



Audit Period: January 1, 2015 – December 31, 2015

# Tampa Bay Newspapers (Weekly Publications)



**Audit Period: January 1, 2015 – December 31, 2015**

**Tampa Bay Newspapers  
(Weekly Publications)**

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**1. Audited Media Platforms**

Print Publication:	Average Net Circulation:	103,774 (Print Edition)
Digital Edition:		1,952 (Digital Edition)
Website:	Average Website Unique Visitors:	39,697

**2. Publication Information**

Number of Editions:	Five
Format / Average Page Count:	5 Broadsheet / 30 Pages
Circulation Cycle:	Weekly
Ownership:	Tampa Bay Newspapers, Inc. / Times Publishing Co.
Year Established:	1977
Publication Type:	Community Newspaper
Content:	60% Advertising / 40% Editorial
Circulation Paid/Unpaid:	100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods:	69% Carrier Delivery / 31% Controlled Bulk & Single Copy
Annual Mail Subscription Rate:	\$100.00
Insert Zoning Available:	Yes - ZIP Code / Route / Zone
CVC Member Number:	20-0902
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, 2016
Mechanical Data:	Six (6) columns x 21-inch column depth Full page: 11.5" wide X 21" depth.
Open Rate:	Local: \$12.00 per column inch National: \$12.00 per column inch
Insert Open Rate:	\$29.00 - \$40.00 per thousand
Classified Rate:	\$39.00 for up to 15 words (includes all weekly publications)
Deadline Day & Time:	Friday (week prior) by 12 Noon
Additional rates may be available from the publisher.	

**4. Contact Information**

Publisher:	Dan Autrey	EMAIL: <a href="mailto:dautrey@tbnweekly.com">dautrey@tbnweekly.com</a>
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**5. Audited Circulation, Distribution and Net Press Averages - Print Edition**

CVC Account Number: 20-0902	Weeklies	Tampa Bay Newspapers Seminole, FL
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>103,774</b>
Average Gross Distribution	(5-F)	104,590
Average Net Press Run	(5-A)	104,715
<b>Audit Period Detail</b>		
A. Average Net Press Run		104,715
B. Office / File		125
C. Controlled Distribution		
1. Carrier Delivery		71,736
2. Bulk Delivery / Demand Distribution		32,314
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		540
Total Average Controlled Distribution		104,590
Controlled Returns		(816)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>		<b>103,774</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		104,590
G. Total Unclaimed / Returns		(816)*
<b>H. Average Net Circulation</b>		<b>103,774</b>



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

CVC Account Number: 20-0013	Thursday	Beach Beacon Seminole, FL
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>14,456</b>
Average Gross Distribution	(5-F)	14,640
Average Net Press Run	(5-A)	14,665
<b>Audit Period Detail</b>		
A. Average Net Press Run		14,665
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		8,499
2. Bulk Delivery / Demand Distribution		6,056
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		85
Total Average Controlled Distribution		14,640
Controlled Returns		(184)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>		<b>14,456</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		14,640
G. Total Unclaimed / Returns		(184)*
<b>H. Average Net Circulation</b>		<b>14,456</b>



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

CVC Account Number: 20-0012	Thursday	Belleair Bee Seminole, FL
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>12,068</b>
Average Gross Distribution	(5-F)	12,225
Average Net Press Run	(5-A)	12,250
<b>Audit Period Detail</b>		
A. Average Net Press Run		12,250
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		6,235
2. Bulk Delivery / Demand Distribution		5,890
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		100
Total Average Controlled Distribution		12,225
Controlled Returns		(157)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>		<b>12,068</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		12,225
G. Total Unclaimed / Returns		(157)*
<b>H. Average Net Circulation</b>		<b>12,068</b>

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

CVC Account Number: 20-0014	Friday	Clearwater Beacon Seminole, FL
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>25,204</b>
Average Gross Distribution	(5-F)	25,325
Average Net Press Run	(5-A)	25,350
<b>Audit Period Detail</b>		
A. Average Net Press Run		25,350
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		18,305
2. Bulk Delivery / Demand Distribution		6,940
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		80
Total Average Controlled Distribution		25,325
Controlled Returns		(121)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>		<b>25,204</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		25,325
G. Total Unclaimed / Returns		(121)*
<b>H. Average Net Circulation</b>		<b>25,204</b>



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

CVC Account Number: 20-0011	Thursday	Largo Leader Seminole, FL
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>24,342</b>
Average Gross Distribution	(5-F)	24,525
Average Net Press Run	(5-A)	24,550
<b>Audit Period Detail</b>		
A. Average Net Press Run		24,550
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		16,572
2. Bulk Delivery / Demand Distribution		7,853
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		100
Total Average Controlled Distribution		24,525
Controlled Returns		(183)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>		<b>24,342</b>
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		0
Paid Returns		(0)
<b>TOTAL AVERAGE PAID CIRCULATION</b>		<b>0</b>
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Rooms		0
5. Education		0
Total Average Sponsored Distribution		0
Sponsored Returns		(0)
<b>TOTAL AVERAGE SPONSORED CIRCULATION</b>		<b>0</b>
F. Average Gross Distribution		24,525
G. Total Unclaimed / Returns		(183)*
<b>H. Average Net Circulation</b>		<b>24,342</b>

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

CVC Account Number: 20-0010	Thursday	Seminole Beacon Seminole, FL
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>27,704</b>
Average Gross Distribution	(5-F)	27,875
Average Net Press Run	(5-A)	27,900
<b>Audit Period Detail</b>		
A. Average Net Press Run		27,900
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		22,125
2. Bulk Delivery / Demand Distribution		5,575
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		175
Total Average Controlled Distribution		27,875
Controlled Returns		(171)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>		<b>27,704</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		27,875
G. Total Unclaimed / Returns		(171)*
<b>H. Average Net Circulation</b>		<b>27,704</b>



## Explanatory – Print

### PARAGRAPH FIVE AUDIT PERIOD SUMMARY

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

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

**NET PRESS RUN:** Average net press run based on quarterly averages during the audit period indicated. The net press run average does not include press waste, or start-up copies. See audit period detail (A).

### AUDIT PERIOD DETAIL

**A. 1. NET PRESS RUN:** Average net press run based on quarterly averages during the audit period indicated. The net press run average does not include press waste, or start-up copies.

