

**Audit Period: July 1, 2021 – June 30, 2022**

**Messenger Publishing Group**

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**1. Audited Media Platforms**

Print Publication:	Average Net Circulation:	52,781 (Print Edition)
Website:	Average Website Unique Users:	39,927

**Messenger Publishing Group – Total Gross Contacts**

CVC Estimated Edition Readership:	102,251
Total Digital Contacts:	39,927
Total Estimated Gross Contacts:	142,178*

\*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:	Ten
Format / Average Page Count:	Broadsheet / 14 Pages
Circulation Cycle:	8 Weekly / 1 Bi-Weekly / 1 Monthly
Ownership:	Messenger Publishing Group
Year Established:	2006
Publication Type:	Community Newspaper
	96% Controlled / 4% Paid / 0% Sponsor Paid
Content:	50% Advertising / 50% Editorial
Primary Delivery Methods:	55% Carrier Delivery / 16% Mail / 29% Controlled Bulk & Single Copy
Annual Mail Subscription Rate:	\$32.00 - \$78.00 (Varies by Publication)
Cover Price:	\$0.75
Insert Zoning Available:	Yes - Zone
CVC Member Number:	01-9092
DMA/MSA/CBSA:	Sacramento, CA / Sacramento--Yolo, CA / Sacramento--Arden-Arcade--Roseville, CA
Audit Funded By:	Publisher

**3. Rate Card and Mechanical Data**

Rate Card Effective Date:	January 1, 2021
Mechanical Data:	Six (6) columns X 20.5" column depth Full page: 9.888" wide X 20.5" depth.
Open Rate:	Local: \$850.00 Full Page - \$125.00 1/16th Page National: \$850.00 Full Page - \$125.00 1/16th Page
Insert Open Rate:	Contact Publisher
Classified Rate:	Contact Publisher
Deadline Day & Time:	Weekly by 5 PM

Additional rates may be available from the publisher.

**4. Contact Information**

Publisher:	Paul Scholl	EMAIL: publisher@MPG8.com
Advertising:	Paul Scholl	EMAIL: publisher@MPG8.com
Circulation:	Paul Scholl	EMAIL: publisher@MPG8.com



www.cvcaudit.com

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

CVC Account Number: 01-4049		Friday	M P G - American River Messenger Carmichael, CA
<b>Audit Period Summary</b>			
<b>Average Net Circulation</b>	<b>(5-H)</b>		<b>7,414</b>
Average Gross Distribution	(5-F)		7,546
Average Net Press Run	(5-A)		7,550
<b>Audit Period Detail</b>			
A. Average Net Press Run			7,550
B. Office / File			4
C. Controlled Distribution			
1. Carrier Delivery			5,941
2. Bulk Delivery / Demand Distribution			1,528
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			39
Total Average Controlled Distribution			7,508
Controlled Returns			(132)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>			<b>7,376</b>
D. Paid Distribution			
1. Carrier Delivery			38
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			38
Paid Returns			(0)
<b>TOTAL AVERAGE PAID CIRCULATION</b>			<b>38</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			7,546
G. Total Unclaimed / Returns			(132)*
<b>H. Average Net Circulation</b>			<b>7,414</b>

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

CVC Account Number: 01-4047		Friday	M P G - Carmichael Times Carmichael, CA
<b>Audit Period Summary</b>			
<b>Average Net Circulation</b>	<b>(5-H)</b>		<b>6,929</b>
Average Gross Distribution	(5-F)		7,183
Average Net Press Run	(5-A)		7,186
<b>Audit Period Detail</b>			
A. Average Net Press Run			7,186
B. Office / File			3
C. Controlled Distribution			
1. Carrier Delivery			4,966
2. Bulk Delivery / Demand Distribution			1,973
3. Mail			145
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			40
Total Average Controlled Distribution			7,124
Controlled Returns			(254)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>			<b>6,870</b>
D. Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			59
4. Waiting Room			0
5. Hotels			0
6. Education			0
7. Restock & Office Service			0
Total Average Paid Distribution			59
Paid Returns			(0)
<b>TOTAL AVERAGE PAID CIRCULATION</b>			<b>59</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			7,183
G. Total Unclaimed / Returns			(254)*
<b>H. Average Net Circulation</b>			<b>6,929</b>



