

Initial Audit Period: January 1, 2018 – June 30, 2018

Messenger Publishing Group

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Carmichael, CA 95608
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EMAIL: publisher@MPG8.com
www.MPG8.com

1. Audited Media Platforms

Print Publication:	Average Net Circulation:	37,716 (Print Edition)
Website:	Average Website Unique Users:	6,318



2. Publication Information

Number of Editions:	Five
Format / Average Page Count:	Broadsheet / 14 Pages
Circulation Cycle:	2 Weekly / Two Twice Monthly / One Monthly
Ownership:	Messenger Publishing Group
Year Established:	2006
Publication Type:	Community Newspaper
	98% Controlled / 2% Paid / <1% Sponsor Paid
Content:	50% Advertising / 50% Editorial
Primary Delivery Methods:	61% Carrier Delivery / 13% Mail / 26% Controlled Bulk & Single Copy
Annual Mail Subscription Rate:	Varies by publication
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, 2018
Mechanical Data:	Six (6) columns X 20.5" column depth Full page: 9.888" wide X 20.5" depth.
Open Rate:	Local: \$800.00 Full Page - \$115.00 1/16 th Page National: \$800.00 Full Page - \$115.00 1/16 th Page
Insert Open Rate:	Contact Publisher
Classified Rate:	Contact Publisher
Deadline Day & Time:	Varies by publication
Website Rates:	\$0.04 - \$0.02 per page view – varies by size.

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



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

CVC Account Number: 01-4049		Friday – Twice Monthly	M P G - American River Messenger Carmichael, CA
Audit Period Summary			
Average Net Circulation	(5-H)		7,328
Average Gross Distribution	(5-F)		7,479
Average Net Press Run	(5-A)		7,500
Audit Period Detail			
A. Average Net Press Run			7,500
B. Office / File			21
C. Controlled Distribution			
1. Carrier Delivery			5,676
2. Bulk Delivery / Demand Distribution			1,651
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			103
Total Average Controlled Distribution			7,430
Controlled Returns			(151)
TOTAL AVERAGE CONTROLLED CIRCULATION			7,279
D. Paid Distribution			
1. Carrier Delivery			49
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			49
Paid Returns			(0)
TOTAL AVERAGE PAID CIRCULATION			49
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			7,479
G. Total Unclaimed / Returns			(151)*
H. Average Net Circulation			7,328

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

CVC Account Number: 01-4047		Friday	M P G - Carmichael Times Carmichael, CA
Audit Period Summary			
Average Net Circulation	(5-H)		8,233
Average Gross Distribution	(5-F)		8,484
Average Net Press Run	(5-A)		8,500
Audit Period Detail			
A. Average Net Press Run			8,500
B. Office / File			16
C. Controlled Distribution			
1. Carrier Delivery			5,533
2. Bulk Delivery / Demand Distribution			2,634
3. Mail			193
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			21
Total Average Controlled Distribution			8,381
Controlled Returns			(251)
TOTAL AVERAGE CONTROLLED CIRCULATION			8,130
D. Paid Distribution			
1. Carrier Delivery			48
2. Single Copy			0
3. Mail			55
4. Waiting Room			0
5. Hotels			0
6. Education			0
7. Restock & Office Service			0
Total Average Paid Distribution			103
Paid Returns			(0)
TOTAL AVERAGE PAID CIRCULATION			103
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			8,484
G. Total Unclaimed / Returns			(251)*
H. Average Net Circulation			8,233

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

CVC Account Number: 01-4050		Friday – Twice Monthly	M P G - Citrus Heights Messenger Carmichael, CA
Audit Period Summary			
Average Net Circulation	(5-H)		9,802
Average Gross Distribution	(5-F)		9,974
Average Net Press Run	(5-A)		10,000
Audit Period Detail			
A. Average Net Press Run			10,000
B. Office / File			26
C. Controlled Distribution			
1. Carrier Delivery			6,800
2. Bulk Delivery / Demand Distribution			2,871
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			193
Total Average Controlled Distribution			9,864
Controlled Returns			(172)
TOTAL AVERAGE CONTROLLED CIRCULATION			9,692
D. Paid Distribution			
1. Carrier Delivery			110
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			110
Paid Returns			(0)
TOTAL AVERAGE PAID CIRCULATION			110
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			9,974
G. Total Unclaimed / Returns			(172)*
H. Average Net Circulation			9,802

