

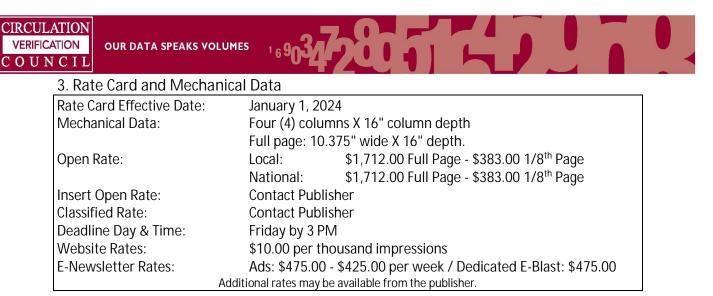
# MEDIA VERIFICATION REPORT

## Audit Period: July 1, 2023 – June 30, 2024

Jacksonville Daily Record 121 West Forsyth Street, Suite 150 Jacksonville, FL 34236 EMAIL: rlankton@yourobserver.com (941) 366-3468 www.jaxdailyrecord.com 1. Audited Media Platforms Print Publication: Average Net Circulation: 5,210 (Print Edition) Website: Average Website Users: 238.410 Social Media: Average Facebook Followers: 31,476 Average X (Twitter) Followers: 9,530 Average Instagram Followers: 3,381 Average LinkedIn Followers: 5,335 **E-Newsletters:** Average E-Newsletter Subscribers: 19,055 Average Open Rate: 42.25% Jacksonville Daily Record – Total Gross Contacts CVC Estimated Edition Readership: 18,235 Total Digital Contacts: 296,183 **Total Estimated Gross Contacts:** 314,418\* \*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: One Format / Average Page Count: Tabloid / 60 Pages Circulation Cycle: Weekly Ownership: **Observer Media Group** Year Established: 1912 Publication Type: **Business Publication** 86% Controlled / 14% Paid / 0% Sponsor Paid Content: 45% Advertising / 55% Editorial Primary Delivery Methods: 57% Mail / 43% Controlled Bulk Annual Mail Subscription Rate: \$75.00 Insert Zoning Available: No 01-4360 CVC Member Number: DMA/MSA/CBSA: Jacksonville, FL / Jacksonville, FL / Jacksonville, FL Audit Funded By: Publisher



www.cvcaudit.com



4.	Contact	Information

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

H 107430961

CVC Account Number: 01-4360 Friday	Jacksonville Daily Record Jacksonville, FL
Audit Period Summary	
Average Net Circulation (5-H)	5,210
Average Gross Distribution (5-F)	5,409
Average Net Press Run (5-A)	5,434
Audit Period Detail	
A. Average Net Press Run	5,434
B. Office / File	25
C. Controlled Distribution	
1. Carrier Delivery	0
2. Bulk Delivery / Demand Distribution	2,260
3. Mail	43
4. Requestor Mail	2,292
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	4,675
Controlled Returns	(199)
TOTAL AVERAGE CONTROLLED CIRCULATION	4,476
D. Paid Distribution	
1. Carrier Delivery	0
2. Single Copy	0
3. Mail	734
4. Waiting Room	0
5. Hotels	0
6. Education	0
7. Restock & Office Service	0
Total Average Paid Distribution	734
Paid Returns	(0)
TOTAL AVERAGE PAID CIRCULATION	734
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)
TOTAL AVERAGE SPONSORED CIRCULATION	0
F. Average Gross Distribution	5,409
G. Total Unclaimed / Returns	(199)*
H. Average Net Circulation	5,210

#### 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 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

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/24-12/31/24	CVC	5,357	5,762	-	-
01/01/23-12/31/23	CVC	4,918	4,943	4,867	4,810
07/01/22-12/31/22	CVC	-	-	4,357	4,579
07/01/21-06/30/22	VAC	-	-	-	-

## 7. Distribution by Zip Code (6/28/2024 Edition) Friday

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
32003	Fleming Island	Clay	FL	0	0	30	0	30
32011	Callahan	Nassau	FL	0	0	10	0	10
32034	Fernandina Beach	Nassau	FL	0	0	13	0	13
32043	Green Cove Springs	Clay	FL	0	0	32	0	32
32065	Orange Park	Clay	FL	0	0	21	0	21
32068	Middleburg	Clay	FL	0	0	13	0	13
32073	Orange Park	Clay	FL	0	0	31	0	31
32080	Saint Augustine	Saint Johns	FL	0	0	14	0	14
32081	Ponte Vedra	Saint Johns	FL	0	0	39	0	39
32082	Ponte Vedra Beach	Saint Johns	FL	0	0	109	0	109
32084	Saint Augustine	Saint Johns	FL	0	0	13	0	13
32086	Saint Augustine	Saint Johns	FL	0	0	10	0	10
32092	Saint Augustine	Saint Johns	FL	0	0	52	0	52
32095	Saint Augustine	Saint Johns	FL	0	0	19	0	19
32097	Yulee	Nassau	FL	0	0	21	0	21
32201	Jacksonville	Duval	FL	0	0	25	0	25
32202	Jacksonville	Duval	FL	0	0	1,126	0	1,126
32204	Jacksonville	Duval	FL	0	0	115	0	115
32205	Jacksonville	Duval	FL	0	0	59	0	59
32206	Jacksonville	Duval	FL	0	0	30	0	30
32207	Jacksonville	Duval	FL	0	0	367	0	367
32209	Jacksonville	Duval	FL	0	0	12	0	12
32210	Jacksonville	Duval	FL	0	0	73	0	73
32211	Jacksonville	Duval	FL	0	0	39	0	39
32216	Jacksonville	Duval	FL	0	0	147	0	147
32217	Jacksonville	Duval	FL	0	0	67	0	67
32218	Jacksonville	Duval	FL	0	0	41	0	41
32221	Jacksonville	Duval	FL	0	0	19	0	19
32222	Jacksonville	Duval	FL	0	0	10	0	10
32223	Jacksonville	Duval	FL	0	0	61	0	61
32224	Jacksonville	Duval	FL	0	0	81	0	81
32225	Jacksonville	Duval	FL	0	0	66	0	66
32226	Jacksonville	Duval	FL	0	0	20	0	20
32233	Atlantic Beach	Duval	FL	0	0	35	0	35
32244	Jacksonville	Duval	FL	0	0	20	0	20
32246	Jacksonville	Duval	FL	0	0	72	0	72
32250	Jacksonville Beach	Duval	FL	0	0	116	0	116
32254	Jacksonville	Duval	FL	0	0	17	0	17
32256	Jacksonville	Duval	FL	0	0	224	0	224
32257	Jacksonville	Duval	FL	0	0	88	0	88

