

Reinstatement Audit Period: July 1, 2023 – December 31, 2023

**Messenger Publishing Group**

7144 Fair Oaks Boulevard, Suite 5  
Carmichael, CA 95608  
(916) 773-1111  
(916) 773-2999 FAX

EMAIL: publisher@MPG8.com  
www.MPG8.com

**1. Audited Media Platforms**

Print Publication:	Average Net Circulation - Weekly:	42,612 (Print Edition)
	Average Net Circulation – Bi-Weekly:	21,468 (Print Edition)
	Average Net Circulation – Monthly:	8,060 (Print Edition)
Website:	Average Website Unique Users:	120,286

**Messenger Publishing Group – Total Gross Contacts**

CVC Estimated Edition Readership:	135,563
Total Digital Contacts:	120,286
Total Estimated Gross Contacts:	255,849*

\*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:	Eighteen **
Format / Average Page Count:	Broadsheet / 14 Pages
Circulation Cycle:	9 Weekly / 7 Bi-Weekly / 2 Monthly
Ownership:	Messenger Publishing Group
Year Established:	2006
Publication Type:	Community Newspaper
	91% Controlled / 9% Paid / 0% Sponsor Paid
Content:	50% Advertising / 50% Editorial
Primary Delivery Methods:	38% Carrier Delivery / 29% Mail / 33% Controlled Bulk & Single Copy
Annual Mail Subscription Rate:	\$32.00 - \$78.00 (Varies by Publication)
Cover Price:	\$0.75
Insert Zoning Available:	Yes - ZIP Code / 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, 2024
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 1/16 <sup>th</sup> Page National: \$850.00 Full Page - \$125.00 1/16 <sup>th</sup> 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
<hr/>			
Audit Period Summary			
Average Net Circulation	(5-H)	6,175	
Average Gross Distribution	(5-F)	6,280	
Average Net Press Run	(5-A)	6,292	
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Audit Period Detail			
A. Average Net Press Run		6,292	
B. Office / File		12	
C. Controlled Distribution			
1. Carrier Delivery		3,232	
2. Bulk Delivery / Demand Distribution		1,563	
3. Mail		1,434	
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		6,249	
Controlled Returns		(105)	
TOTAL AVERAGE CONTROLLED CIRCULATION		6,144	
D. Paid Distribution			
1. Carrier Delivery		31	
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		31	
Paid Returns		(0)	
TOTAL AVERAGE PAID CIRCULATION		31	
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	
<hr/>			
F. Average Gross Distribution		6,280	
G. Total Unclaimed / Returns		(105)*	
H. Average Net Circulation		6,175	

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

CVC Account Number: 01-4456		Monthly	M P G - Arden Arcade News Carmichael, CA
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Audit Period Summary			
Average Net Circulation	(5-H)		2,864
Average Gross Distribution	(5-F)		2,870
Average Net Press Run	(5-A)		2,875
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Audit Period Detail			
A. Average Net Press Run			2,875
B. Office / File			5
C. Controlled Distribution			
1. Carrier Delivery			453
2. Bulk Delivery / Demand Distribution			1,079
3. Mail			1,315
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			2,870
Controlled Returns			(6)
TOTAL AVERAGE CONTROLLED CIRCULATION			2,864
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
<hr/>			
F. Average Gross Distribution			2,870
G. Total Unclaimed / Returns			(6)*
H. Average Net Circulation			2,864

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

CVC Account Number: 01-4047		Friday	M P G - Carmichael Times Carmichael, CA
<hr/>			
Audit Period Summary			
Average Net Circulation	(5-H)		6,811
Average Gross Distribution	(5-F)		6,997
Average Net Press Run	(5-A)		7,000
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Audit Period Detail			
A. Average Net Press Run			7,000
B. Office / File			3
C. Controlled Distribution			
1. Carrier Delivery			4,297
2. Bulk Delivery / Demand Distribution			2,472
3. Mail			148
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			25
Total Average Controlled Distribution			6,942
Controlled Returns			(186)
TOTAL AVERAGE CONTROLLED CIRCULATION			6,756
D. Paid Distribution			
1. Carrier Delivery			0
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			55
Paid Returns			(0)
TOTAL AVERAGE PAID CIRCULATION			55
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
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F. Average Gross Distribution			6,997
G. Total Unclaimed / Returns			(186)*
H. Average Net Circulation			6,811

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

CVC Account Number: 01-4050		Friday	M P G - Citrus Heights Messenger Carmichael, CA
<hr/>			
Audit Period Summary			
Average Net Circulation	(5-H)		6,839
Average Gross Distribution	(5-F)		6,997
Average Net Press Run	(5-A)		7,000
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Audit Period Detail			
A. Average Net Press Run			7,000
B. Office / File			3
C. Controlled Distribution			
1. Carrier Delivery			4,994
2. Bulk Delivery / Demand Distribution			1,774
3. Mail			147
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			25
Total Average Controlled Distribution			6,940
Controlled Returns			(158)
TOTAL AVERAGE CONTROLLED CIRCULATION			6,782
D. Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			57
4. Waiting Room			0
5. Hotels			0
6. Education			0
7. Restock & Office Service			0
Total Average Paid Distribution			57
Paid Returns			(0)
TOTAL AVERAGE PAID CIRCULATION			57
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
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F. Average Gross Distribution			6,997
G. Total Unclaimed / Returns			(158)*
H. Average Net Circulation			6,839

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

CVC Account Number: 01-4464		Friday	M P G - Colusa Pioneer Review Carmichael, CA
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Audit Period Summary			
Average Net Circulation	(5-H)		1,422
Average Gross Distribution	(5-F)		1,496
Average Net Press Run	(5-A)		1,500
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Audit Period Detail			
A. Average Net Press Run			1,500
B. Office / File			4
C. Controlled Distribution			
1. Carrier Delivery			0
2. Bulk Delivery / Demand Distribution			216
3. Mail			21
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			25
Total Average Controlled Distribution			262
Controlled Returns			(26)
TOTAL AVERAGE CONTROLLED CIRCULATION			236
D. Paid Distribution			
1. Carrier Delivery			29
2. Single Copy			524
3. Mail			669
4. Waiting Room			0
5. Hotels			0
6. Education			0
7. Restock & Office Service			12
Total Average Paid Distribution			1,234
Paid Returns			(48)
TOTAL AVERAGE PAID CIRCULATION			1,186
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
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F. Average Gross Distribution			1,496
G. Total Unclaimed / Returns			(74)*
H. Average Net Circulation			1,422