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

CVC Account Number: 01-4050	Friday	M P G - Citrus Heights Messenger Carmichael, CA
<b>Audit Period Summary</b>		
Average Net Circulation	(5-H)	7,077
Average Gross Distribution	(5-F)	7,286
Average Net Press Run	(5-A)	7,289
<b>Audit Period Detail</b>		
A. Average Net Press Run		7,289
B. Office / File		3
C. Controlled Distribution		
1. Carrier Delivery		5,555
2. Bulk Delivery / Demand Distribution		1,489
3. Mail		144
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		39
Total Average Controlled Distribution		7,227
Controlled Returns		(209)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>		<b>7,018</b>
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		59
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		59
Paid Returns		(0)
<b>TOTAL AVERAGE PAID CIRCULATION</b>		<b>59</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		7,286
G. Total Unclaimed / Returns		(209)*
<b>H. Average Net Circulation</b>		<b>7,077</b>

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

CVC Account Number: 01-4211	Friday	M P G - Dixon Independent Voice Carmichael, CA
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>3,141</b>
Average Gross Distribution	(5-F)	3,201
Average Net Press Run	(5-A)	3,207
<b>Audit Period Detail</b>		
A. Average Net Press Run		3,207
B. Office / File		6
C. Controlled Distribution		
1. Carrier Delivery		1,501
2. Bulk Delivery / Demand Distribution		245
3. Mail		1,140
4. Requestor Mail		61
5. Waiting Rooms		0
6. Hotels		0
7. Events, Fairs, Festivals and Trade Shows		0
8. Education		0
9. Restock & Office Service		68
Total Average Controlled Distribution		3,015
Controlled Returns		(49)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>		<b>2,966</b>
D. Paid Distribution		
1. Carrier Delivery		15
2. Single Copy		20
3. Mail		151
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		186
Paid Returns		(11)
<b>TOTAL AVERAGE PAID CIRCULATION</b>		<b>175</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		3,201
G. Total Unclaimed / Returns		(60)*
<b>H. Average Net Circulation</b>		<b>3,141</b>



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

CVC Account Number: 01-4051	Monthly	M P G - Gold River Messenger Carmichael, CA
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>5,172</b>
Average Gross Distribution	(5-F)	5,173
Average Net Press Run	(5-A)	5,175
<b>Audit Period Detail</b>		
A. Average Net Press Run		5,175
B. Office / File		2
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		40
3. Mail		5,122
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		11
Total Average Controlled Distribution		5,173
Controlled Returns		(1)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>		<b>5,172</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		5,173
G. Total Unclaimed / Returns		(1)*
<b>H. Average Net Circulation</b>		<b>5,172</b>

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

CVC Account Number: 01-4048		Friday	M P G - Grapevine Independent Carmichael, CA
<b>Audit Period Summary</b>			
<b>Average Net Circulation</b>	<b>(5-H)</b>		<b>7,071</b>
Average Gross Distribution	(5-F)		7,259
Average Net Press Run	(5-A)		7,264
<b>Audit Period Detail</b>			
A. Average Net Press Run			7,264
B. Office / File			5
C. Controlled Distribution			
1. Carrier Delivery			4,858
2. Bulk Delivery / Demand Distribution			2,031
3. Mail			56
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			43
Total Average Controlled Distribution			6,988
Controlled Returns			(188)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>			<b>6,800</b>
D. Paid Distribution			
1. Carrier Delivery			120
2. Single Copy			0
3. Mail			151
4. Waiting Room			0
5. Hotels			0
6. Education			0
7. Restock & Office Service			0
Total Average Paid Distribution			271
Paid Returns			(0)
<b>TOTAL AVERAGE PAID CIRCULATION</b>			<b>271</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			7,259
G. Total Unclaimed / Returns			(188)*
<b>H. Average Net Circulation</b>			<b>7,071</b>



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

CVC Account Number: 01-4067		Friday	M P G - Gridley Herald Carmichael, CA
<b>Audit Period Summary</b>			
<b>Average Net Circulation</b>	<b>(5-H)</b>		<b>5,959</b>
Average Gross Distribution	(5-F)		6,080
Average Net Press Run	(5-A)		6,085
<b>Audit Period Detail</b>			
A. Average Net Press Run			6,085
B. Office / File			5
C. Controlled Distribution			
1. Carrier Delivery			4,932
2. Bulk Delivery / Demand Distribution			536
3. Mail			0
4. Requestor Mail			0
5. Waiting Rooms			0
6. Hotels			0
7. Events, Fairs, Festivals and Trade Shows			0
8. Education			0
9. Restock & Office Service			16
Total Average Controlled Distribution			5,484
Controlled Returns			(66)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>			<b>5,418</b>
D. Paid Distribution			
1. Carrier Delivery			77
2. Single Copy			125
3. Mail			394
4. Waiting Room			0
5. Hotels			0
6. Education			0
7. Restock & Office Service			0
Total Average Paid Distribution			596
Paid Returns			(55)
<b>TOTAL AVERAGE PAID CIRCULATION</b>			<b>541</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			6,080
G. Total Unclaimed / Returns			(121)*
<b>H. Average Net Circulation</b>			<b>5,959</b>