**B. 1. OFFICE / FILE:** Undistributed editions maintained by the publisher for office purposes. Office / File editions do not qualify as controlled, paid, or sponsored distribution.

**C. CONTROLLED DISTRIBUTION (NON-PAID):** Editions distributed by the publisher free of charge.

**1. CARRIER DELIVERY:** Editions delivered by private carrier to single family residences, and/or multi-family residences, and/or businesses.

**2. CONTROLLED BULK / DEMAND DISTRIBUTION:** Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5G returns.

**3. MAIL:** Editions delivered by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses, and/or post office boxes.

**4. REQUESTOR MAIL:** Editions delivered on a requestor basis by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses, and/or post office boxes. Qualified requestor circulation and other mail permit qualifications are audited by the United States Postal Service and not determined by CVC.

**5. CONTROLLED WAITING ROOMS:** Editions delivered to the waiting areas of local business and office buildings, including, but not limited to salons, medical and professional offices.

**6. CONTROLLED HOTELS:** Editions distributed to area hotels and available to individual readers. Subject to paragraph 5G returns.

**7. EVENTS, FAIRS, FESTIVALS and TRADE SHOWS:** Editions distributed to attendees and members of conventions, local fairs, festivals, trade shows and available to individual readers. Subject to paragraph 5G returns.

**8. CONTROLLED EDUCATION:** Editions distributed to area schools or educational institutions and available to individual readers. Subject to paragraph 5G returns.

**9. RESTOCK / OFFICE SERVICE:** Editions maintained and distributed by the publisher for restock of newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5G returns.

**CONTROLLED RETURNS:** Edition distributed in the controlled distribution category, returned to the publisher unclaimed during the edition cycle \*(See paragraph 11 for CVC return/unclaimed confirmation.) Publications with greater than 25% returnable source distribution must report returns or unclaimed copies to qualify for net circulation reporting.

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

**1. CARRIER DELIVERY:** See C1 for explanation of carrier home delivery. See paragraph 12 for paid reporting analysis.

**2. SINGLE COPY:** Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5G returns. See paragraph 12 for paid reporting analysis.

**3. MAIL:** See C3 for explanation of mail distribution. See paragraph 12 for paid reporting analysis.

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

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

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

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

**PAID RETURNS:** See section C: controlled returns for explanation of returns reporting. \*(See paragraph 11 for CVC return/unclaimed confirmation.)

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

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

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

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

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

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

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

**SPONSORED RETURNS:** See section C: controlled returns for explanation of returns reporting \*(See paragraph 11 for CVC return/unclaimed confirmation.)

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

**G. TOTAL UNCLAIMED / RETURNS:** Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle. \*(See paragraph 11 for CVC return/unclaimed confirmation.)

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

**6A. Audited Average Website Reporting - www.tbnweekly.com**

	Monthly Audit Period Average
Website Unique Visitors	39,697
Website Visitors	49,749
Website Page Views	86,342
Pages Per Visit	1.74

**Explanatory – Website**

**PARAGRAPH SIX (A)**

**UNIQUE VISITORS:** A unique visitor 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 visitors. Please see CVC Rules & Regulations for further information.

**VISITORS:** The total number of visitors, expressed as a monthly average, to a publication’s website regardless of unique status, as expressed above.

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

**PAGES PER VISIT:** The average number of page views per session, expressed as a monthly average.

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

	Monthly Audit Period Average
Unique Digital Edition Visitors (Web)	1,952
Digital Edition Page Views (Web)	51,988

**Explanatory – Digital Edition**

**PARAGRAPH SIX (B)**

**UNIQUE DIGITAL EDITION VISITORS (WEB):** Unique visitors 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 visitor counts once within the timescale. A visitor can make multiple visits. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.

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

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

**6D. Social Media - Not Reported**

**6E. Email Media - Not Reported**

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

**7A. Average Print Circulation History – Beach Beacon**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/15-12/31/15	CVC	14,776	14,633	14,119	14,297
01/01/14-12/31/14	CVC	13,751	13,403	13,308	13,579
01/01/13-12/31/13	CVC	12,931	13,604	13,171	13,423
01/01/12-12/31/12	CVC	9,979	9,884	9,551	9,736
01/01/11-12/31/11	CVC	10,169	10,061	9,834	9,880
01/01/10-12/31/10	CVC	10,139	10,041	9,967	10,027
01/01/09-12/31/09	CVC	10,451	10,002	9,915	9,946
01/01/08-12/31/08	CVC	10,822	10,510	10,318	10,322
01/01/07-12/31/07	CVC	10,777	10,691	10,529	10,535
01/01/06-12/31/06	CVC	10,742	10,549	10,494	10,511
01/01/05-12/31/05	CVC	10,771	10,661	10,510	10,568
10/01/02-12/31/04	Prior CVC	-	-	-	-



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**7B. Average Print Circulation History – Belleair Bee**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/15-12/31/15	CVC	12,116	12,076	12,022	12,058
01/01/14-12/31/14	CVC	12,087	12,029	12,005	12,002
01/01/13-12/31/13	CVC	12,071	11,987	11,948	12,023
01/01/12-12/31/12	CVC	12,225	12,018	11,718	11,826
01/01/11-12/31/11	CVC	12,838	12,729	12,513	12,238
01/01/10-12/31/10	CVC	12,734	12,676	12,579	12,671
01/01/09-12/31/09	CVC	13,135	12,708	12,659	12,683
01/01/08-12/31/08	CVC	13,755	13,505	13,195	13,229
01/01/07-12/31/07	CVC	13,857	13,669	13,605	13,576
01/01/06-12/31/06	CVC	13,805	13,717	13,670	13,722
01/01/05-12/31/05	CVC	13,905	13,771	13,648	13,632
04/01/03-12/31/04	Prior CVC	-	-	-	-