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

CVC Account Number: 01-4051		Monthly	M P G - Gold River Messenger Carmichael, CA
Audit Period Summary			
Average Net Circulation	(5-H)		5,475
Average Gross Distribution	(5-F)		5,485
Average Net Press Run	(5-A)		5,500
Audit Period Detail			
A. Average Net Press Run			5,500
B. Office / File			15
C. Controlled Distribution			
1. Carrier Delivery			0
2. Bulk Delivery / Demand Distribution			878
3. Mail			4,544
4. Requestor Mail			0
5. Waiting Rooms			0
6. Hotels			0
7. Events, Fairs, Festivals and Trade Shows			0
8. Education			0
9. Restock & Office Service			63
Total Average Controlled Distribution			5,485
Controlled Returns			(1)
TOTAL AVERAGE CONTROLLED CIRCULATION			5,484
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)
TOTAL AVERAGE PAID CIRCULATION			0
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			5,485
G. Total Unclaimed / Returns			(10)*
H. Average Net Circulation			5,475

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

CVC Account Number: 01-4048		Friday	M P G - Grapevine Independent Carmichael, CA
Audit Period Summary			
Average Net Circulation	(5-H)		6,869
Average Gross Distribution	(5-F)		6,986
Average Net Press Run	(5-A)		7,000
Audit Period Detail			
A. Average Net Press Run			7,000
B. Office / File			14
C. Controlled Distribution			
1. Carrier Delivery			4,673
2. Bulk Delivery / Demand Distribution			1,619
3. Mail			65
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			23
Total Average Controlled Distribution			6,380
Controlled Returns			(117)
TOTAL AVERAGE CONTROLLED CIRCULATION			6,263
D. Paid Distribution			
1. Carrier Delivery			389
2. Single Copy			0
3. Mail			192
4. Waiting Room			0
5. Hotels			0
6. Education			0
7. Restock & Office Service			0
Total Average Paid Distribution			581
Paid Returns			(0)
TOTAL AVERAGE PAID CIRCULATION			581
E. Sponsored / Voluntary Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			25
3. Mail			0
4. Waiting Rooms			0
5. Education			0
Total Average Sponsored Distribution			25
Sponsored Returns			(0)
TOTAL AVERAGE SPONSORED CIRCULATION			25
F. Average Gross Distribution			6,986
G. Total Unclaimed / Returns			(117)*
H. Average Net Circulation			6,869

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).

6A1. Audited Average Website Reporting - www.americanrivermessenger.com

	Monthly Audit Period Average
Website Unique Users	443
Website Sessions	581
Percent of New Users	90.8%
Website Page Views	925
Pages Per Visit	1.59
Average Time Spent on Website	00:01:02
Bounce Rate	78.2%

6A2. Audited Average Website Reporting - www.carmichaeltimes.com

	Monthly Audit Period Average
Website Unique Users	2,650
Website Sessions	3,583
Percent of New Users	87.1%
Website Page Views	5,557
Pages Per Visit	1.55
Average Time Spent on Website	00:01:12
Bounce Rate	77.3%

6A3. Audited Average Website Reporting - www.citrusheightsmessenger.com

	Monthly Audit Period Average
Website Unique Users	816
Website Sessions	1,045
Percent of New Users	90.0%
Website Page Views	1,752
Pages Per Visit	1.68
Average Time Spent on Website	00:00:59
Bounce Rate	76.3%

6A4. Audited Average Website Reporting - www.goldrivermessnger.com

	Monthly Audit Period Average
Website Unique Users	281
Website Sessions	361
Percent of New Users	91.2%
Website Page Views	578
Pages Per Visit	1.60
Average Time Spent on Website	00:00:52
Bounce Rate	74.8%



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6A5. Audited Average Website Reporting - www.ranchocordovaindependent.com

	Monthly Audit Period Average
Website Unique Users	2,128
Website Sessions	2,469
Percent of New Users	94.3%
Website Page Views	3,667
Pages Per Visit	1.49
Average Time Spent on Website	00:00:41
Bounce Rate	83.9%

Explanatory – Website**PARAGRAPH SIX (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.