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

CVC Account Number: 01-4210		Friday	M P G - Territorial Dispatch Carmichael, CA
<b>Audit Period Summary</b>			
<b>Average Net Circulation</b>	<b>(5-H)</b>		<b>6,826</b>
Average Gross Distribution	(5-F)		7,219
Average Net Press Run	(5-A)		7,221
<b>Audit Period Detail</b>			
A. Average Net Press Run			7,221
B. Office / File			2
C. Controlled Distribution			
1. Carrier Delivery			1,965
2. Bulk Delivery / Demand Distribution			4,907
3. Mail			66
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			127
Total Average Controlled Distribution			7,065
Controlled Returns			(393)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>			<b>6,672</b>
D. Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			154
4. Waiting Room			0
5. Hotels			0
6. Education			0
7. Restock & Office Service			0
Total Average Paid Distribution			154
Paid Returns			(0)
<b>TOTAL AVERAGE PAID CIRCULATION</b>			<b>154</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			7,219
G. Total Unclaimed / Returns			(393)*
<b>H. Average Net Circulation</b>			<b>6,826</b>



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

CVC Account Number: 01-4303	Friday	M P G - The Rio Linda News Carmichael, CA
<b>Audit Period Summary</b>		
Average Net Circulation	(5-H)	1,566
Average Gross Distribution	(5-F)	1,624
Average Net Press Run	(5-A)	1,625
<b>Audit Period Detail</b>		
A. Average Net Press Run		1,625
B. Office / File		1
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		1,406
3. Mail		92
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		12
Total Average Controlled Distribution		1,510
Controlled Returns		(58)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>		<b>1,452</b>
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		114
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		114
Paid Returns		(0)
<b>TOTAL AVERAGE PAID CIRCULATION</b>		<b>114</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		1,624
G. Total Unclaimed / Returns		(58)*
<b>H. Average Net Circulation</b>		<b>1,566</b>

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

CVC Account Number: 01-4305		Friday	M P G - West Sacramento News Ledger Carmichael, CA
<b>Audit Period Summary</b>			
<b>Average Net Circulation</b>	<b>(5-H)</b>		<b>1,626</b>
Average Gross Distribution	(5-F)		1,710
Average Net Press Run	(5-A)		1,714
<b>Audit Period Detail</b>			
A. Average Net Press Run			1,714
B. Office / File			4
C. Controlled Distribution			
1. Carrier Delivery			0
2. Bulk Delivery / Demand Distribution			1,079
3. Mail			37
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			20
Total Average Controlled Distribution			1,136
Controlled Returns			(84)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>			<b>1,052</b>
D. Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			574
4. Waiting Room			0
5. Hotels			0
6. Education			0
7. Restock & Office Service			0
Total Average Paid Distribution			574
Paid Returns			(0)
<b>TOTAL AVERAGE PAID CIRCULATION</b>			<b>574</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			1,710
G. Total Unclaimed / Returns			(84)*
<b>H. Average Net Circulation</b>			<b>1,626</b>

## Explanatory – Print

### PARAGRAPH FIVE AUDIT PERIOD SUMMARY

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

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

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

### AUDIT PERIOD DETAIL

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

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

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

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

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

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

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

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

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

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

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

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

**CONTROLLED RETURNS:** Edition distributed in the controlled distribution category, returned to the publisher unclaimed during the edition cycle \*(See paragraph 10 for CVC return/unclaimed confirmation.) Publications with greater than 25% returnable source distribution must report returns or unclaimed copies to qualify for net circulation reporting.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



**6A. Average Print Circulation History - M P G - American River Messenger**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/22-12/31/22	CVC	7,249	6,785	-	-
01/01/21-12/31/21	CVC	7,795	7,737	7,924	7,691
01/01/20-12/31/20	CVC	7,446	6,983	Not Reported	Not Reported
01/01/19-12/31/19	CVC	7,372	7,362	7,377	7,439
01/01/18-12/31/18	CVC	7,337	7,319	7,368	7,413