**7C. Average Print Circulation History – Clearwater Beacon**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/15-12/31/15	CVC	25,252	25,222	25,167	25,176
01/01/14-12/31/14	CVC	25,223	25,175	25,197	25,217
01/01/13-12/31/13	CVC	25,086	25,081	25,072	25,108
01/01/12-12/31/12	CVC	25,338	25,251	24,910	25,021
01/01/11-12/31/11	CVC	24,847	25,031	25,536	25,373
01/01/10-12/31/10	CVC	24,161	24,472	24,762	24,781
01/01/09-12/31/09	CVC	24,571	24,146	24,201	24,189
01/01/08-12/31/08	CVC	25,277	25,066	24,621	24,650
01/01/07-12/31/07	CVC	24,635	24,500	25,281	25,203
01/01/06-12/31/06	CVC	21,705	22,563	24,555	24,642
01/01/05-12/31/05	CVC	21,902	21,621	21,633	21,642
04/01/03-12/31/04	Prior CVC	-	-	-	-

**7D. Average Print Circulation History – Largo Leader**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/15-12/31/15	CVC	24,378	24,340	24,289	24,363
01/01/14-12/31/14	CVC	24,364	24,244	24,193	24,269
01/01/13-12/31/13	CVC	24,337	24,282	24,146	24,269
01/01/12-12/31/12	CVC	24,499	24,315	24,004	24,168
01/01/11-12/31/11	CVC	24,297	24,138	23,885	24,254
01/01/10-12/31/10	CVC	24,176	24,133	26,906	24,072
01/01/09-12/31/09	CVC	24,609	24,173	24,161	24,135
01/01/08-12/31/08	CVC	25,115	24,912	24,589	24,651
01/01/07-12/31/07	CVC	25,214	25,223	25,268	24,937
01/01/06-12/31/06	CVC	23,545	24,231	24,832	25,160
01/01/05-12/31/05	CVC	23,210	23,379	23,433	23,515
04/01/03-12/31/04	Prior CVC	-	-	-	-



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**7E. Average Print Circulation History – Seminole Beacon**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/15-12/31/15	CVC	27,798	27,679	27,622	27,717
01/01/14-12/31/14	CVC	27,862	27,635	27,585	27,660
01/01/13-12/31/13	CVC	27,808	27,620	27,625	27,739
01/01/12-12/31/12	CVC	27,898	27,666	27,349	27,623
01/01/11-12/31/11	CVC	28,145	27,940	27,763	27,816
01/01/10-12/31/10	CVC	28,101	27,985	27,916	27,996
01/01/09-12/31/09	CVC	28,354	27,917	27,874	27,971
01/01/08-12/31/08	CVC	28,851	28,495	28,250	28,319
01/01/07-12/31/07	CVC	28,854	28,721	28,670	28,708
01/01/06-12/31/06	CVC	28,922	28,737	28,675	28,825
01/01/05-12/31/05	CVC	28,882	28,848	28,816	28,850
04/01/03-12/31/04	Prior CVC	-	-	-	-

**8A. Distribution by Zip Code (6/25/2015 Edition) Thursday – Beach Beacon**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
33706	Saint Petersburg	Pinellas	FL	4,830	2,400	0	0	7,230
33707	Saint Petersburg	Pinellas	FL	710	0	0	0	710
33708	Saint Petersburg	Pinellas	FL	3,235	2,010	0	0	5,245
33715	Saint Petersburg	Pinellas	FL	0	740	0	0	740
33772	Seminole	Pinellas	FL	0	18	0	110	128
33785	Indian Rocks Beach	Pinellas	FL	0	846	0	0	846
Misc.	Assorted	Assorted	-	0	1	0	0	1
<b>TOTAL</b>				<b>8,775</b>	<b>6,015</b>	<b>0</b>	<b>110</b>	<b>14,900</b>

**8B. Distribution by Zip Code (6/25/2015 Edition) Thursday – Belleair Bee**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
33756	Clearwater	Pinellas	FL	1,200	660	0	0	1,860
33767	Clearwater Beach	Pinellas	FL	1,150	3,034	0	0	4,184
33770	Largo	Pinellas	FL	1,625	1,087	0	0	2,712
33772	Seminole	Pinellas	FL	0	27	0	125	152
33785	Indian Rocks Beach	Pinellas	FL	1,500	880	0	0	2,380
33786	Belleair Beach	Pinellas	FL	760	200	0	0	960
Misc.	Assorted	Assorted	-	0	2	0	0	2
<b>TOTAL</b>				<b>6,235</b>	<b>5,890</b>	<b>0</b>	<b>125</b>	<b>12,250</b>



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**8C. Distribution by Zip Code (6/26/2015 Edition) Friday – Clearwater Beacon**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
33755	Clearwater	Pinellas	FL	2,025	730	0	0	2,755
33756	Clearwater	Pinellas	FL	2,925	1,435	0	0	4,360
33759	Clearwater	Pinellas	FL	2,300	965	0	0	3,265
33761	Clearwater	Pinellas	FL	2,675	930	0	0	3,605
33763	Clearwater	Pinellas	FL	1,940	50	0	0	1,990
33764	Clearwater	Pinellas	FL	2,495	840	0	0	3,335
33765	Clearwater	Pinellas	FL	1,725	1,135	0	0	2,860
33772	Seminole	Pinellas	FL	0	24	0	105	129
34684	Palm Harbor	Pinellas	FL	0	160	0	0	160
34685	Palm Harbor	Pinellas	FL	0	25	0	0	25
34695	Safety Harbor	Pinellas	FL	2,220	645	0	0	2,865
Misc.	Assorted	Assorted	-	0	1	0	0	1
<b>TOTAL</b>				<b>18,305</b>	<b>6,940</b>	<b>0</b>	<b>105</b>	<b>25,350</b>

**8D. Distribution by Zip Code (6/25/2015 Edition) Thursday – Largo Leader**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
33756	Clearwater	Pinellas	FL	1,125	170	0	0	1,295
33760	Clearwater	Pinellas	FL	1,975	410	0	0	2,385
33762	Clearwater	Pinellas	FL	0	345	0	0	345
33764	Clearwater	Pinellas	FL	1,775	438	0	0	2,213
33770	Largo	Pinellas	FL	5,070	1,430	0	0	6,500
33771	Largo	Pinellas	FL	2,350	2,670	0	0	5,020
33772	Seminole	Pinellas	FL	0	16	0	125	141
33773	Largo	Pinellas	FL	1,500	395	0	0	1,895
33774	Largo	Pinellas	FL	2,225	1,530	0	0	3,755
33777	Seminole	Pinellas	FL	0	25	0	0	25
33778	Largo	Pinellas	FL	550	426	0	0	976
<b>TOTAL</b>				<b>16,570</b>	<b>7,855</b>	<b>0</b>	<b>125</b>	<b>24,550</b>