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

CVC Account Number: 01-4211		Friday	M P G - Dixon Independent Voice Carmichael, CA
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Audit Period Summary			
Average Net Circulation	(5-H)		3,106
Average Gross Distribution	(5-F)		3,196
Average Net Press Run	(5-A)		3,200
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Audit Period Detail			
A. Average Net Press Run			3,200
B. Office / File			4
C. Controlled Distribution			
1. Carrier Delivery			2,136
2. Bulk Delivery / Demand Distribution			635
3. Mail			65
4. Requestor Mail			191
5. Waiting Rooms			0
6. Hotels			0
7. Events, Fairs, Festivals and Trade Shows			0
8. Education			0
9. Restock & Office Service			30
Total Average Controlled Distribution			3,057
Controlled Returns			(90)
TOTAL AVERAGE CONTROLLED CIRCULATION			2,967
D. Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			139
4. Waiting Room			0
5. Hotels			0
6. Education			0
7. Restock & Office Service			0
Total Average Paid Distribution			139
Paid Returns			(11)
TOTAL AVERAGE PAID CIRCULATION			128
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
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F. Average Gross Distribution			3,196
G. Total Unclaimed / Returns			(90)*
H. Average Net Circulation			3,106

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

CVC Account Number: 01-4457		Friday	M P G - East Sacramento News Carmichael, CA
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Audit Period Summary			
Average Net Circulation	(5-H)		2,571
Average Gross Distribution	(5-F)		2,934
Average Net Press Run	(5-A)		2,938
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Audit Period Detail			
A. Average Net Press Run			2,938
B. Office / File			4
C. Controlled Distribution			
1. Carrier Delivery			99
2. Bulk Delivery / Demand Distribution			1,586
3. Mail			1,226
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			2,934
Controlled Returns			(363)
TOTAL AVERAGE CONTROLLED CIRCULATION			2,571
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
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F. Average Gross Distribution			2,934
G. Total Unclaimed / Returns			(363)*
H. Average Net Circulation			2,571

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

CVC Account Number: 01-4453		Friday	M P G - Elk Grove Citizen Carmichael, CA
<hr/>			
Audit Period Summary			
Average Net Circulation	(5-H)		2,917
Average Gross Distribution	(5-F)		3,116
Average Net Press Run	(5-A)		3,122
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Audit Period Detail			
A. Average Net Press Run			3,122
B. Office / File			6
C. Controlled Distribution			
1. Carrier Delivery			160
2. Bulk Delivery / Demand Distribution			587
3. Mail			38
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			31
Total Average Controlled Distribution			816
Controlled Returns			(129)
TOTAL AVERAGE CONTROLLED CIRCULATION			687
D. Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			180
3. Mail			2,120
4. Waiting Room			0
5. Hotels			0
6. Education			0
7. Restock & Office Service			0
Total Average Paid Distribution			2,300
Paid Returns			(70)
TOTAL AVERAGE PAID CIRCULATION			2,230
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
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F. Average Gross Distribution			3,116
G. Total Unclaimed / Returns			(199)*
H. Average Net Circulation			2,917

# 5I. 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>			
Average Net Circulation	(5-H)		5,196
Average Gross Distribution	(5-F)		5,196
Average Net Press Run	(5-A)		5,200
<b>Audit Period Detail</b>			
A. Average Net Press Run			5,200
B. Office / File			4
C. Controlled Distribution			
1. Carrier Delivery			0
2. Bulk Delivery / Demand Distribution			66
3. Mail			5,123
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			7
Total Average Controlled Distribution			5,196
Controlled Returns			(0)
TOTAL AVERAGE CONTROLLED CIRCULATION			5,196
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			5,196
G. Total Unclaimed / Returns			(0)*
H. Average Net Circulation			5,196

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

CVC Account Number: 01-4048		Friday	M P G - Grapevine Independent Carmichael, CA
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Audit Period Summary			
Average Net Circulation	(5-H)		6,861
Average Gross Distribution	(5-F)		6,997
Average Net Press Run	(5-A)		7,000
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Audit Period Detail			
A. Average Net Press Run			7,000
B. Office / File			3
C. Controlled Distribution			
1. Carrier Delivery			5,153
2. Bulk Delivery / Demand Distribution			1,511
3. Mail			58
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			31
Total Average Controlled Distribution			6,753
Controlled Returns			(136)
TOTAL AVERAGE CONTROLLED CIRCULATION			6,617
D. Paid Distribution			
1. Carrier Delivery			74
2. Single Copy			25
3. Mail			145
4. Waiting Room			0
5. Hotels			0
6. Education			0
7. Restock & Office Service			0
Total Average Paid Distribution			244
Paid Returns			(0)
TOTAL AVERAGE PAID CIRCULATION			244
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
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F. Average Gross Distribution			6,997
G. Total Unclaimed / Returns			(136)*
H. Average Net Circulation			6,861

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

CVC Account Number: 01-4067		Friday	M P G - Gridley Herald Carmichael, CA
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Audit Period Summary			
Average Net Circulation	(5-H)		5,293
Average Gross Distribution	(5-F)		5,397
Average Net Press Run	(5-A)		5,400
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Audit Period Detail			
A. Average Net Press Run			5,400
B. Office / File			3
C. Controlled Distribution			
1. Carrier Delivery			4,393
2. Bulk Delivery / Demand Distribution			418
3. Mail			10
4. Requestor Mail			0
5. Waiting Rooms			0
6. Hotels			0
7. Events, Fairs, Festivals and Trade Shows			0
8. Education			0
9. Restock & Office Service			14
Total Average Controlled Distribution			4,835
Controlled Returns			(42)
TOTAL AVERAGE CONTROLLED CIRCULATION			4,793
D. Paid Distribution			
1. Carrier Delivery			56
2. Single Copy			162
3. Mail			344
4. Waiting Room			0
5. Hotels			0
6. Education			0
7. Restock & Office Service			0
Total Average Paid Distribution			562
Paid Returns			(62)
TOTAL AVERAGE PAID CIRCULATION			500
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
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F. Average Gross Distribution			5,397
G. Total Unclaimed / Returns			(104)*
H. Average Net Circulation			5,293

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

CVC Account Number: 01-4458		Friday	M P G - Land Park News Carmichael, CA
<b>Audit Period Summary</b>			
Average Net Circulation	(5-H)		2,810
Average Gross Distribution	(5-F)		2,930
Average Net Press Run	(5-A)		2,938
<b>Audit Period Detail</b>			
A. Average Net Press Run			2,938
B. Office / File			8
C. Controlled Distribution			
1. Carrier Delivery			0
2. Bulk Delivery / Demand Distribution			2,098
3. Mail			815
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			17
Total Average Controlled Distribution			2,930
Controlled Returns			(120)
TOTAL AVERAGE CONTROLLED CIRCULATION			2,810
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			2,930
G. Total Unclaimed / Returns			(120)*
H. Average Net Circulation			2,810

