



OUR DATA SPEAKS VOLUMES

CVC-QUARTERLY WEBSITE & DIGITAL EDITION REPORT

ISSUE DATE	January	February	March	April	May	June	July	August	September	October	November	December	AVERAGE
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GENERAL WEBSITE ACTIVITY

Website Monthly Unique Users													#DIV/0!
Website Monthly Sessions													#DIV/0!
Website Monthly Page Views													#DIV/0!
Average Time Spent On Site - h:mm:ss (0:00:00)													#DIV/0!
Pages Per Visit													#DIV/0!
Percent of New Users													#DIV/0!
Bounce Rate Percent													#DIV/0!
Other:													#DIV/0!

MOBILE MEDIA

Publication Subscriber Mobile App Database													#DIV/0!
Publication Non-Subscriber Opt-In Database													#DIV/0!
Publication Mobile App - Unique Users													#DIV/0!
Publication Mobile App - Sessions													#DIV/0!
Publication Mobile App - Page Views													#DIV/0!
Average Time Spent On Mobile App - h:mm:ss													#DIV/0!
Other:													#DIV/0!

QUESTIONS? Please call (314) 966-7711 or
 email jkennedy@cvcaudit.com
 Mail or email completed reports to:
 CVC
 12166 Old Big Bend Road, Suite 210
 St. Louis, MO 63122
 Email completed reports to: report@cvcaudit.com

REPORT STATEMENT
 I SWEAR THAT THE INFORMATION IN THIS REPORT ACCURATELY
 REFLECTS THE PUBLICATIONS PRINTING, DISTRIBUTION
 AND/OR CIRCULATION FOR THE PERIOD INDICATED.
 SIGNATURE: _____ DATE: _____

QUARTERLY PRINTING & DISTRIBUTION REPORT
Publication: _____
City / ST: _____
Contact: _____
Phone: _____ **CVC account #:** _____
Quarter Ending Date: _____



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DIGITAL EDITION ACTIVITY													
Digital Edition Subscribers - Controlled													#DIV/0!
Digital Edition Subscribers - Controlled - Unduplicated													#DIV/0!
Digital Edition Subscribers - Paid													#DIV/0!
Digital Edition Subscribers - Paid - Unduplicated													#DIV/0!
Digital Edition Single Copy - All Sources													#DIV/0!
Digital Edition Unique Users - Web													#DIV/0!
Digital Edition Page Views - Web													#DIV/0!
Digital Edition Unique Users - Mobile													#DIV/0!
Digital Edition Page Views - Mobile													#DIV/0!
Average Time Spent On Site - h:mm:ss													#DIV/0!
Other:													#DIV/0!

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SOCIAL MEDIA

Facebook Likes - www.facebook.com/													#DIV/0!
Twitter Followers - @													#DIV/0!
Instagram Followers													#DIV/0!
LinkedIn Followers													#DIV/0!
Pinterest Followers													#DIV/0!
Google +													#DIV/0!
Other:													#DIV/0!

EMAIL MEDIA

Publication Subscriber Email Database													#DIV/0!
Non-Subscriber Email Opt-In Database													#DIV/0!
Advertiser Email Database													#DIV/0!
Number of Emails Per Month													#DIV/0!
Open Rate %													#DIV/0!
Click Rate %													#DIV/0!
Bounce Rate %													#DIV/0!
Other:													#DIV/0!

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TEXT MEDIA

Publication Subscriber Text Database													#DIV/0!
Advertiser Text Database													#DIV/0!
Non-Subscriber Text Opt-In Database													#DIV/0!
Number of Campaigns Per Month													#DIV/0!
Average Monthly Response / Click Rate													#DIV/0!
Other:													#DIV/0!

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Contact:
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OUR DATA SPEAKS VOLUMES