**8E. Distribution by Zip Code (6/25/2015 Edition) Thursday – Seminole Beacon**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
33708	Saint Petersburg	Pinellas	FL	1,260	510	0	0	1,770
33709	Saint Petersburg	Pinellas	FL	0	330	0	0	330
33744	Bay Pines	Pinellas	FL	0	215	0	0	215
33772	Seminole	Pinellas	FL	6,980	2,539	0	200	9,719
33773	Largo	Pinellas	FL	1,160	315	0	0	1,475
33774	Largo	Pinellas	FL	2,125	115	0	0	2,240
33776	Seminole	Pinellas	FL	4,100	570	0	0	4,670
33777	Seminole	Pinellas	FL	4,575	545	0	0	5,120
33778	Largo	Pinellas	FL	1,925	436	0	0	2,361
<b>TOTAL</b>				<b>22,125</b>	<b>5,575</b>	<b>0</b>	<b>200</b>	<b>27,900</b>

**9A. Distribution by County (6/25/2015 Edition) Thursday – Beach Beacon**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Pinellas	Indian Rocks Beach Saint Petersburg Seminole	FL	8,775	6,014	0	110	14,899
Misc.	Assorted	-	0	1	0	0	1
<b>TOTAL</b>			<b>8,775</b>	<b>6,015</b>	<b>0</b>	<b>110</b>	<b>14,900</b>

**9B. Distribution by County (6/25/2015 Edition) Thursday – Belleair Bee**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Pinellas	Belleair Beach Clearwater Clearwater Beach Indian Rocks Beach Largo Seminole	FL	6,235	5,888	0	125	12,248
Misc.	Assorted	-	0	2	0	0	2
<b>TOTAL</b>			<b>6,235</b>	<b>5,890</b>	<b>0</b>	<b>125</b>	<b>12,250</b>

**9C. Distribution by County (6/26/2015 Edition) Friday – Clearwater Beacon**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Pinellas	Clearwater Palm Harbor Safety Harbor Seminole	FL	18,305	6,939	0	105	25,349
Misc.	Assorted	-	0	1	0	0	1
<b>TOTAL</b>			<b>18,305</b>	<b>6940</b>	<b>0</b>	<b>105</b>	<b>25,350</b>

**9D. Distribution by County (6/25/2015 Edition) Thursday – Largo Leader**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Pinellas	Clearwater Largo Seminole	FL	16,570	7,855	0	125	24,550
<b>TOTAL</b>			<b>16,570</b>	<b>7,855</b>	<b>0</b>	<b>125</b>	<b>24,550</b>

**9E. Distribution by County (6/25/2015 Edition) Thursday – Seminole Beacon**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Pinellas	Bay Pines Largo Saint Petersburg Seminole	FL	22,125	5,575	0	200	27,900
<b>TOTAL</b>			<b>22,125</b>	<b>5,575</b>	<b>0</b>	<b>200</b>	<b>27,900</b>



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

Tampa Bay Newspapers (Weekly Editions) reported an average mail distribution of 0 during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. Tampa Bay Newspapers (Weekly Editions) reported an average carrier delivery distribution of 71,736 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. The purpose of the verification is to substantiate receipt of the publication, and further identify individuals who read or look through the publication.

**CVC review indicates that a sufficient number of individuals reported that they receive the (appropriate Tampa Bay Newspaper) on a regular basis to substantiate the publisher's distribution claims.**

**CVC verification confirms that 1,313 of 1,613 or 81.4% report they regularly read or look through the (appropriate Tampa Bay Newspaper).**

\*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%.

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

The Circulation Verification Council performed delivery verification in the primary market areas indicated in paragraph nine. Delivery verification can include, but is not limited to, on-site verification, business and cell phone verification, online, email, and/or social media contact. Delivery verification source data can include, but is not limited to, business and cell phone listings, delivery lists, opt-in email, online, and/or social media databases. Circulation Verification Council performed the delivery verification from locations chosen randomly from the publication's delivery list(s). The purpose was to verify whether the distribution and return quantities reported by the publisher are reasonable and accurate.

**CVC verification substantiates Tampa Bay Newspapers' claim of 816 returnable source distributed editions returned to the publisher unclaimed after the edition cycle.**

**CVC verification confirms that a sufficient number of reported controlled bulk drop locations indicated they received the (appropriate Tampa Bay Newspaper) on a regular basis to substantiate the publication's distribution claims.**

## 12. Paid Reporting Analysis – Not Applicable

### 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, 2017.**

If this report is presented after December 31, 2017 please call the toll-free number listed below.





**Tampa Bay Newspapers - Seminole, FL - 20-0902 - Supplemental Readership Study**

The Circulation Verification Council surveyed Tampa Bay Newspapers 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 three 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 six 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. 1,313 Survey respondents were interviewed during the verification of carrier delivery and mail distribution. 720 Survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution.

- **Average estimated readers per edition during the audit period: 1.915\***  
\*Readership estimates compiled from 2015 CVC circulation & readership study data.

1. The (appropriate Tampa Bay Newspaper) is distributed regularly in your area. Do you regularly read or look through the (appropriate Tampa Bay Newspaper)?

YES      2,033      Survey Respondents

2. Do you frequently purchase products or services from ads seen in the (appropriate Tampa Bay Newspaper)?

YES      1,626      80.0%  
NO      407      20.0%

3. How long do you keep the (appropriate Tampa Bay Newspaper) before discarding it?

49%      1-2 Days  
33%      3-4 Days  
07%      5-6 Days  
11%      1 Week or More

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

Reader	Market	
Demographics	Demographics	
43%	48%	Male Readers
57%	52%	Female Readers



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5. What range best describes your age.