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

CVC Account Number: 01-4459		Friday	M P G - Pocket News Carmichael, CA
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Audit Period Summary			
Average Net Circulation	(5-H)		2,799
Average Gross Distribution	(5-F)		2,934
Average Net Press Run	(5-A)		2,938
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Audit Period Detail			
A. Average Net Press Run			2,938
B. Office / File			4
C. Controlled Distribution			
1. Carrier Delivery			0
2. Bulk Delivery / Demand Distribution			1,314
3. Mail			1,595
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			25
Total Average Controlled Distribution			2,934
Controlled Returns			(135)
TOTAL AVERAGE CONTROLLED CIRCULATION			2,799
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
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F. Average Gross Distribution			2,934
G. Total Unclaimed / Returns			(135)*
H. Average Net Circulation			2,799

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

CVC Account Number: 01-4454		Friday	M P G - River Valley Times Carmichael, CA
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Audit Period Summary			
Average Net Circulation	(5-H)		3,946
Average Gross Distribution	(5-F)		3,946
Average Net Press Run	(5-A)		3,950
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Audit Period Detail			
A. Average Net Press Run			3,950
B. Office / File			4
C. Controlled Distribution			
1. Carrier Delivery			0
2. Bulk Delivery / Demand Distribution			16
3. Mail			155
4. Requestor Mail			3,717
5. Waiting Rooms			0
6. Hotels			0
7. Events, Fairs, Festivals and Trade Shows			0
8. Education			0
9. Restock & Office Service			8
Total Average Controlled Distribution			3,896
Controlled Returns			(0)
TOTAL AVERAGE CONTROLLED CIRCULATION			3,896
D. Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			50
4. Waiting Room			0
5. Hotels			0
6. Education			0
7. Restock & Office Service			0
Total Average Paid Distribution			50
Paid Returns			(0)
TOTAL AVERAGE PAID CIRCULATION			50
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
<hr/>			
F. Average Gross Distribution			3,946
G. Total Unclaimed / Returns			(0)*
H. Average Net Circulation			3,946

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

CVC Account Number: 01-4210		Friday	M P G - Territorial Dispatch Carmichael, CA
<hr/>			
Audit Period Summary			
Average Net Circulation	(5-H)		6,718
Average Gross Distribution	(5-F)		7,011
Average Net Press Run	(5-A)		7,015
<hr/>			
Audit Period Detail			
A. Average Net Press Run			7,015
B. Office / File			4
C. Controlled Distribution			
1. Carrier Delivery			2,487
2. Bulk Delivery / Demand Distribution			4,262
3. Mail			86
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			56
Total Average Controlled Distribution			6,891
Controlled Returns			(293)
TOTAL AVERAGE CONTROLLED CIRCULATION			6,598
D. Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			120
4. Waiting Room			0
5. Hotels			0
6. Education			0
7. Restock & Office Service			0
Total Average Paid Distribution			120
Paid Returns			(0)
TOTAL AVERAGE PAID CIRCULATION			120
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
<hr/>			
F. Average Gross Distribution			7,011
G. Total Unclaimed / Returns			(293)*
H. Average Net Circulation			6,718

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

CVC Account Number: 01-4455		Friday	M P G - The Galt Herald Carmichael, CA
<hr/>			
Audit Period Summary			
Average Net Circulation	(5-H)		1,745
Average Gross Distribution	(5-F)		1,885
Average Net Press Run	(5-A)		1,889
<hr/>			
Audit Period Detail			
A. Average Net Press Run			1,889
B. Office / File			4
C. Controlled Distribution			
1. Carrier Delivery			283
2. Bulk Delivery / Demand Distribution			235
3. Mail			8
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			28
Total Average Controlled Distribution			554
Controlled Returns			(70)
TOTAL AVERAGE CONTROLLED CIRCULATION			484
D. Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			164
3. Mail			1,167
4. Waiting Room			0
5. Hotels			0
6. Education			0
7. Restock & Office Service			0
Total Average Paid Distribution			1,331
Paid Returns			(70)
TOTAL AVERAGE PAID CIRCULATION			1,261
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
<hr/>			
F. Average Gross Distribution			1,885
G. Total Unclaimed / Returns			(140)*
H. Average Net Circulation			1,745

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

CVC Account Number: 01-4303		Friday	M P G - The Rio Linda News Carmichael, CA
<hr/>			
Audit Period Summary			
Average Net Circulation	(5-H)		1,955
Average Gross Distribution	(5-F)		1,997
Average Net Press Run	(5-A)		2,000
<hr/>			
Audit Period Detail			
A. Average Net Press Run			2,000
B. Office / File			3
C. Controlled Distribution			
1. Carrier Delivery			267
2. Bulk Delivery / Demand Distribution			1,511
3. Mail			130
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			15
Total Average Controlled Distribution			1,923
Controlled Returns			(42)
TOTAL AVERAGE CONTROLLED CIRCULATION			1,881
D. Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			74
4. Waiting Room			0
5. Hotels			0
6. Education			0
7. Restock & Office Service			0
Total Average Paid Distribution			74
Paid Returns			(0)
TOTAL AVERAGE PAID CIRCULATION			74
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
<hr/>			
F. Average Gross Distribution			1,997
G. Total Unclaimed / Returns			(42)*
H. Average Net Circulation			1,955

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

CVC Account Number: 01-4305		Friday	M P G - West Sacramento News Ledger Carmichael, CA
<hr/>			
Audit Period Summary			
Average Net Circulation	(5-H)	2,112	
Average Gross Distribution	(5-F)	2,198	
Average Net Press Run	(5-A)	2,200	
<hr/>			
Audit Period Detail			
A. Average Net Press Run		2,200	
B. Office / File		2	
C. Controlled Distribution			
1. Carrier Delivery		0	
2. Bulk Delivery / Demand Distribution		1,808	
3. Mail		25	
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		1,849	
Controlled Returns		(86)	
TOTAL AVERAGE CONTROLLED CIRCULATION		1,763	
D. Paid Distribution			
1. Carrier Delivery		0	
2. Single Copy		0	
3. Mail		349	
4. Waiting Room		0	
5. Hotels		0	
6. Education		0	
7. Restock & Office Service		0	
Total Average Paid Distribution		349	
Paid Returns		(0)	
TOTAL AVERAGE PAID CIRCULATION		349	
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	
<hr/>			
F. Average Gross Distribution		2,198	
G. Total Unclaimed / Returns		(86)*	
H. Average Net Circulation		2,112	

## Explanatory – Print

### PARAGRAPH FIVE AUDIT PERIOD SUMMARY

\*\* In August 2023, Messenger Publishing Group acquired the Arden Arcade News, Colusa Pioneer Review, East Sacramento News, Elk Grove Citizen, Land Park News, Pocket News, River Valley Times, and The Galt Herald. The paragraph five (5) averages for these titles are based on the four months September 2023 – December 2023. All others are based on the six month period July 2023 – December 2023.