6B. Audited Online/Digital Edition Reporting - Not Reported**6C. Text Media - Not Reported****6D. Social Media - Not Reported****6E. Email Media - Not Reported****6F. Video & Podcast Media - Not Reported****7. Average Print Circulation History - M P G - American River Messenger**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/18-12/31/18	CVC	7,337	7,319	-	-

7A. Average Print Circulation History - M P G - Carmichael Times

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/18-12/31/18	CVC	8,237	8,231	-	-

7B. Average Print Circulation History - M P G - Citrus Heights Messenger

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/18-12/31/18	CVC	9,864	9,739	-	-

7C. Average Print Circulation History - M P G - Gold River Messenger

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/18-12/31/18	CVC	5,487	5,482	-	-

7D. Average Print Circulation History - M P G - Grapevine Independent

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/18-12/31/18	CVC	6,866	6,970	-	-

8. Distribution by Zip Code (6/29/2018 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	150	0	0	150
95610	Citrus Heights	Sacramento	CA	0	75	0	0	75
95621	Citrus Heights	Sacramento	CA	0	75	0	0	75
95628	Fair Oaks	Sacramento	CA	4,865	1,235	0	100	6,200
95662	Orangevale	Sacramento	CA	785	185	0	30	1,000
TOTAL				5,650	1,720	0	130	7,500

8A. Distribution by Zip Code (6/29/2018 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	4,086	3,142	202	20	7,450
95610	Citrus Heights	Sacramento	CA	0	75	0	0	75
95621	Citrus Heights	Sacramento	CA	0	75	0	0	75
95628	Fair Oaks	Sacramento	CA	0	75	0	0	75
95662	Orangevale	Sacramento	CA	0	50	0	0	50
95864	Sacramento	Sacramento	CA	439	361	0	0	800
TOTAL				4,525	3,778	202	20	8,525

8B. Distribution by Zip Code (6/29/2018 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	150	0	0	150
95610	Citrus Heights	Sacramento	CA	3,180	1,425	0	95	4,700
95621	Citrus Heights	Sacramento	CA	3,518	1,577	0	105	5,200
TOTAL				6,698	3,152	0	200	10,050

8C. Distribution by Zip Code (December 2018 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	618	4,542	90	5,250
95742	Rancho Cordova	Sacramento	CA	0	250	0	0	250
TOTAL				0	868	4,542	90	5,500

8D. Distribution by Zip Code (6/29/2018 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	4,152	882	193	10	5,237
95742	Rancho Cordova	Sacramento	CA	963	155	45	0	1,163
95827	Sacramento	Sacramento	CA	0	200	0	0	200
TOTAL				5,115	1,637	238	10	7,000



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9. Distribution by County (6/29/2018 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	5,650	1,720	0	130	7,500
TOTAL			5,650	1,720	0	130	7,500

9A. Distribution by County (6/29/2018 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 Sacramento	CA	4,525	3,778	202	20	8,525
TOTAL			4,525	3,778	202	20	8,525

9B. Distribution by County (6/29/2018 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	CA	6,698	3,152	0	200	10,050
TOTAL			6,698	3,152	0	200	10,050

9C. Distribution by County (December 2018 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 Rancho Cordova	CA	0	868	4,542	90	5,500
TOTAL			0	868	4,542	90	5,500

9D. Distribution by County (6/29/2018 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	5,115	1,637	238	10	7,000
TOTAL			5,115	1,637	238	10	7,000

10. Verification of Distribution – Mail and Carrier Delivery Distribution

Messenger Publishing Group reported an average mail distribution of 5,049 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 23,278 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 Messenger Publishing Group publication) on a regular basis to substantiate the publisher’s distribution claims.