**6B. Average Print Circulation History - M P G - Carmichael Times**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/22-12/31/22	CVC	6,763	6,718	-	-
01/01/21-12/31/21	CVC	7,328	7,201	7,196	7033
01/01/20-12/31/20	CVC	8,321	3,288	Not Reported	Not Reported
01/01/19-12/31/19	CVC	8,318	8,301	8,280	8,277
01/01/18-12/31/18	CVC	8,237	8,231	8,263	8,238

**6C. Average Print Circulation History - M P G - Citrus Heights Messenger**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/22-12/31/22	CVC	6,919	6,934	-	-
01/01/21-12/31/21	CVC	7,333	7,312	7,248	7,214
01/01/20-12/31/20	CVC	8,355	5,004	Not Reported	Not Reported
01/01/19-12/31/19	CVC	9,949	9,925	9,880	8,367
01/01/18-12/31/18	CVC	9,864	9,739	9,832	9,934

**6D. Average Print Circulation History - M P G - Dixon Independent Voice**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/22-12/31/22	CVC	2,918	2,763	-	-
01/01/21-12/31/21	CVC	3,438	3,529	3,488	3,394
04/01/20-12/31/20	CVC	-	2,603	Not Reported	Not Reported

**6E. Average Print Circulation History - M P G - Gold River Messenger**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/22-12/31/22	CVC	5,195	5,095	-	-
01/01/21-12/31/21	CVC	5,193	5,197	5,198	5,198
01/01/20-12/31/20	CVC	5,476	5,461	Not Reported	Not Reported
01/01/19-12/31/19	CVC	5,492	5,494	5,481	5,487
01/01/18-12/31/18	CVC	5,487	5,482	5,479	5,487

**6F. Average Print Circulation History - M P G - Grapevine Independent**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/22-12/31/22	CVC	6,761	6,812	-	-
01/01/21-12/31/21	CVC	7,411	7,307	7,391	7,324
01/01/20-12/31/20	CVC	7,366	4,356	Not Reported	Not Reported
01/01/19-12/31/19	CVC	7,430	7,383	7,357	7,417
01/01/18-12/31/18	CVC	6,866	6,870	6,851	7,274

**6G. Average Print Circulation History - M P G - Gridley Herald**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/22-12/31/22	CVC	6,066	5,606	-	-
01/01/21-12/31/21	CVC	6,005	6,045	6,091	6,076
01/01/20-12/31/20	CVC	6,144	5,630	Not Reported	Not Reported
01/01/19-12/31/19	CVC	6,074	6,061	6,104	6,127

**6H. Average Print Circulation History - M P G - Territorial Dispatch**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/22-12/31/22	CVC	6,661	6,571	-	-
01/01/21-12/31/21	CVC	7,119	6,976	7,032	7,035
04/01/20-12/31/20	CVC	-	4,955	Not Reported	Not Reported

**6I. Average Print Circulation History - M P G - The Rio Linda News**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/22-12/31/22	CVC	1,654	1,769	-	-
01/01/21-12/31/21	CVC	1,347	1,431	1,391	1,447

**6J. Average Print Circulation History - M P G - West Sacramento News Ledger**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/22-12/31/22	CVC	1,706	1,697	-	-
07/01/21-12/31/21	CVC	-	-	1,410	1,692

**7A. Distribution by Zip Code (9/2/2022 Edition) Friday - M P G - American River Messenger**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
95608	Carmichael	Sacramento	CA	0	75	0	0	75
95610	Citrus Heights	Sacramento	CA	0	50	0	0	50
95621	Citrus Heights	Sacramento	CA	0	50	0	0	50
95628	Fair Oaks	Sacramento	CA	5,700	426	0	74	6,200
95662	Orangevale	Sacramento	CA	698	427	0	0	1,125
<b>TOTAL</b>				<b>6,398</b>	<b>1,028</b>	<b>0</b>	<b>74</b>	<b>7,500</b>

**7B. Distribution by Zip Code (9/2/2022 Edition) Friday - M P G - Carmichael Times**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
95608	Carmichael	Sacramento	CA	4,590	2,271	117	47	7,025
95610	Citrus Heights	Sacramento	CA	0	43	7	0	50
95621	Citrus Heights	Sacramento	CA	0	48	2	0	50
95628	Fair Oaks	Sacramento	CA	0	0	50	0	50
95662	Orangevale	Sacramento	CA	0	0	25	0	25
<b>TOTAL</b>				<b>4,590</b>	<b>2,362</b>	<b>201</b>	<b>47</b>	<b>7,200</b>