**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.

**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
01/01/23-12/31/23	CVC	6,419	6,384	6,374	5,988
01/01/22-12/31/22	CVC	7,249	6,785	Not Reported	Not Reported
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 - Arden Arcade News

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
07/01/23-12/31/23	CVC	-	-	2,495	2,988

#### 6C. Average Print Circulation History - M P G - Carmichael Times

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/23-12/31/23	CVC	6,811	6,773	6,795	6,827
01/01/22-12/31/22	CVC	6,763	6,718	Not Reported	Not Reported
01/01/21-12/31/21	CVC	7,328	7,201	7,196	7,033
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

#### 6D. Average Print Circulation History - M P G - Citrus Heights Messenger

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/23-12/31/23	CVC	6,880	6,845	6,829	6,850
01/01/22-12/31/22	CVC	6,919	6,934	Not Reported	Not Reported
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

#### 6E. Average Print Circulation History - M P G - Colusa Pioneer Review

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
07/01/23-12/31/23	CVC	-	-	1409	1431

#### 6F. Average Print Circulation History - M P G - Dixon Independent Voice

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/23-12/31/23	CVC	3,103	3,090	3,098	3,115
01/01/22-12/31/22	CVC	2,918	2,763	Not Reported	Not Reported
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

#### 6G. Average Print Circulation History - M P G - East Sacramento News

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
07/01/23-12/31/23	CVC	-	-	2,356	2,642

#### 6H. Average Print Circulation History - M P G - Elk Grove Citizen

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
07/01/23-12/31/23	CVC	-	-	2,815	2,955

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

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/23-12/31/23	CVC	5,198	5,198	5,197	5,196
01/01/22-12/31/22	CVC	5,195	5,095	Not Reported	Not Reported
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

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

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/23-12/31/23	CVC	6,872	6,900	6,857	6,865
01/01/22-12/31/22	CVC	6,761	6,812	Not Reported	Not Reported
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

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

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/23-12/31/23	CVC	5,331	5,280	5,280	5,306
01/01/22-12/31/22	CVC	6,066	5,606	Not Reported	Not Reported
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

**6L. Average Print Circulation History - M P G - Land Park News**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
07/01/23-12/31/23	CVC	-	-	2,739	2,841

**6M. Average Print Circulation History - M P G - Pocket News**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
07/01/23-12/31/23	CVC	-	-	2,627	2,856

**6N. Average Print Circulation History - M P G - River Valley Times**

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
07/01/23-12/31/23	CVC	-	-	5,198	3,532

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

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/23-12/31/23	CVC	6,785	6,692	6,669	6,767
01/01/22-12/31/22	CVC	6,661	6,571	Not Reported	Not Reported
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

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

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
07/01/23-12/31/23	CVC	-	-	1,791	1,729

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

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/23-12/31/23	CVC	1,951	1,946	1,943	1,966
01/01/22-12/31/22	CVC	1,654	1,769	Not Reported	Not Reported
01/01/21-12/31/21	CVC	1,347	1,431	1,391	1,447

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

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/23-12/31/23	CVC	2,130	2,057	2,133	2,091
01/01/22-12/31/22	CVC	1,706	1,697	Not Reported	Not Reported
07/01/21-12/31/21	CVC	-	-	1,410	1,692

**7A. Distribution by Zip Code (12/29/2023 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	2,078	1,217	1,405	0	4,700
95662	Orangevale	Sacramento	CA	498	291	336	0	1,125
<b>TOTAL</b>				<b>2,576</b>	<b>1,683</b>	<b>1,741</b>	<b>0</b>	<b>6,000</b>

**7B. Distribution by Zip Code (December 2023 Edition) Monthly - M P G - Arden Arcade News**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
95864	Sacramento	Sacramento	CA	0	1,277	1,923	0	3,200
<b>TOTAL</b>				<b>0</b>	<b>1,277</b>	<b>1,923</b>	<b>0</b>	<b>3,200</b>

**7C. Distribution by Zip Code (12/29/2023 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	4,305	2,283	197	0	6,785
95610	Citrus Heights	Sacramento	CA	0	34	6	0	40
95621	Citrus Heights	Sacramento	CA	0	38	2	0	40
95628	Fair Oaks	Sacramento	CA	0	0	40	0	40
95662	Orangevale	Sacramento	CA	0	0	25	0	25
95841	Sacramento	Sacramento	CA	0	0	70	0	70
<b>TOTAL</b>				<b>4,305</b>	<b>2,355</b>	<b>340</b>	<b>0</b>	<b>7,000</b>

**7D. Distribution by Zip Code (12/29/2023 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	2,387	865	98	0	3,350
95621	Citrus Heights	Sacramento	CA	2,494	904	102	0	3,500
95628	Fair Oaks	Sacramento	CA	0	50	0	0	50
95662	Orangevale	Sacramento	CA	0	50	0	0	50
<b>TOTAL</b>				<b>4,881</b>	<b>1,869</b>	<b>200</b>	<b>50</b>	<b>7,000</b>

7E. Distribution by Zip Code (12/29/2023 Edition) Friday - M P G - Colusa Pioneer Review

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
95912	Arbuckle	Colusa	CA	0	122	103	0	225
95932	Colusa	Colusa	CA	0	337	284	0	621
95955	Maxwell	Colusa	CA	0	56	47	0	103
95987	Williams	Colusa	CA	0	109	93	0	202
95991	Yuba City	Sutter	CA	0	65	55	0	120
95992	Yuba City	Sutter	CA	0	6	5	0	11
95993	Yuba City	Sutter	CA	0	51	43	0	94
Misc.	Assorted	Assorted	-	0	67	57	0	124
<b>TOTAL</b>				<b>0</b>	<b>813</b>	<b>687</b>	<b>0</b>	<b>1,500</b>