#### 7. Distribution by Zip Code (6/28/2024 Edition) Friday (continued)

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ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
32258	Jacksonville	Duval	FL	0	0	49	0	49
32259	Saint Johns	Saint Johns	FL	0	0	63	0	63
32266	Neptune Beach	Duval	FL	0	0	21	0	21
32277	Jacksonville	Duval	FL	0	0	15	0	15
FL	Assorted	Assorted	FL	0	2,300	69	103	2,472
Misc.	States	Assorted	-	0	0	93	0	93
TOTAL				0	2,300	3,667	103	6,070

#### 8. Distribution by County (6/28/2024 Edition) Friday

			-				
COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Clay	Fleming Island Green Cove Springs Middleburg Orange Park	FL	0	0	127	0	127
Duval	Atlantic Beach Jacksonville Jacksonville Beach Neptune Beach	FL	0	0	3,015	0	3,015
Nassau	Callahan Fernandina Beach Yulee	FL	0	0	44	0	44
Saint Johns	Ponte Vedra Ponte Vedra Beach Saint Augustine Saint Johns	FL	0	0	319	0	319
Misc.	Assorted	-	0	2,300	162	103	2,565
TOTAL			0	2,300	3,667	103	6,070

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

Jacksonville Daily Record reported an average mail distribution of 3,069 during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. Jacksonville Daily Record did not report carrier delivery distribution during the audit period. Carrier delivery is verified through the review of carrier statements and/or additional publisher support documents.

#### 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 Jacksonville Daily Record's claim of 199 returnable source distributed editions returned to the publisher unclaimed after the edition cycle.



## 11. Paid Reporting Analysis

CARRIER DELIVERY	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
MAIL	Basic Rates: \$75.00 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	734
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
SPONSORED	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
SINGLE COPY	COVER PRICE: N/A
	AVERAGE WHOLESALE RATE: N/A

#### 12A. Audited Average Website Reporting - www.jaxdailyrecord.com

	Monthly Audit Period Average
Website Unique Users	238,410
Website Sessions	362,895
Percent of New Users	82.10%
Website Page Views	531,913
Pages Per Visit	1.47
Average Time Spent on Website	00:00:48
Bounce Rate	51.38%

#### Explanatory – Website

PARAGRAPH TWELVE (A)

UNIQUE USERS: A unique user to a website where the user registers or where the user is identified or marked by a cookie, IP address, or other ID that is attached to the browser within the defined cycle. Limitations apply to the measurement of unique users. Please see CVC Rules & Regulations for further information.

SESSIONS: The total number of sessions, expressed as a monthly average, to a publication's website regardless of unique status, as expressed above.

PERCENT NEW USERS: The percentage of users that have visited the publication's website for the first time through the course of the month and are considered unique and are differentiated from multiple returning users.

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

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

AVG. TIME SPENT: The average amount of time spent on a website during a single visit, expressed in hours, minutes and seconds.

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

## 12B. Audited Online/Digital Edition Reporting - Not Reported

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

#### 12D. Social Media

Social Media Source	Average Media Usage	June 2024
www.facebook.com/jaxdailyrecord	31,476 Followers	32,971 Followers
X (Twitter) - @jaxdailyrecord	9,530 Followers	9,599 Followers
Instagram.com/jaxdailyrecord	3,381 Followers	3,299 Followers
LinkedIn.com/jacksonville-daily-record	5,335 Followers	5,811 Followers

## Explanatory – Social Media

#### PARAGRAPH TWELVE (D)

FACEBOOK LIKES: The average number of followers as expressed by the Facebook page. Information sourced at regular intervals from the publications page on Facebook.com or third party measurement sources.

X (TWITTER) FOLLOWERS: The average number of followers as expressed by members of the X (Twitter) community. Information sourced at regular intervals from the publications page on X (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.

LINKEDIN FOLLOWERS: The average number of followers as expressed by members of the LinkedIn community. Information sourced at regular intervals from the publications page on LinkedIn.com or third party measurement sources.

#### 12E. Email Media

Media Type	Database Recipients
Subscriber Email Database	2,510
Non-Subscriber Email Opt-In Database	16,545
Average Open Rate	42.25%
Average Click Rate	11.47%

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

PARAGRAPH TWELVE (E)

SUBSCRIBER EMAIL DATABASE: Subscribers of the publication who have provided email contact information to receive newsletters, special content, special offers, coupons or redemption codes for use within a specified period of time.

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.



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