Reader Demographics	Market Demographics
01%	03% 18 - 20
01%	05% 21 - 24
09%	12% 25 - 34
14%	13% 35 - 44
21%	19% 45 - 54
23%	19% 55 - 64
20%	14% 65 - 74
09%	10% 75 - 84
02%	05% 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
12%	12% \$25,000 - \$34,999
17%	16% \$35,000 - \$49,999
25%	18% \$50,000 - \$74,999
15%	12% \$75,000 - \$99,999
10%	07% \$100,000 - \$124,999
06%	04% \$125,000 - \$149,999
05%	04% \$150,000 - \$199,999
05%	04% over \$200,000

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

Reader Demographics	Market Demographics
01%	10% Some High School or Less
30%	30% Graduated High School
33%	33% Some College
26%	19% Graduated College
07%	06% Completed Master Degree
02%	02% Completed Professional Degree
01%	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?

- 18% New Automobile, Truck or SUV
- 23% Used Automobile, Truck or SUV
- 16% Antiques or Auctions
- 45% Furniture or Home Furnishings
- 18% Major Home Appliance
- 18% Computers, Tablets or Laptops
- 33% Home Improvements or Home Improvement Supplies
- 25% Television or Electronics
- 18% Carpet or Flooring
- 58% Automobile Accessories (tires, brakes or service)
- 37% Lawn & Garden Supplies
- 27% Florist or Gift Shops
- 19% Home Heating & Air Conditioning (service, new equipment)
- 63% Vacations or Travel
- 10% Real Estate
- 65% Men's Apparel
- 71% Women's Apparel
- 37% Children's Apparel
- 03% Boats or Personal Watercraft
- 13% Art & Crafts Supplies
- 12% Childcare
- 23% Education or Classes
- 08% Attorney
- 25% Veterinarian
- 19% Chiropractor
- 25% Financial Planner (Retirement, Investing)
- 51% Tax Advisor or Tax Services
- 36% Health Club or Exercise Class
- 34% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
- 08% Weight Loss
- 25% Lawn Care Service (Maintenance & Landscaping)
- 27% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
- 54% Pharmacist or Prescription Service
- 26% Cell Phone or Smart Phone (New Service or Update Service)
- 85% Dining & Entertainment
- 24% Jewelry
- 08% Wedding Supplies
- 30% Athletic & Sports Equipment
- 03% Motorcycles or ATV's

(% = Positive respondents)



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Audit Period: January 1, 2015 – December 31, 2015

# Tampa Bay Newspapers (Monthly Publications)



**Audit Period: January 1, 2015 – December 31, 2015**

**Tampa Bay Newspapers  
(Monthly Publications)**

9911 Seminole Boulevard  
Seminole, FL 33772  
(727) 397-5563  
(727) 397-5900 FAX

EMAIL: [dautrey@tbnweekly.com](mailto:dautrey@tbnweekly.com)  
[www.tbnweekly.com](http://www.tbnweekly.com)

**1. Audited Media Platforms**

Print Publication:	Average Net Circulation:	77,393 (Print Edition)
Digital Edition:		1,952 (Digital Edition)
Website:	Average Website Unique Visitors:	39,697

**2. Publication Information**

Number of Editions:	Four
Format / Average Page Count:	Tabloid / 42 Pages
Circulation Cycle:	Monthly
Ownership:	Tampa Bay Newspapers, Inc. / Times Publishing Co.
Year Established:	1977
Publication Type:	Community Newspaper
Content:	55% Advertising / 45% Editorial
Circulation Paid/Unpaid:	100% Unpaid / 0% Paid / 0% Sponsored
Primary Delivery Methods:	68% Carrier Delivery / 32% Controlled Bulk & Single Copy
Annual Mail Subscription Rate:	\$100.00
Insert Zoning Available:	Yes - ZIP Code / Route / Zone
CVC Member Number:	20-0910
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, 2015
Mechanical Data:	Six (6) columns x 11-inch column depth Full page: 10.25" wide X 11" depth.
Open Rate:	Local: \$10.00 - \$17.00 per column inch National: \$10.00 - \$17.00 per column inch
Insert Open Rate:	\$29.00 - \$40.00 per thousand
Classified Rate:	\$12.50 per line
Deadline Day & Time:	Friday (week prior) by 12 Noon
Additional rates may be available from the publisher.	

**4. Contact Information**

Publisher:	Dan Autrey	EMAIL: <a href="mailto:dautrey@tbnweekly.com">dautrey@tbnweekly.com</a>
Advertising:	Jay Rey	EMAIL: <a href="mailto:jrey@tbnweekly.com">jrey@tbnweekly.com</a>
Circulation:	Lee Shiflett	EMAIL: <a href="mailto:circulation@tbnweekly.com">circulation@tbnweekly.com</a>



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

CVC Account Number: 20-0910	Monthlies	Tampa Bay Newspapers Seminole, FL
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>77,393</b>
Average Gross Distribution	(5-F)	77,872
Average Net Press Run	(5-A)	77,972
<b>Audit Period Detail</b>		
A. Average Net Press Run		77,972
B. Office / File		100
C. Controlled Distribution		
1. Carrier Delivery		53,209
2. Bulk Delivery / Demand Distribution		24,129
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		534
Total Average Controlled Distribution		77,872
Controlled Returns		(479)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>		<b>77,393</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
Total Average Sponsored Distribution		0
Sponsored Returns		(0)
<b>TOTAL AVERAGE SPONSORED CIRCULATION</b>		<b>0</b>
F. Average Gross Distribution		77,872
G. Total Unclaimed / Returns		(479)*
<b>H. Average Net Circulation</b>		<b>77,393</b>



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

CVC Account Number: 20-0280	Monthly	Dunedin Beacon Seminole, FL
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>19,051</b>
Average Gross Distribution	(5-F)	19,138
Average Net Press Run	(5-A)	19,163
<b>Audit Period Detail</b>		
A. Average Net Press Run		19,163
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		13,030
2. Bulk Delivery / Demand Distribution		5,983
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		125
Total Average Controlled Distribution		19,138
Controlled Returns		(87)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>		<b>19,051</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
Total Average Sponsored Distribution		0
Sponsored Returns		(0)
<b>TOTAL AVERAGE SPONSORED CIRCULATION</b>		<b>0</b>
F. Average Gross Distribution		19,138
G. Total Unclaimed / Returns		(87)*
<b>H. Average Net Circulation</b>		<b>19,051</b>