7F. Distribution by Zip Code (12/29/2023 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	2,329	666	205	0	3,200
<b>TOTAL</b>				<b>2,329</b>	<b>666</b>	<b>205</b>	<b>0</b>	<b>3,200</b>

7G. Distribution by Zip Code (12/29/2023 Edition) Friday - M P G - East Sacramento News

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
95819	Sacramento	Sacramento	CA	0	2,007	1,193	0	3,200
<b>TOTAL</b>				<b>0</b>	<b>2,007</b>	<b>1,193</b>	<b>0</b>	<b>3,200</b>

7H. Distribution by Zip Code (12/29/2023 Edition) Friday - M P G - Elk Grove Citizen

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
95624	Elk Grove	Sacramento	CA	133	549	1,043	0	1,725
95632	Galt	Sacramento	CA	1	5	9	0	15
95638	Herald	Sacramento	CA	1	5	9	0	15
95693	Wilton	Sacramento	CA	3	14	27	0	44
95757	Elk Grove	Sacramento	CA	45	187	355	0	587
95758	Elk Grove	Sacramento	CA	63	259	492	0	814
<b>TOTAL</b>				<b>246</b>	<b>1,019</b>	<b>1,935</b>	<b>0</b>	<b>3,200</b>

7I. Distribution by Zip Code (December 2023 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	5,128	72	5,200
<b>TOTAL</b>				<b>0</b>	<b>0</b>	<b>5,128</b>	<b>72</b>	<b>5,200</b>

7J. Distribution by Zip Code (12/29/2023 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	300	0	0	300
95670	Rancho Cordova	Sacramento	CA	3,657	1,129	107	50	4,943
95742	Rancho Cordova	Sacramento	CA	1,657	0	0	0	1,657
95827	Sacramento	Sacramento	CA	0	100	0	0	100
<b>TOTAL</b>				5,314	1,529	107	50	7,000

7K. Distribution by Zip Code (12/29/2023 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	164	23	13	0	200
95948	Gridley	Butte	CA	2,372	340	189	0	2,901
95953	Live Oak	Sutter	CA	1,881	269	149	0	2,299
<b>TOTAL</b>				4,417	632	351	0	5,400

7L. Distribution by Zip Code (12/29/2023 Edition) Friday - M P G - Land Park News

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
95818	Sacramento	Sacramento	CA	0	2,419	781	0	3,200
<b>TOTAL</b>				0	2,419	781	0	3,200

7M. Distribution by Zip Code (12/29/2023 Edition) Friday - M P G - Pocket News

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
95831	Sacramento	Sacramento	CA	0	1,220	1,980	0	3,200
<b>TOTAL</b>				0	1,220	1,980	0	3,200

7N. Distribution by Zip Code (12/29/2023 Edition) Friday - M P G - River Valley Times

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
95683	Rancho Murieta	Sacramento	CA	0	0	3,150	0	3,150
95693	Wilton	Sacramento	CA	0	50	0	0	50
<b>TOTAL</b>				0	50	3,150	0	3,200

**7O. Distribution by Zip Code (12/29/2023 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	325	3,065	200	0	3,590
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
95991	Yuba City	Sutter	CA	693	740	0	0	1,433
95992	Yuba City	Sutter	CA	0	133	0	0	133
95993	Yuba City	Sutter	CA	426	708	0	0	1,134
<b>TOTAL</b>				<b>1,594</b>	<b>5,106</b>	<b>300</b>	<b>0</b>	<b>7,000</b>

**7P. Distribution by Zip Code (12/29/2023 Edition) Friday - M P G - The Galt Herald**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
95638	Herald	Sacramento	CA	272	460	1,218	0	1,950
95693	Wilton	Sacramento	CA	3	6	16	0	25
95819	Sacramento	Sacramento	CA	3	6	16	0	25
<b>TOTAL</b>				<b>278</b>	<b>472</b>	<b>1,250</b>	<b>0</b>	<b>2,000</b>

**7Q. Distribution by Zip Code (12/29/2023 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	252	1,454	194	0	1,900
<b>TOTAL</b>				<b>252</b>	<b>1,454</b>	<b>294</b>	<b>0</b>	<b>2,000</b>

**7R. Distribution by Zip Code (12/29/2023 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	466	95	0	561
95691	West Sacramento	Yolo	CA	0	1,360	279	0	1,639
<b>TOTAL</b>				<b>0</b>	<b>1,826</b>	<b>374</b>	<b>0</b>	<b>2,200</b>

**8A. Distribution by County (12/29/2023 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	2,576	1,683	1,741	0	6,000
<b>TOTAL</b>			<b>2,576</b>	<b>1,683</b>	<b>1,741</b>	<b>0</b>	<b>6,000</b>

8B. Distribution by County (December 2023 Edition) Monthly - M P G - Arden Arcade News

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Sacramento	Sacramento	CA	0	1,277	1,923	0	3,200
TOTAL			0	1,277	1,923	0	3,200

8C. Distribution by County (12/29/2023 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	4,305	2,355	340	0	7,000
TOTAL			4,305	2,355	340	0	7,000

8D. Distribution by County (12/29/2023 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	4,881	1,869	200	50	7,000
TOTAL			4,881	1,869	200	50	7,000

8E. Distribution by County (12/29/2023 Edition) Friday - M P G - Colusa Pioneer Review

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Colusa	Arbuckle Colusa Maxwell Williams	CA	0	624	527	0	1,151
Sutter	Yuba City	CA	0	122	103	0	225
Misc.	Assorted	-	0	67	57	0	124
TOTAL			0	813	687	0	1,500

8F. Distribution by County (12/29/2023 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	2,329	666	205	0	3,200
TOTAL			2,329	666	205	0	3,200

8G. Distribution by County (12/29/2023 Edition) Friday - M P G - East Sacramento News

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Sacramento	Sacramento	CA	0	2,007	1,193	0	3,200
TOTAL			0	2,007	1,193	0	3,200

## 8H. Distribution by County (12/29/2023 Edition) Friday - M P G - Elk Grove Citizen

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Sacramento	Elk Grove Galt Herald Wilton	CA	246	1,019	1,935	0	3,200
TOTAL			246	1,019	1,935	0	3,200

## 8I. Distribution by County (December 2023 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	5,128	72	5,200
TOTAL			0	0	5,128	72	5,200

## 8J. Distribution by County (12/29/2023 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	5,314	1,529	107	50	7,000
TOTAL			5,314	1,529	107	50	7,000

## 8K. Distribution by County (12/29/2023 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	2,536	363	202	0	3,101
Sutter	Live Oak	CA	1,881	269	149	0	2,299
TOTAL			4,417	632	351	0	5,400