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**7C. Distribution by Zip Code (9/2/2022 Edition) Friday - M P G - Citrus Heights Messenger**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
95608	Carmichael	Sacramento	CA	0	0	0	50	50
95610	Citrus Heights	Sacramento	CA	2,161	1,187	102	0	3,450
95621	Citrus Heights	Sacramento	CA	3,109	391	100	0	3,600
95628	Fair Oaks	Sacramento	CA	0	50	0	0	50
95662	Orangevale	Sacramento	CA	0	50	0	0	50
<b>TOTAL</b>				<b>5,270</b>	<b>1,678</b>	<b>202</b>	<b>50</b>	<b>7,200</b>

**7D. Distribution by Zip Code (9/2/2022 Edition) Friday - M P G - Dixon Independent Voice**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
95620	Dixon	Solano	CA	755	547	1,856	42	3,200
<b>TOTAL</b>				<b>755</b>	<b>547</b>	<b>1,856</b>	<b>42</b>	<b>3,200</b>

**7E. Distribution by Zip Code (September 2022 Edition) Monthly - M P G - Gold River Messenger**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
95670	Gold River	Sacramento	CA	0	0	5,100	50	5,150
<b>TOTAL</b>				<b>0</b>	<b>0</b>	<b>5,100</b>	<b>50</b>	<b>5,150</b>

**7F. Distribution by Zip Code (9/2/2022 Edition) Friday - M P G - Grapevine Independent**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
95655	Mather	Sacramento	CA	0	400	0	0	400
95670	Rancho Cordova	Sacramento	CA	4,600	1,137	203	45	5,985
95742	Rancho Cordova	Sacramento	CA	715	0	0	0	715
95827	Sacramento	Sacramento	CA	0	100	0	0	100
<b>TOTAL</b>				<b>5,315</b>	<b>1,637</b>	<b>203</b>	<b>45</b>	<b>7,200</b>

**7G. Distribution by Zip Code (9/2/2022 Edition) Friday - M P G - Gridley Herald**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
95917	Biggs	Butte	CA	293	20	68	0	381
95948	Gridley	Butte	CA	1,970	472	266	15	2,723
95953	Live Oak	Sutter	CA	1,950	115	31	0	2,096
<b>TOTAL</b>				<b>4,213</b>	<b>607</b>	<b>365</b>	<b>15</b>	<b>5,200</b>

**7H. Distribution by Zip Code (9/2/2022 Edition) Friday - M P G - Territorial Dispatch**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
95901	Marysville	Yuba	CA	250	3,209	101	130	3,690
95918	Browns Valley	Yuba	CA	0	75	0	0	75
95919	Brownsville	Yuba	CA	0	150	0	0	150
95948	Gridley	Butte	CA	0	0	100	0	100
95953	Live Oak	Sutter	CA	150	0	0	0	150
95961	Olivehurst	Yuba	CA	0	200	0	0	200
95962	Oregon House	Yuba	CA	0	35	0	0	35



**7H. Distribution by Zip Code (9/2/2022 Edition) Friday - M P G - Territorial Dispatch (continued)**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
95991	Yuba City	Sutter	CA	730	740	0	0	1,470
95992	Yuba City	Sutter	CA	0	20	0	0	20
95993	Yuba City	Sutter	CA	570	740	0	0	1,310
TOTAL				1,700	5,169	201	130	7,200

**7I. Distribution by Zip Code (9/2/2022 Edition) Friday - M P G - The Rio Linda News**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
95626	Elverta	Sacramento	CA	0	0	100	0	100
95673	Rio Linda	Sacramento	CA	0	1,586	104	10	1,700
TOTAL				0	1,586	204	10	1,800

**7J. Distribution by Zip Code (9/2/2022 Edition) Friday - M P G - West Sacramento News Ledger**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
95605	West Sacramento	Yolo	CA	0	583	189	0	772
95691	West Sacramento	Yolo	CA	0	909	304	15	1,228
TOTAL				0	1,492	493	15	2,000

**8A. Distribution by County (9/2/2022 Edition) Friday - M P G - American River Messenger**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Sacramento	Carmichael Citrus Heights Fair Oaks Orangevale	CA	6,398	1,028	0	74	7,500
TOTAL			6,398	1,028	0	74	7,500

**8B. Distribution by County (9/2/2022 Edition) Friday - M P G - Carmichael Times**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Sacramento	Carmichael Citrus Heights Fair Oaks Orangevale	CA	4,590	2,362	201	47	7,200
TOTAL			4,590	2,362	201	47	7,200