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

CVC Account Number: 15-0531	Monthly	Palm Harbor / Eastlake Beacon Seminole, FL
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>24,211</b>
Average Gross Distribution	(5-F)	24,384
Average Net Press Run	(5-A)	24,409
<b>Audit Period Detail</b>		
A. Average Net Press Run		24,409
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		16,879
2. Bulk Delivery / Demand Distribution		7,355
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		150
Total Average Controlled Distribution		24,384
Controlled Returns		(173)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>		<b>24,211</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
Total Average Sponsored Distribution		0
Sponsored Returns		(0)
<b>TOTAL AVERAGE SPONSORED CIRCULATION</b>		<b>0</b>
F. Average Gross Distribution		24,384
G. Total Unclaimed / Returns		(173)*
<b>H. Average Net Circulation</b>		<b>24,211</b>



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

CVC Account Number: 20-0228	Monthly	Pinellas Park Beacon Seminole, FL
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>19,242</b>
Average Gross Distribution	(5-F)	19,375
Average Net Press Run	(5-A)	19,400
<b>Audit Period Detail</b>		
A. Average Net Press Run		19,400
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		14,200
2. Bulk Delivery / Demand Distribution		5,041
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		134
Total Average Controlled Distribution		19,375
Controlled Returns		(133)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>		<b>19,242</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
Total Average Sponsored Distribution		0
Sponsored Returns		(0)
<b>TOTAL AVERAGE SPONSORED CIRCULATION</b>		<b>0</b>
F. Average Gross Distribution		19,375
G. Total Unclaimed / Returns		(133)*
<b>H. Average Net Circulation</b>		<b>19,242</b>



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

CVC Account Number: 20-0293	Monthly	Tarpon Springs Beacon Seminole, FL
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>14,889</b>
Average Gross Distribution	(5-F)	14,975
Average Net Press Run	(5-A)	15,000
<b>Audit Period Detail</b>		
A. Average Net Press Run		15000
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		9,100
2. Bulk Delivery / Demand Distribution		5,750
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		125
Total Average Controlled Distribution		14,975
Controlled Returns		(86)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>		<b>14,889</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
Total Average Sponsored Distribution		0
Sponsored Returns		(0)
<b>TOTAL AVERAGE SPONSORED CIRCULATION</b>		<b>0</b>
F. Average Gross Distribution		14,975
G. Total Unclaimed / Returns		(86)*
<b>H. Average Net Circulation</b>		<b>14,889</b>

## Explanatory – Print

### PARAGRAPH FIVE AUDIT PERIOD SUMMARY

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

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

**NET PRESS RUN:** Average net press run based on quarterly averages during the audit period indicated. The net press run average does not include press waste, or start-up copies. See audit period detail (A).

### AUDIT PERIOD DETAIL

**A. 1. NET PRESS RUN:** Average net press run based on quarterly averages during the audit period indicated. The net press run average does not include press waste, or start-up copies.

**B. 1. OFFICE / FILE:** Undistributed editions maintained by the publisher for office purposes. Office / File editions do not qualify as controlled, paid, or sponsored distribution.

**C. CONTROLLED DISTRIBUTION (NON-PAID):** Editions distributed by the publisher free of charge.

**1. CARRIER DELIVERY:** Editions delivered by private carrier to single family residences, and/or multi-family residences, and/or businesses.

**2. CONTROLLED BULK / DEMAND DISTRIBUTION:** Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5G returns.

**3. MAIL:** Editions delivered by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses, and/or post office boxes.

**4. REQUESTOR MAIL:** Editions delivered on a requestor basis by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses, and/or post office boxes. Qualified requestor circulation and other mail permit qualifications are audited by the United States Postal Service and not determined by CVC.

**5. CONTROLLED WAITING ROOMS:** Editions delivered to the waiting areas of local business and office buildings, including, but not limited to salons, medical and professional offices.

**6. CONTROLLED HOTELS:** Editions distributed to area hotels and available to individual readers. Subject to paragraph 5G returns.

**7. EVENTS, FAIRS, FESTIVALS and TRADE SHOWS:** Editions distributed to attendees and members of conventions, local fairs, festivals, trade shows and available to individual readers. Subject to paragraph 5G returns.

**8. CONTROLLED EDUCATION:** Editions distributed to area schools or educational institutions and available to individual readers. Subject to paragraph 5G returns.

**9. RESTOCK / OFFICE SERVICE:** Editions maintained and distributed by the publisher for restock of newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5G returns.

**CONTROLLED RETURNS:** Edition distributed in the controlled distribution category, returned to the publisher unclaimed during the edition cycle \*(See paragraph 11 for CVC return/unclaimed confirmation.) Publications with greater than 25% returnable source distribution must report returns or unclaimed copies to qualify for net circulation reporting.

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

**1. CARRIER DELIVERY:** See C1 for explanation of carrier home delivery. See paragraph 12 for paid reporting analysis.

**2. SINGLE COPY:** Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5G returns. See paragraph 12 for paid reporting analysis.

**3. MAIL:** See C3 for explanation of mail distribution. See paragraph 12 for paid reporting analysis.

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

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

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

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

**PAID RETURNS:** See section C: controlled returns for explanation of returns reporting. \*(See paragraph 11 for CVC return/unclaimed confirmation.)

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

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

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

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

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

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

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

**SPONSORED RETURNS:** See section C: controlled returns for explanation of returns reporting \*(See paragraph 11 for CVC return/unclaimed confirmation.)

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

**G. TOTAL UNCLAIMED / RETURNS:** Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle. \*(See paragraph 11 for CVC return/unclaimed confirmation.)

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



**6A. Audited Average Website Reporting - www.tbnweekly.com**

	Monthly Audit Period Average
Website Unique Visitors	39,697
Website Visitors	49,749
Website Page Views	86,342
Pages Per Visit	1.74

**Explanatory – Website**

**PARAGRAPH SIX (A)**

**UNIQUE VISITORS:** A unique visitor 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 visitors. Please see CVC Rules & Regulations for further information.

**VISITORS:** The total number of visitors, expressed as a monthly average, to a publication’s website regardless of unique status, as expressed above.

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

**PAGES PER VISIT:** The average number of page views per session, expressed as a monthly average.

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

	Monthly Audit Period Average
Unique Digital Edition Visitors (Web)	1,952
Digital Edition Page Views (Web)	51,988

**Explanatory – Digital Edition**

**PARAGRAPH SIX (B)**

**UNIQUE DIGITAL EDITION VISITORS (WEB):** Unique visitors 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 visitor counts once within the timescale. A visitor can make multiple visits. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.