## 8L. Distribution by County (12/29/2023 Edition) Friday - M P G - Land Park News

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Sacramento	Sacramento	CA	0	2,419	781	0	3,200
TOTAL			0	2,419	781	0	3,200

## 8M. Distribution by County (12/29/2023 Edition) Friday - M P G - Pocket News

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Sacramento	Sacramento	CA	0	1,220	1,980	0	3,200
TOTAL			0	1,220	1,980	0	3,200

## 8N. Distribution by County (12/29/2023 Edition) Friday - M P G - River Valley Times

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Sacramento	Rancho Murieta Wilton	CA	0	50	3,150	0	3,200
TOTAL			0	50	3,150	0	3,200

8O. Distribution by County (12/29/2023 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	1,269	1,581	0	0	2,850
Yuba	Browns Valley Brownsville Marysville Olivehurst Oregon House	CA	325	3,525	200	0	4,050
TOTAL			1,594	5,106	300	0	7,000

8P. Distribution by County (12/29/2023 Edition) Friday - M P G - The Galt Herald

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Sacramento	Herald Sacramento Wilton	CA	278	472	1,250	0	2,000
TOTAL			278	472	1,250	0	2,000

8Q. Distribution by County (12/29/2023 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	252	1,454	294	0	2,000
TOTAL			252	1,454	294	0	2,000

8R. Distribution by County (12/29/2023 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	1,826	374	0	2,200
TOTAL			0	1,826	374	0	2,200

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

Messenger Publishing Group reported an average mail distribution of 21,596 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 28,144 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 edition) on a regular basis to substantiate the publisher's distribution claims.

CVC verification confirms that 389 of 516 or 75.4% report they regularly read or look through the (appropriate Messenger Publishing Group edition).

\*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 2,237 returnable source distributed editions returned to the publisher unclaimed after the edition cycle.

## 11. Paid Reporting Analysis

<b>CARRIER DELIVERY</b>	Basic Rates: \$32.00 - \$78.00 / 1-Year (Varies by Publication)
	<b>AVERAGE NUMBER OF SUBSCRIPTIONS</b>
Full Basic Rate	190
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)
	<b>AVERAGE NUMBER OF SUBSCRIPTIONS</b>
Full Basic Rate	5,289
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
	<b>AVERAGE NUMBER OF SUBSCRIPTIONS</b>
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](http://www.americanrivermessenger.com)

	<b>Monthly Audit Period Average</b>
Website Unique Users	3,995
Website Sessions	4,064
Percent of New Users	98.91%
Website Page Views	4,426
Pages Per Visit	1.09
Average Time Spent on Website	00:00:06
Bounce Rate	91.76%

### 12A2. Audited Average Website Reporting - [www.ardenadvocate.com](http://www.ardenadvocate.com)

	<b>Monthly Audit Period Average</b>
Website Unique Users	1,790
Website Sessions	1,802
Percent of New Users	99.69%
Website Page Views	1,864
Pages Per Visit	1.04
Average Time Spent on Website	00:00:01
Bounce Rate	98.36%

## 12A3. Audited Average Website Reporting - www.ardenarcadenews.com

	Monthly Audit Period Average
Website Unique Users	19
Website Sessions	37
Percent of New Users	94.45%
Website Page Views	148
Pages Per Visit	4.00
Average Time Spent on Website	00:01:27
Bounce Rate	40.74%

## 12A4. Audited Average Website Reporting - www.auburnsentinel.com

	Monthly Audit Period Average
Website Unique Users	1,927
Website Sessions	1,959
Percent of New Users	99.77%
Website Page Views	2,080
Pages Per Visit	1.06
Average Time Spent on Website	00:00:02
Bounce Rate	96.66%

## 12A5. Audited Average Website Reporting - www.carmichaeltimes.com

	Monthly Audit Period Average
Website Unique Users	3,580
Website Sessions	4,166
Percent of New Users	97.96%
Website Page Views	5,605
Pages Per Visit	1.34
Average Time Spent on Website	00:00:28
Bounce Rate	69.78%

## 12A6. Audited Average Website Reporting - www.citrusheightsmessenger.com

	Monthly Audit Period Average
Website Unique Users	4,295
Website Sessions	4,813
Percent of New Users	98.43%
Website Page Views	6,006
Pages Per Visit	1.25
Average Time Spent on Website	00:00:23
Bounce Rate	70.27%

12A7. Audited Average Website Reporting - [www.dixonindependentvoice.com](http://www.dixonindependentvoice.com)

	Monthly Audit Period Average
Website Unique Users	12,985
Website Sessions	13,549
Percent of New Users	99.57%
Website Page Views	14,802
Pages Per Visit	1.09
Average Time Spent on Website	00:00:08
Bounce Rate	90.34%

12A8. Audited Average Website Reporting - [www.eastsacramentonews.com](http://www.eastsacramentonews.com)

	Monthly Audit Period Average
Website Unique Users	25
Website Sessions	43
Percent of New Users	96.97%
Website Page Views	130
Pages Per Visit	3.02
Average Time Spent on Website	00:00:51
Bounce Rate	41.07%

12A9. Audited Average Website Reporting - [www.elkgrovecitizen.com](http://www.elkgrovecitizen.com)

	Monthly Audit Period Average
Website Unique Users	2,304
Website Sessions	3,078
Percent of New Users	100.0%
Website Page Views	5,980
Pages Per Visit	1.94
Average Time Spent on Website	00:00:56
Bounce Rate	49.48%

12A10. Audited Average Website Reporting - [www.galtherald.com](http://www.galtherald.com)

	Monthly Audit Period Average
Website Unique Users	33
Website Sessions	53
Percent of New Users	100.0%
Website Page Views	199
Pages Per Visit	3.76
Average Time Spent on Website	00:00:34
Bounce Rate	32.08%

12A11. Audited Average Website Reporting - [www.goldrivermessenger.com](http://www.goldrivermessenger.com)

	Monthly Audit Period Average
Website Unique Users	10,797
Website Sessions	10,819
Percent of New Users	99.84%
Website Page Views	10,911
Pages Per Visit	1.01
Average Time Spent on Website	00:00:01
Bounce Rate	99.34%

2A12. Audited Average Website Reporting - [www.granitebaymirror.com](http://www.granitebaymirror.com)

	Monthly Audit Period Average
Website Unique Users	9,877
Website Sessions	9,902
Percent of New Users	100.0%
Website Page Views	10,052
Pages Per Visit	1.02
Average Time Spent on Website	00:00:01
Bounce Rate	99.69%