**8C. Distribution by County (9/2/2022 Edition) Friday - M P G - Citrus Heights Messenger**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Sacramento	Carmichael Citrus Heights Fair Oaks Orangevale	CA	5,270	1,678	202	50	7,200
TOTAL			5,270	1,678	202	50	7,200

**8D. Distribution by County (9/2/2022 Edition) Friday - M P G - Dixon Independent Voice**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Solano	Dixon	CA	755	547	1,856	42	3,200
TOTAL			755	547	1,856	42	3,200

**8E. Distribution by County (September 2022 Edition) Monthly - M P G - Gold River Messenger**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Sacramento	Gold River	CA	0	0	5,100	50	5,150
TOTAL			0	0	5,100	50	5,150

**8F. Distribution by County (9/2/2022 Edition) Friday - M P G - Grapevine Independent**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Sacramento	Mather Rancho Cordova Sacramento	CA	5,315	1,637	203	45	7,200
TOTAL			5,315	1,637	203	45	7,200

**8G. Distribution by County (9/2/2022 Edition) Friday - M P G - Gridley Herald**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Butte	Biggs Gridley	CA	2,263	492	334	15	3,104
Sutter	Live Oak	CA	1,950	115	31	0	2,096
TOTAL			4,213	607	365	15	5,200

**8H. Distribution by County (9/2/2022 Edition) Friday - M P G - Territorial Dispatch**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Butte	Gridley	CA	0	0	100	0	100
Sutter	Live Oak Yuba City	CA	1,450	1,500	0	0	2,950
Yuba	Browns Valley Brownsville Marysville Olivehurst Oregon House	CA	250	3,669	101	130	4,150
TOTAL			1,700	5,169	201	130	7,200

**8I. Distribution by County (9/2/2022 Edition) Friday - M P G - The Rio Linda News**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Sacramento	Elverta Rio Linda	CA	0	1,586	204	10	1,800
TOTAL			0	1,586	204	10	1,800



**8J. Distribution by County (9/2/2022 Edition) Friday - M P G - West Sacramento News Ledger**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Yolo	West Sacramento	CA	0	1,492	493	15	2,000
TOTAL			0	1,492	493	15	2,000

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

Messenger Publishing Group reported an average mail distribution of 8,519 during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. Messenger Publishing Group reported an average carrier delivery distribution of 29,968 during the audit period. Carrier delivery is verified through the review of carrier statements and/or additional publisher support documents. The Circulation Verification Council performed a delivery & readership verification in the primary market areas indicated in paragraph nine. Delivery verification is performed using multi-source methodologies considered necessary under the circumstances of the audit. Delivery verification can include, but is not limited to, residential and cell phone interviews, online surveys, email surveys, USPS surveys, in-person interviews and/or social media surveys. Delivery verification source data can include, but is not limited to, residential phone listings, cell phone exchanges, delivery lists, opt-in email databases, online, and/or social media databases.

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

**CVC verification confirms that 416 of 539 or 77.2% report they regularly read or look through the (appropriate Messenger Publishing Group publication).**

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

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

**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 Messenger Publishing Group’s claim of 1,500 returnable source distributed editions returned to the publisher unclaimed after the edition cycle.**



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**11. Paid Reporting Analysis**

<b>CARRIER DELIVERY</b>	Basic Rates: \$32.00 - \$78.00 / 1-Year (Varies by Publication)
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	250
Over 75% of basic rate	0
Over 50% of basic rate	0
Over 25% of basic rate	0
1%-24% of basic rate	0
Less than 1% of basic rate*	0
<b>MAIL</b>	Basic Rates: \$32.00 - \$78.00 / 1-Year (Varies by Publication)
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	1,656
Over 75% of basic rate	0
Over 50% of basic rate	0
Over 25% of basic rate	0
1%-24% of basic rate	0
Less than 1% of basic rate*	0
<b>SPONSORED</b>	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
<b>SINGLE COPY</b>	COVER PRICE: \$0.75
	AVERAGE WHOLESALE RATE: N/A

**12A1. Audited Average Website Reporting - www.americanrivermessenger.com**

	Monthly Audit Period Average
Website Unique Users	4,719
Website Sessions	4,876
Website Page Views	5,207
Pages Per Visit	1.07

**12A2. Audited Average Website Reporting - www.carmichaeltimes.com**

	Monthly Audit Period Average
Website Unique Users	8,120
Website Sessions	8,133
Website Page Views	8,458
Pages Per Visit	1.04