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

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

**6D. Social Media - Not Reported**

**6E. Email Media - Not Reported**

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

**7A. Average Print Circulation History – Dunedin Beacon**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/15-12/31/15	CVC	18,790	19,067	19,080	19,314
01/01/14-12/31/14	CVC	18,556	18,575	18,649	18,786
01/01/13-12/31/13	CVC	18,503	18,516	18,466	18,534
01/01/12-12/31/12	CVC	18,489	18,465	18,321	18,399
01/01/11-12/31/11	CVC	20,563	19,575	18,349	18,506
01/01/10-12/31/10	CVC	20,419	20,580	20,516	20,501
04/01/09-12/31/09	CVC	-	20,282	20,325	20,361

**7B. Average Print Circulation History – Palm Harbor / Eastlake Beacon**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/15-12/31/15	CVC	24,054	23,897	24,338	24,554
01/01/14-12/31/14	CVC	23,816	23,719	23,815	24,003
01/01/13-12/31/13	CVC	23,575	23,666	23,676	23,718
01/01/12-12/31/12	CVC	23,620	23,449	23,515	23,484
04/01/11-12/31/11	CVC	-	24,653	24,191	23,649

**7C. Average Print Circulation History – Pinellas Park Beacon**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/15-12/31/15	CVC	19,288	19,239	19,197	19,245
01/01/14-12/31/14	CVC	19,116	19,151	19,266	19,281
01/01/13-12/31/13	CVC	18,801	18,938	19,112	19,138
01/01/12-12/31/12	CVC	18,997	18,950	18,645	18,683
01/01/11-12/31/11	CVC	19,446	19,258	18,925	18,939
01/01/10-12/31/10	CVC	19,436	19,362	19,308	19,342
01/01/09-12/31/09	CVC	19,923	19,469	19,430	19,424
01/01/08-12/31/08	CVC	21,794	21,676	20,073	20,002
01/01/07-12/31/07	CVC	21,912	21,965	21,891	21,619
01/01/06-12/31/06	CVC	21,632	20,966	20,702	21,225
07/01/05-12/31/05	CVC	-	-	21,456	21,501

**7D. Average Print Circulation History – Tarpon Springs Beacon**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/15-12/31/15	CVC	14,907	14,819	14,888	14,942
01/01/14-12/31/14	CVC	14,853	14,835	14,781	14,884
10/01/13-12/31/13	CVC	-	-	-	14,710

**8A. Distribution by Zip Code (June 2015 Edition) Monthly – Dunedin Beacon**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
33755	Clearwater	Pinellas	FL	1,450	45	0	0	1,495
33761	Clearwater	Pinellas	FL	0	385	0	0	385
33763	Clearwater	Pinellas	FL	0	220	0	0	220
33765	Clearwater	Pinellas	FL	0	120	0	0	120
33772	Seminole	Pinellas	FL	0	44	0	150	194
33778	Largo	Pinellas	FL	0	1	0	0	1
34660	Ozona	Pinellas	FL	0	200	0	0	200
34683	Palm Harbor	Pinellas	FL	400	25	0	0	425
34698	Dunedin	Pinellas	FL	11,180	4,980	0	0	16,160
<b>TOTAL</b>				<b>13,030</b>	<b>6,020</b>	<b>0</b>	<b>150</b>	<b>19,200</b>

**8B. Distribution by Zip Code (June 2015 Edition) Monthly – Palm Harbor / Eastlake Beacon**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
33772	Seminole	Pinellas	FL	0	29	0	150	179
33778	Largo	Pinellas	FL	0	2	0	0	2
34677	Oldsmar	Pinellas	FL	1,500	1,130	0	0	2,630
34683	Palm Harbor	Pinellas	FL	5,825	1,980	0	0	7,805
34684	Palm Harbor	Pinellas	FL	3,825	2,195	0	0	6,020
34685	Palm Harbor	Pinellas	FL	5,375	1,794	0	0	7,169
34698	Dunedin	Pinellas	FL	0	395	0	0	395
<b>TOTAL</b>				<b>16,525</b>	<b>7,525</b>	<b>0</b>	<b>150</b>	<b>24,200</b>



**8C. Distribution by Zip Code (June 2015 Edition) Monthly – Pinellas Park Beacon**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
33702	Saint Petersburg	Pinellas	FL	225	55	0	0	280
33709	Saint Petersburg	Pinellas	FL	1,075	585	0	0	1,660
33710	Saint Petersburg	Pinellas	FL	0	195	0	0	195
33714	Saint Petersburg	Pinellas	FL	1,075	170	0	0	1,245
33762	Clearwater	Pinellas	FL	700	100	0	0	800
33764	Clearwater	Pinellas	FL	0	25	0	0	25
33772	Seminole	Pinellas	FL	0	19	0	150	169
33773	Largo	Pinellas	FL	850	155	0	0	1,005
33778	Largo	Pinellas	FL	0	1	0	0	1
33781	Pinellas Park	Pinellas	FL	5,925	1,970	0	0	7,895
33782	Pinellas Park	Pinellas	FL	4,350	1,775	0	0	6,125
<b>TOTAL</b>				<b>14,200</b>	<b>5,050</b>	<b>0</b>	<b>150</b>	<b>19,400</b>

**8D. Distribution by Zip Code (June 2015 Edition) Monthly – Tarpon Springs Beacon**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
33772	Seminole	Pinellas	FL	0	19	0	150	169
33778	Largo	Pinellas	FL	0	1	0	0	1
34683	Palm Harbor	Pinellas	FL	600	205	0	0	805
34684	Palm Harbor	Pinellas	FL	950	305	0	0	1,255
34688	Tarpon Springs	Pinellas	FL	2,150	0	0	0	2,150
34689	Tarpon Springs	Pinellas	FL	5,400	5,220	0	0	10,620
<b>TOTAL</b>				<b>9,100</b>	<b>5,750</b>	<b>0</b>	<b>150</b>	<b>15,000</b>

**9A. Distribution by County (June 2015 Edition) Monthly – Dunedin Beacon**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Pinellas	Clearwater Dunedin Largo Ozona Palm Harbor Seminole	FL	13,030	6,020	0	150	19,200
<b>TOTAL</b>			<b>13,030</b>	<b>6,020</b>	<b>0</b>	<b>150</b>	<b>19,200</b>