12A13. Audited Average Website Reporting - [www.greatamericanpatriot.com](http://www.greatamericanpatriot.com)

	Monthly Audit Period Average
Website Unique Users	28
Website Sessions	33
Percent of New Users	98.52%
Website Page Views	62
Pages Per Visit	1.88
Average Time Spent on Website	00:00:49
Bounce Rate	53.84%

12A14. Audited Average Website Reporting - [www.gridleyherald.com](http://www.gridleyherald.com)

	Monthly Audit Period Average
Website Unique Users	4,664
Website Sessions	6,311
Percent of New Users	96.23%
Website Page Views	15,075
Pages Per Visit	2.39
Average Time Spent on Website	00:00:29
Bounce Rate	58.97%

12A15. Audited Average Website Reporting - [www.landparknews.com](http://www.landparknews.com)

	Monthly Audit Period Average
Website Unique Users	31
Website Sessions	48
Percent of New Users	46.22%
Website Page Views	159
Pages Per Visit	3.31
Average Time Spent on Website	00:01:43
Bounce Rate	50.23%

12A16. Audited Average Website Reporting - [www.martineznewsmessenger.com](http://www.martineznewsmessenger.com)

	Monthly Audit Period Average
Website Unique Users	1,734
Website Sessions	1,737
Percent of New Users	99.77%
Website Page Views	1,770
Pages Per Visit	1.02
Average Time Spent on Website	00:00:01
Bounce Rate	98.76%

12A17. Audited Average Website Reporting - [www.MPG8.com](http://www.MPG8.com)

	Monthly Audit Period Average
Website Unique Users	616
Website Sessions	1,220
Percent of New Users	94.33%
Website Page Views	2,344
Pages Per Visit	1.92
Average Time Spent on Website	00:01:38
Bounce Rate	36.51%

12A18. Audited Average Website Reporting - [www.natomasmessenger.com](http://www.natomasmessenger.com)

	Monthly Audit Period Average
Website Unique Users	5,711
Website Sessions	5,728
Percent of New Users	98.26%
Website Page Views	5,787
Pages Per Visit	1.01
Average Time Spent on Website	00:00:00
Bounce Rate	98.26%

12A19. Audited Average Website Reporting - www.northcountymessenger.com

	Monthly Audit Period Average
Website Unique Users	6,516
Website Sessions	6,542
Percent of New Users	99.82%
Website Page Views	9,658
Pages Per Visit	1.48
Average Time Spent on Website	00:00:00
Bounce Rate	99.04%

12A20. Audited Average Website Reporting - www.orangevalesun.com

	Monthly Audit Period Average
Website Unique Users	3,188
Website Sessions	3,223
Percent of New Users	99.89%
Website Page Views	3,434
Pages Per Visit	1.07
Average Time Spent on Website	00:00:03
Bounce Rate	95.67%

12A21. Audited Average Website Reporting - www.placermercury.com

	Monthly Audit Period Average
Website Unique Users	9,755
Website Sessions	9,569
Percent of New Users	99.41%
Website Page Views	9,761
Pages Per Visit	1.02
Average Time Spent on Website	00:00:00
Bounce Rate	99.64%

12A22. Audited Average Website Reporting - www.placersentinel.com

	Monthly Audit Period Average
Website Unique Users	2,054
Website Sessions	2,082
Percent of New Users	99.78%
Website Page Views	2,198
Pages Per Visit	1.06
Average Time Spent on Website	00:00:02
Bounce Rate	96.03%

12A23. Audited Average Website Reporting - [www.pocketsacnews.com](http://www.pocketsacnews.com)

	Monthly Audit Period Average
Website Unique Users	47
Website Sessions	67
Percent of New Users	99.34%
Website Page Views	180
Pages Per Visit	2.69
Average Time Spent on Website	00:00:38
Bounce Rate	57.93%

12A24. Audited Average Website Reporting - [www.ranchocordovaindependent.com](http://www.ranchocordovaindependent.com)

	Monthly Audit Period Average
Website Unique Users	10,372
Website Sessions	10,792
Percent of New Users	99.82%
Website Page Views	11,964
Pages Per Visit	1.11
Average Time Spent on Website	00:00:07
Bounce Rate	91.71%

12A25. Audited Average Website Reporting - [www.riolindanews.com](http://www.riolindanews.com)

	Monthly Audit Period Average
Website Unique Users	219
Website Sessions	291
Percent of New Users	94.51%
Website Page Views	514
Pages Per Visit	1.77
Average Time Spent on Website	00:00:42
Bounce Rate	49.27%

12A26. Audited Average Website Reporting - [www.rivervalleytimes.com](http://www.rivervalleytimes.com)

	Monthly Audit Period Average
Website Unique Users	127
Website Sessions	163
Percent of New Users	98.61%
Website Page Views	361
Pages Per Visit	2.22
Average Time Spent on Website	00:00:43
Bounce Rate	58.42%

12A27. Audited Average Website Reporting - [www.sacramentooracle.com](http://www.sacramentooracle.com)

	Monthly Audit Period Average
Website Unique Users	3,159
Website Sessions	3,224
Percent of New Users	99.92%
Website Page Views	3,307
Pages Per Visit	1.03
Average Time Spent on Website	00:00:01
Bounce Rate	97.57%

12A28. Audited Average Website Reporting - [www.territorialdispatch.com](http://www.territorialdispatch.com)

	Monthly Audit Period Average
Website Unique Users	769
Website Sessions	1,003
Percent of New Users	94.81%
Website Page Views	1,816
Pages Per Visit	1.81
Average Time Spent on Website	00:00:53
Bounce Rate	57.64%

12A29. Audited Average Website Reporting - [www.westsacramentonewsledger.com](http://www.westsacramentonewsledger.com)

	Monthly Audit Period Average
Website Unique Users	13,640
Website Sessions	14,282
Percent of New Users	98.64%
Website Page Views	15,486
Pages Per Visit	1.09
Average Time Spent on Website	00:00:37
Bounce Rate	87.58%

12A30. Audited Average Website Reporting - [www.westsacramentosun.com](http://www.westsacramentosun.com)

	Monthly Audit Period Average
Website Unique Users	4,250
Website Sessions	4,307
Percent of New Users	99.90%
Website Page Views	4,419
Pages Per Visit	1.03
Average Time Spent on Website	00:00:01
Bounce Rate	97.23%

## 12A31. Audited Average Website Reporting - www.wheatlandsun.com

	Monthly Audit Period Average
Website Unique Users	1,779
Website Sessions	1,796
Percent of New Users	99.82%
Website Page Views	1,907
Pages Per Visit	1.06
Average Time Spent on Website	00:00:02
Bounce Rate	96.70%