**12A3. Audited Average Website Reporting - www.citrusheightsmessenger.com**

	Monthly Audit Period Average
Website Unique Users	4,278
Website Sessions	4,637
Website Page Views	4,693
Pages Per Visit	1.01

**12A4. Audited Average Website Reporting - www.independentvoice.com**

	Monthly Audit Period Average
Website Unique Users	12,756
Website Sessions	12,973
Website Page Views	13,532
Pages Per Visit	1.04

**12A5. Audited Average Website Reporting - www.goldriversmessenger.com**

	Monthly Audit Period Average
Website Unique Users	2,448
Website Sessions	2,472
Website Page Views	2,515
Pages Per Visit	1.02

**12A6. Audited Average Website Reporting - www.ranchocordovaindependent.com**

	Monthly Audit Period Average
Website Unique Users	3,938
Website Sessions	3,983
Website Page Views	4,265
Pages Per Visit	1.07

**12A7. Audited Average Website Reporting - www.gridleyherald.com**

	Monthly Audit Period Average
Website Unique Users	1,843
Website Sessions	2,522
Website Page Views	4,475
Pages Per Visit	1.78

**12A8. Audited Average Website Reporting - www.territorialdispatch.com**

	Monthly Audit Period Average
Website Unique Users	1,741
Website Sessions	1,904
Website Page Views	2,130
Pages Per Visit	1.12

**12A9. Audited Average Website Reporting - www.theriolindanews.com**

	Monthly Audit Period Average
Website Unique Users	84
Website Sessions	147
Website Page Views	216
Pages Per Visit	1.47



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**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.

**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.

**12B. Audited Online/Digital Edition Reporting - Not Reported****12C. Text Media - Not Reported****12D. Social Media - Not Reported****12E. Email Media - Not Reported****12F. Video & Podcast Media - Not Reported****13. Council Audit Statement**

Circulation Verification Council (CVC) reviewed the printing, distribution, circulation, technology, and general business records of this publication for the purpose of compiling this information. The review was completed using Council audit procedures considered necessary under the circumstances of the audit in compliance with CVC Rules and Regulations. In our opinion, this report fairly and accurately represents the publication's printing, distribution, circulation, and technology reporting, if applicable, for the period indicated. The publication has sworn that the information presented for this audit reporting is accurate and supplied CVC with general business records substantiating the information under audit review. This report is released subject to the provisions of the CVC Rules & Regulations which are hereby incorporated by reference. CVC Rules & Regulations may be amended from time to time without notice at the sole discretion of CVC. In no event shall CVC be liable for indirect, incidental, consequential, special, or punitive damages, or damages for lost profits, lost income, or lost savings arising by negligence, intended conduct, breach of contract, or otherwise. CVC reports and data are released for the sole use of advertising purchase evaluations and any use for valuations or determination of value is strictly prohibited. CVC reports may not be used for USPS requestor or other permit qualifications. This report is subject to copyright laws and may only be reproduced by the publisher.



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**The current status of this report expires September 30, 2023.**

If this report is presented after September 30, 2023 please call the toll-free number listed below.

Messenger Publishing Group - Carmichael, CA - 01-9092 - Supplemental Readership Study

The Circulation Verification Council surveyed Messenger Publishing Group readers in the primary market areas indicated in publication's CVC audit report. The purpose was to identify the number of individuals who indicate they have read at least two of the last four issues of the publication, and gather study information solely for advertising purchase evaluations. Market statistics estimates appearing in CVC reports, when available, are obtained from EASI Software. CVC study sources can include, but are not limited to, residential and cell phone surveys, online surveys, email surveys, and/or social media surveys. Study source data can include, but are not limited to, residential phone listings, cell phone exchanges, publisher delivery lists, opt-in email, online, and/or social media databases. Residential and cell phone survey populations consist of adults age 18 and over, living in households within the survey area. Within this area, each individual had a known (or "non-zero") probability of being selected for the random sample. Surveys were conducted solely with pre-designated respondents and no substitutions were permitted. Initial survey attempts were spread evenly across all survey days (i.e., Tuesday through Saturday). A minimum of 250 completed surveys, or 2.5% of net circulation for publications under 10,000 circulation is required with no more than one survey per household. Survey Procedures: To ensure the highest degree of comparability and to facilitate the survey process, a standard, consistent, specified list of questions was asked. Surveys were conducted over a minimum period of two weeks to minimize the impact of weather and/or special circumstances. Every effort was made to ensure that surveys were assigned randomly by day and that an approximately equal number of surveys were completed on each survey day. Where appropriate, data was balanced and/or weighted by ZIP code using up-to-date known demographics: gender, age, number of adults in household and ethnicity in those cases where one minority comprised no less than ten percent of the total population. Non-responses to any single question were eliminated from the survey. In all cases, at least four attempts were made to contact all pre-designated respondents. Every effort was made to surmount language, cultural, behavioral and other barriers to a successful survey; and to the extent feasible, contact attempts were scheduled on a random basis. During the survey process, no questions were asked prior to the readership question, with the exception of a qualifying question designed to determine the ZIP code of the individual; and a general warm-up call explanation designed to put the respondent at ease. Warm-up questions did not include any reference to a publication itself or the nature of the study information. The study followed recommended guidelines developed in part from established media usage and evaluation guidelines. Survey totals may not equal 100% due to rounding. The Circulation Verification Council estimates that all the information in this survey has a maximum error margin of +/-4% at the 95% confidence level. 416 Survey respondents were interviewed during the verification of carrier delivery and mail distribution. 21 Survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution. 143 Survey respondents responded to a geo-coded outbound email verification. This publication did not participate in the CVC online research program.

