	80.9%
Website Page Views	624,090
Pages Per Visit	1.85
Average Time Spent on Website	00:01:00
Bounce Rate	80.1%

**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	Not Reported
Digital Edition Page Views	11,656

**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 Usage	March 2023
www.facebook.com/ObserverGroup	35,271 Likes	35,848 Likes
Twitter - @ObserverGroup	7,852 Followers	7,975 Followers
Instagram.com/ObserverGroup	3,791 Followers	3,886 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	66,638
Average Open Rate	46.3%
Average Click Rate	3.8%

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

**PARAGRAPH TWELVE (E)**

**NON-SUBSCRIBER EMAIL OPT-IN DATABASE:** Subscribers who have provided email contact data to receive newsletters, special content, special offers, coupons or redemption codes for use within a specified period of time, and are sourced through third party efforts such as trade shows, opt-in email newsletters or surveys.

**12F. Video & Podcast Media - 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 June 30, 2024.**

If this report is presented after June 30, 2024 please call the toll-free number listed below.



Observer Media Group - Sarasota / Bradenton - Sarasota, FL - 01-9109 - Supplemental Readership Study

The Circulation Verification Council surveyed Observer Media Group - Sarasota / Bradenton 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. 248 Survey respondents were interviewed during the verification of carrier delivery and mail distribution. 241 Survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution. 24 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: 2.5**  
\*Readership estimates compiled from 2023 CVC circulation & readership study data.

1. The (appropriate Observer Media Group - Sarasota / Bradenton publication) is distributed regularly in your area. Do you regularly read or look through the (appropriate Observer Media Group - Sarasota / Bradenton publication)?

YES      513      Survey Respondents

2. Do you frequently purchase products or services from ads seen in the (appropriate Observer Media Group - Sarasota / Bradenton publication)?

YES      388      75.6%  
NO      125      24.4%

3. How long do you keep the (appropriate Observer Media Group - Sarasota / Bradenton publication) before discarding it?

45%      1-2 Days  
21%      3-4 Days  
21%      5-6 Days  
13%      1 Week or More

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

Reader Demographics	Market Demographics	
45%	48%	Male Readers
55%	52%	Female Readers



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5. What range best describes your age.

Reader Demographics	Market Demographics
00%	04% 18 - 20
<01%	05% 21 - 24
03%	12% 25 - 34
18%	12% 35 - 44
25%	17% 45 - 54
28%	18% 55 - 64
21%	16% 65 - 74
05%	11% 75 - 84
00%	05% 85 years or older

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

Reader Demographics	Market Demographics
00%	11% under \$15,000
02%	11% \$15,000 - \$24,999
03%	11% \$25,000 - \$34,999
06%	15% \$35,000 - \$49,999
09%	18% \$50,000 - \$74,999
14%	12% \$75,000 - \$99,999
15%	08% \$100,000 - \$124,999
11%	05% \$125,000 - \$149,999
19%	04% \$150,000 - \$199,999
21%	05% over \$200,000

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

Reader Demographics	Market Demographics
00%	11% Some High School or Less
11%	28% Graduated High School
18%	31% Some College
43%	18% Graduated College
19%	09% Completed Master Degree
06%	02% Completed Professional Degree
03%	01% Completed Doctorate Degree



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

- 15% New Automobile, Truck or SUV
- 11% Used Automobile, Truck or SUV
- 09% Antiques / Auctions
- 41% Furniture / Home Furnishings
- 25% Major Home Appliance
- 26% Computers, Tablets or Laptops
- 35% Home Improvements or Home Improvement Supplies
- 24% Television or Electronics
- 15% Carpet or Flooring
- 29% Automobile Accessories (tires, brakes or service)
- 34% Lawn & Garden Supplies
- 31% Florist / Gift Shops
- 17% Home Heating & Air Conditioning (service, new equipment)
- 59% Vacations / Travel
- 11% Real Estate (Sell or purchase)
- 45% Men's Apparel
- 71% Women's Apparel
- 15% Children's Apparel
- 02% Boats or Personal Watercraft
- 15% Art & Crafts Supplies
- 06% Childcare
- 07% Education or Classes
- 11% Attorney
- 28% Veterinarian
- 11% Chiropractor
- 32% Financial Planner (Retirement, Investing)
- 33% Tax Advisor / Tax Services
- 31% Health Club / Exercise Class
- 34% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
- 11% Weight Loss
- 27% Lawn Care Service (Maintenance & Landscaping)
- 25% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
- 45% Pharmacist / Prescription Service
- 25% Cell Phone or Smart Phone (New Service or Update Service)
- 77% Dining & Entertainment
- 24% Jewelry
- 04% Wedding Supplies
- 21% Athletic & Sports Equipment
- 01% Motorcycles / ATV's
- 45% Medical Services / Physicians
- 29% Pet Supplies

(% = Positive respondents)



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