### 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	January 2024
www.facebook.com – American River Messenger	Not Reported	454 Followers
www.facebook.com – Arden Advocate	Not Reported	122 Followers
www.facebook.com – Auburn Sentinel	Not Reported	28 Followers
www.facebook.com – Carmichael Times	Not Reported	856 Followers
www.facebook.com – Citrus Heights Messenger	Not Reported	831 Followers
www.facebook.com – Dixon Independent Voice	Not Reported	364 Followers
www.facebook.com – Elk Grove Citizen	Not Reported	9,707 Followers
www.facebook.com – Galt Herald	Not Reported	4,700 Followers
www.facebook.com – Gold River Messenger	Not Reported	76 Followers
www.facebook.com – Granite Bay Mirror	Not Reported	100 Followers
www.facebook.com – Gridley Herald	Not Reported	3,453 Followers
www.facebook.com – Martinez News Messenger	Not Reported	35 Followers
www.facebook.com – MPG8	Not Reported	91 Followers
www.facebook.com – North Country Messenger	Not Reported	14 Followers
www.facebook.com – Orangevale Sun	Not Reported	77 Followers
www.facebook.com – Placer Sentinel	Not Reported	153 Followers
www.facebook.com – Rancho Cordova Independent	Not Reported	665 Followers
www.facebook.com – Sacramento Oracle	Not Reported	17 Followers

12D. Social Media (continued)

Social Media Source	Average Media Usage	January 2024
www.facebook.com – Territorial Dispatch	Not Reported	2,571 Followers
www.facebook.com – West Sacramento Ledger	Not Reported	1,900 Followers
www.facebook.com – West Sacramento Sun	Not Reported	277 Followers
www.facebook.com – Wheatland Sun	Not Reported	192 Followers
X (Twitter) - Arden Advocate	Not Reported	15 Followers
X (Twitter) - Auburn Sentinel	Not Reported	14 Followers
X (Twitter) - Carmichael Times	Not Reported	82 Followers
X (Twitter) - Citrus Heights Messenger	Not Reported	75 Followers
X (Twitter) - Dixon Independent Voice	Not Reported	29 Followers
X (Twitter) - Elk Grove Citizen	Not Reported	3,664 Followers
X (Twitter) - Gold River Messenger	Not Reported	26 Followers
X (Twitter) - Granite Bay Mirror	Not Reported	14 Followers
X (Twitter) - Gridley Herald	Not Reported	35 Followers
X (Twitter) - Land Park News	Not Reported	118 Followers
X (Twitter) - Martinez News Messenger	Not Reported	76 Followers
X (Twitter) - Natomas Messenger	Not Reported	14 Followers
X (Twitter) - North Country Messenger	Not Reported	37 Followers
X (Twitter) - Orangevale Sun	Not Reported	38 Followers
X (Twitter) - Placer Sentinel	Not Reported	50 Followers
X (Twitter) - Pocket Sac News	Not Reported	53 Followers
X (Twitter) - Rancho Cordova Independent	Not Reported	53 Followers
X (Twitter) - Sacramento Oracle	Not Reported	60 Followers
X (Twitter) - Territorial Dispatch	Not Reported	49 Followers
X (Twitter) - West Sacramento Ledger	Not Reported	29 Followers
X (Twitter) - West Sacramento Sun	Not Reported	51 Followers

Explanatory – Social Media

PARAGRAPH TWELVE (D)

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

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.

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 March 31, 2025.**

If this report is presented after March 31, 2025 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. 389 Survey respondents were interviewed during the verification of carrier delivery and mail distribution. 27 Survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution. 94 Survey respondents responded to a geo-coded outbound email verification.

- Average estimated readers per edition during the audit period: 2.25

\*Readership estimates compiled from 2023 CVC circulation & readership study data.

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

YES 510 Survey Respondents

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

YES	377	73.9%
NO	133	26.1%

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

58%	1-2 Days
21%	3-4 Days
12%	5-6 Days
09%	1 Week or More

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

Reader Demographics	Market Demographics
42%	49% Male Readers
58%	51% Female Readers

5. What range best describes your age.

Reader Demographics	Market Demographics
00%	05% 18 - 20
01%	07% 21 - 24
08%	18% 25 - 34
13%	17% 35 - 44
27%	19% 45 - 54
29%	17% 55 - 64
19%	09% 65 - 74
02%	05% 75 - 84
01%	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
03%	09% \$25,000 - \$34,999
09%	13% \$35,000 - \$49,999
18%	18% \$50,000 - \$74,999
22%	14% \$75,000 - \$99,999
14%	10% \$100,000 - \$124,999
12%	07% \$125,000 - \$149,999
11%	07% \$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%	13% Some High School or Less
11%	21% Graduated High School
38%	39% Some College
32%	18% Graduated College
12%	06% Completed Master Degree
05%	02% Completed Professional Degree
02%	01% Completed Doctorate Degree



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

12%	New Automobile, Truck or SUV	(% = Positive respondents)
10%	Used Automobile, Truck or SUV	
15%	Antiques / Auctions	
45%	Furniture / Home Furnishings	
22%	Major Home Appliance	
31%	Computers, Tablets or Laptops	
30%	Home Improvements or Home Improvement Supplies	
22%	Television or Electronics	
14%	Carpet or Flooring	
34%	Automobile Accessories (tires, brakes or service)	
35%	Lawn & Garden Supplies	
26%	Florist / Gift Shops	
18%	Home Heating & Air Conditioning (service, new equipment)	
47%	Vacations / Travel	
09%	Real Estate (Sell or purchase)	
46%	Men's Apparel	
72%	Women's Apparel	
15%	Children's Apparel	
01%	Boats or Personal Watercraft	
23%	Art & Crafts Supplies	
05%	Childcare	
06%	Education or Classes	
11%	Attorney	
30%	Veterinarian	
12%	Chiropractor	
27%	Financial Planner (Retirement, Investing)	
32%	Tax Advisor / Tax Services	
30%	Health Club / Exercise Class	
34%	Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)	
04%	Weight Loss	
21%	Lawn Care Service (Maintenance & Landscaping)	
17%	Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)	
42%	Pharmacist / Prescription Service	
27%	Cell Phone or Smart Phone (New Service or Update Service)	
81%	Dining & Entertainment	
17%	Jewelry	
04%	Wedding Supplies	
22%	Athletic & Sports Equipment	
02%	Motorcycles / ATV's	
35%	Medical Services / Physicians	
31%	Pet Supplies	