CVC verification confirms that 337 of 433 or 77.8% report they regularly read or look through the (appropriate Messenger Publishing Group publication). (National Average 74%)

*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 Messenger Publishing Group’s claim of 692 returnable source distributed editions returned to the publisher unclaimed after the edition cycle.



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12. Paid Reporting Analysis

CARRIER DELIVERY	Basic Rates: Varies by publication
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	596
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
MAIL	Basic Rates: Varies by publication
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	247
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

Optional Publisher Reporting - Special Section / Special Edition Reporting

SPECIAL SECTION TITLE	DEADLINE MONTH	EDITION MONTH
Joyful Living (special senior section – monthly)	5 th of each month	Monthly

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, 2019.

If this report is presented after September 30, 2019 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. 337 Survey respondents were interviewed during the verification of carrier delivery and mail distribution. 113 Survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution. 53 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 (National Average 1.75)**
*Readership estimates compiled from 2018 CVC circulation & readership study data.

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

YES

503

Survey Respondents

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

YES

386

76.7% (National Average 74.4%)

NO

117

23.3%

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

43%

1-2 Days

26%

3-4 Days

11%

5-6 Days

20%

1 Week or More

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

Reader

Market

Demographics

Demographics

45%

48%

Male Readers

55%

52%

Female Readers

5. What range best describes your age.

Reader Demographics	Market Demographics
<01%	05% 18 - 20
02%	07% 21 - 24
08%	17% 25 - 34
17%	15% 35 - 44
24%	19% 45 - 54
25%	18% 55 - 64
16%	10% 65 - 74
04%	06% 75 - 84
04%	03% 85 years or older

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

Reader Demographics	Market Demographics
00%	08% under \$15,000
<01%	08% \$15,000 - \$24,999
02%	09% \$25,000 - \$34,999
10%	13% \$35,000 - \$49,999
21%	19% \$50,000 - \$74,999
22%	15% \$75,000 - \$99,999
16%	10% \$100,000 - \$124,999
10%	06% \$125,000 - \$149,999
09%	06% \$150,000 - \$199,999
10%	06% over \$200,000

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

Reader Demographics	Market Demographics
00%	09% Some High School or Less
10%	21% Graduated High School
47%	40% Some College
32%	19% Graduated College
06%	07% Completed Master Degree
05%	03% 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?

17%	New Automobile, Truck or SUV	(% = Positive respondents)
19%	Used Automobile, Truck or SUV	
11%	Antiques / Auctions	
56%	Furniture / Home Furnishings	
30%	Major Home Appliance	
26%	Computers, Tablets or Laptops	
38%	Home Improvements or Home Improvement Supplies	
33%	Television or Electronics	
20%	Carpet or Flooring	
47%	Automobile Accessories (tires, brakes or service)	
33%	Lawn & Garden Supplies	
29%	Florist / Gift Shops	
14%	Home Heating & Air Conditioning (service, new equipment)	
53%	Vacations / Travel	
11%	Real Estate (Sell or purchase)	
61%	Men's Apparel	
70%	Women's Apparel	
34%	Children's Apparel	
02%	Boats or Personal Watercraft	
26%	Art & Crafts Supplies	
15%	Childcare	
20%	Education or Classes	
06%	Attorney	
28%	Veterinarian	
14%	Chiropractor	
29%	Financial Planner (Retirement, Investing)	
44%	Tax Advisor / Tax Services	
48%	Health Club / Exercise Class	
39%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)	
11%	Weight Loss	
29%	Lawn Care Service (Maintenance & Landscaping)	
24%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)	
48%	Pharmacist / Prescription Service	
27%	Cell Phone or Smart Phone (New Service or Update Service)	
81%	Dining & Entertainment	
25%	Jewelry	
05%	Wedding Supplies	
31%	Athletic & Sports Equipment	
02%	Motorcycles / ATV's	
59%	Medical Services / Physicians	
29%	Pet Supplies	






www.cvcaudit.com



Messenger Publishing Group
Carmichael, California
01-9092

Key to Features

-  State Boundary
-  County Boundary
-  ZIP Code Boundary