**9B. Distribution by County (June 2015 Edition) Monthly - Palm Harbor / Eastlake Beacon**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Pinellas	Dunedin Largo Oldsmar Palm Harbor Seminole	FL	16,525	7,525	0	150	24,200
<b>TOTAL</b>			<b>16,525</b>	<b>7,525</b>	<b>0</b>	<b>150</b>	<b>24,200</b>

**9C. Distribution by County (June 2015 Edition) Monthly – Pinellas Park Beacon**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Pinellas	Clearwater Largo Pinellas Park Saint Petersburg Seminole	FL	14,200	5,050	0	150	19,400
TOTAL			14,200	5,050	0	150	19,400

**9D. Distribution by County (June 2015 Edition) Monthly – Tarpon Springs Beacon**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Pinellas	Largo Palm Harbor Seminole Tarpon Springs	FL	9,100	5,750	0	150	15,000
TOTAL			9,100	5,750	0	150	15,000

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

Tampa Bay Newspapers (Monthly Editions) reported an average mail distribution of 0 during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. Tampa Bay Newspapers (Monthly Editions) reported an average carrier delivery distribution of 53,209 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. The purpose of the verification is to substantiate receipt of the publication, and further identify individuals who read or look through the publication.

**CVC review indicates that a sufficient number of individuals reported that they receive the (appropriate Tampa Bay Newspaper) on a regular basis to substantiate the publisher’s distribution claims.**

**CVC verification confirms that 1,025 of 1,448 or 70.8% report they regularly read or look through the (appropriate Tampa Bay Newspaper).**

\*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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### 11. Verification of Distribution – Controlled Bulk / Demand Distribution / Single Copy

The Circulation Verification Council performed delivery verification in the primary market areas indicated in paragraph nine. Delivery verification can include, but is not limited to, on-site verification, business and cell phone verification, online, email, and/or social media contact. Delivery verification source data can include, but is not limited to, business and cell phone listings, delivery lists, opt-in email, online, and/or social media databases. Circulation Verification Council performed the delivery verification from locations chosen randomly from the publication's delivery list(s). The purpose was to verify whether the distribution and return quantities reported by the publisher are reasonable and accurate.

**CVC verification substantiates Tampa Bay Newspapers' claim of 479 returnable source distributed editions returned to the publisher unclaimed after the edition cycle.**

**CVC verification confirms that a sufficient number of reported controlled bulk drop locations indicated they received the (appropriate Tampa Bay Newspaper) on a regular basis to substantiate the publication's distribution claims.**

### 12. Paid Reporting Analysis – Not Applicable

### 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, 2017.**

**If this report is presented after December 31, 2017 please call the toll-free number listed below.**



## Tampa Bay Newspapers - Seminole, FL - 20-0910 - Supplemental Readership Study

The Circulation Verification Council surveyed Tampa Bay Newspapers 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 three 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 six 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. 1,025 Survey respondents were interviewed during the verification of carrier delivery and mail distribution. 313 Survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution.

- **Average estimated readers per edition during the audit period: 1.838\***

\*Readership estimates compiled from 2015 CVC circulation & readership study data.

1. The (appropriate Tampa Bay Newspaper) is distributed regularly in your area. Do you regularly read or look through the (appropriate Tampa Bay Newspaper)?

YES      1,338      Survey Respondents

2. Do you frequently purchase products or services from ads seen in the (appropriate Tampa Bay Newspaper)?

YES      930      69.5%  
NO      408      30.5%

3. How long do you keep the (appropriate Tampa Bay Newspaper) before discarding it?

70%      Two weeks or less  
14%      Three weeks  
15%      One month  
01%      More than one month

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

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



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5. What range best describes your age.

Reader Demographics	Market Demographics
01%	04% 18 - 20
01%	05% 21 - 24
07%	13% 25 - 34
15%	14% 35 - 44
21%	20% 45 - 54
23%	19% 55 - 64
19%	13% 65 - 74
11%	09% 75 - 84
02%	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
10%	12% \$25,000 - \$34,999
17%	16% \$35,000 - \$49,999
22%	19% \$50,000 - \$74,999
17%	13% \$75,000 - \$99,999
10%	07% \$100,000 - \$124,999
08%	04% \$125,000 - \$149,999
07%	03% \$150,000 - \$199,999
04%	03% over \$200,000

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

Reader Demographics	Market Demographics
01%	11% Some High School or Less
29%	31% Graduated High School
33%	33% Some College
26%	18% Graduated College
08%	05% Completed Master Degree
02%	01% Completed Professional Degree
01%	01% Completed Doctorate Degree

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

- 16% New Automobile, Truck or SUV
- 21% Used Automobile, Truck or SUV
- 16% Antiques or Auctions
- 47% Furniture or Home Furnishings
- 17% Major Home Appliance
- 18% Computers, Tablets or Laptops
- 30% Home Improvements or Home Improvement Supplies
- 22% Television or Electronics
- 16% Carpet or Flooring
- 51% Automobile Accessories (tires, brakes or service)
- 30% Lawn & Garden Supplies
- 25% Florist or Gift Shops
- 20% Home Heating & Air Conditioning (service, new equipment)
- 56% Vacations or Travel
- 09% Real Estate
- 63% Men's Apparel
- 74% Women's Apparel
- 36% Children's Apparel
- 03% Boats or Personal Watercraft
- 16% Art & Crafts Supplies
- 10% Childcare
- 25% Education or Classes
- 08% Attorney
- 25% Veterinarian
- 16% Chiropractor
- 23% Financial Planner (Retirement, Investing)
- 53% Tax Advisor or Tax Services
- 34% Health Club or Exercise Class
- 33% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
- 09% Weight Loss
- 26% Lawn Care Service (Maintenance & Landscaping)
- 33% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
- 58% Pharmacist or Prescription Service
- 24% Cell Phone or Smart Phone (New Service or Update Service)
- 83% Dining & Entertainment
- 22% Jewelry
- 08% Wedding Supplies
- 29% Athletic & Sports Equipment
- 04% Motorcycles or ATV's

(% = Positive respondents)



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