- **Average estimated readers per edition during the audit period: 2.3**  
\*Readership estimates compiled from 2022 CVC circulation & readership study data.

1. Messenger Publishing Group is distributed regularly in your area. Do you regularly read or look through the (appropriate Messenger Publishing Group publication)?

YES 580 Survey Respondents

2. Do you frequently purchase products or services from ads seen in the (appropriate Messenger Publishing Group publication)?

YES 432 74.5%  
NO 148 25.5%

3. How long do you keep the (appropriate Messenger Publishing Group publication) before discarding it?

56% 1-2 Days  
18% 3-4 Days  
14% 5-6 Days  
12% 1 Week or More

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

Reader Demographics	Market Demographics
45%	49% Male Readers
55%	51% Female Readers



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5. What range best describes your age.

Reader Demographics	Market Demographics
<01%	05% 18 - 20
01%	07% 21 - 24
09%	19% 25 - 34
12%	16% 35 - 44
23%	19% 45 - 54
30%	17% 55 - 64
20%	09% 65 - 74
05%	06% 75 - 84
<01%	02% 85 years or older

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

Reader Demographics	Market Demographics
00%	09% under \$15,000
01%	09% \$15,000 - \$24,999
05%	10% \$25,000 - \$34,999
09%	14% \$35,000 - \$49,999
16%	19% \$50,000 - \$74,999
24%	14% \$75,000 - \$99,999
15%	09% \$100,000 - \$124,999
10%	06% \$125,000 - \$149,999
11%	06% \$150,000 - \$199,999
09%	04% over \$200,000

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

Reader Demographics	Market Demographics
<01%	14% Some High School or Less
13%	23% Graduated High School
40%	39% Some College
30%	16% Graduated College
10%	05% Completed Master Degree
06%	02% 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?

- 13% New Automobile, Truck or SUV
- 11% Used Automobile, Truck or SUV
- 08% Antiques / Auctions
- 41% Furniture / Home Furnishings
- 20% Major Home Appliance
- 26% Computers, Tablets or Laptops
- 27% Home Improvements or Home Improvement Supplies
- 22% Television or Electronics
- 10% Carpet or Flooring
- 33% Automobile Accessories (tires, brakes or service)
- 41% Lawn & Garden Supplies
- 20% Florist / Gift Shops
- 08% Home Heating & Air Conditioning (service, new equipment)
- 43% Vacations / Travel
- 11% Real Estate (Sell or purchase)
- 51% Men's Apparel
- 71% Women's Apparel
- 15% Children's Apparel
- 01% Boats or Personal Watercraft
- 16% Art & Crafts Supplies
- 08% Childcare
- 06% Education or Classes
- 09% Attorney
- 32% Veterinarian
- 09% Chiropractor
- 20% Financial Planner (Retirement, Investing)
- 23% Tax Advisor / Tax Services
- 24% Health Club / Exercise Class
- 35% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
- 07% Weight Loss
- 25% Lawn Care Service (Maintenance & Landscaping)
- 19% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
- 46% Pharmacist / Prescription Service
- 26% Cell Phone or Smart Phone (New Service or Update Service)
- 81% Dining & Entertainment
- 21% Jewelry
- 04% Wedding Supplies
- 16% Athletic & Sports Equipment
- 02% Motorcycles / ATV's
- 45% Medical Services / Physicians
- 33% Pet Supplies

(% = Positive respondents)



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