CVC-QUARTERLY VIDEO, PODCAST & BLOG REPORT

ISSUE DATE	January	February	March	April	May	June	July	August	September	October	November	December	AVERAGE
VIDEO MEDIA													
Channel Subscribers													#DIV/0!
Videos Posted Per Month													#DIV/0!
Number of Views Per Month													#DIV/0!
Average Monthly Minutes Watched													#DIV/0!
Average Monthly Video Duration													
Average Percent Completion													
Average Monthly Video Shares													#DIV/0!
Other:													#DIV/0!
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Issue Date	Presented at monthly intervals for averaging purposes
General Website Activity	
Website 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 attached to the browser within the defined cycle. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.
Website Visits (Sessions)	The total number of visitors, expressed as a monthly average, to a publication's website regardless of unique status, as expressed above.
Website Page Views	The transmittal of a full page contained within the website to the user's browser.
Avg. Time Spent On Site	The average amount of time spent on a website during a single visit, expressed in hours, minutes and seconds.
Pages Per Visit	The transmittal of a full page contained within the website to the user's browser.
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.
Bounce Rate Percent	Bounce rate reports the percentage of visits that view only one page before exiting a site. This number is presented as a monthly average.
Digital Edition Activity	
Digital Edition Subscribers	Subscribers to a digital edition version of the publication. Subscriptions, unless expressed here, may be part of a print subscription package or a stand-alone digital subscription. Please see CVC Rules & Regulations for further information.
Digital Edition Single Copy - All Sources	Single electronic editions purchased and downloaded by a reader. These are copies distinct from any regular digital subscription
Digital Editions Unique Visitors - Web	Applicable to only the digital edition of the publication on a PC based platform, see cell B3 above for definitions
Digital Edition Page Views - Web	Applicable to only the digital edition of the publication on a PC based platform, see cell B7 above for definitions
Digital Editions Unique Visitors - Mobile	Applicable to only the digital edition of the publication on a mobile based platform, see cell B3 above for definitions
Digital Edition Page Views - Mobile	Applicable to only the digital edition of the publication on a mobile based platform, see cell B7 above for definitions
Avg. Time Spent On Site	The average amount of time spent on a website during a single visit, expressed in hours, minutes and seconds.
Mobile Media	
Publication Subscriber App Database	Subscribers to an app or I-Tunes download version of the publication. Subscriptions, unless expressed here, may be part of a print subscription package or a stand-alone digital subscription. Please see CVC Rules & Regulations for further information.
Publication Non-Subscriber App Database	Subscribers who have provided contact data to receive access to a mobile app for use within a specified period of time, and are sourced through third party efforts such as trade shows, opt-in email newsletters or surveys.
Publication App - Unique Users	Applicable to only the app edition of the publication, see cell B3 above for definitions
Publication App - Sessions	Applicable to only the app edition of the publication, see cell B6 above for definitions
Publication App - Page Views	Applicable to only the app edition of the publication, see cell B7 above for definitions
Avg. Time Spent On App	The average amount of time spent on an app during a single visit, expressed in hours, minutes and seconds.
Social Media	
Facebook (Likes) - www.facebook.com/	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.
Twitter (Followers) - @	The average number of followers as expressed by members of the Twitter community. Information sourced at regular intervals from the publications page on Twitter.com or third party measurement sources.
Instagram	The average number of followers as expressed by members of the Instagram community. Information sourced at regular intervals from the publications page on Instagram.com or third party measurement sources.
LinkedIn	The average number of followers as expressed by members of the LinkedIn community. Information sourced at regular intervals from the publications page on LinkedIn.com or third party measurement sources.
Pinterest	The average number of followers as expressed by members of the Pinterest community. Information sourced at regular intervals from the publications page on pinterest.com or third party measurement sources.
Google +	The average number of followers or groups as expressed by members of the Google Plus community. Information sourced at regular intervals from the publications page on google.com or third party measurement sources.
Email Media	

Publication Subscriber Email Database	Subscribers of the publication who have provided email contact information to receive newsletters, special content, special offers, coupons or redemption codes for use within a specified period of time.
Publication Email Opt-In Database	Subscribers who have provided email contact data to receive newsletters, special content, special offers, coupons or redemption codes for use within a specified period of time, and are sourced through third party efforts such as trade shows, opt-in email newsletters or surveys.
Advertiser Email Database	Subscribers provided by advertisers, who have provided email contact data to receive newsletters, special content, special offers, coupons or redemption codes for use within a specified period of time, with a specific advertiser.
Number of Emails per Month	The number of campaigns delivered to a defined lists of email database members during the course of a calendar month
Open Rate %	The average monthly percentage of emails opened from campaigns delivered to a defined lists email database members during the course of a calendar month
Click Rate %	The average monthly percentage of content that was clicked upon for further action, within emails opened from campaigns delivered to a defined lists email database members during the course of a calendar month
Bounce Rate %	The average monthly percentage of emails deemed undeliverable from campaigns delivered to a defined lists email database members during the course of a calendar month

Text Media

Magazine Subscriber Text Database	Subscribers of the publication who have provided mobile or text contact data to receive special offers, coupons or redemption codes for use within a specified period of time.
Advertiser Text Database	Subscribers provided by advertisers, who have provided mobile or text contact data to receive special offers, coupons or redemption codes for use within a specified period of time, with a specific advertiser.
Non-Subscriber Text Opt-In Database	Subscribers who have provided mobile or text contact data to receive special offers, coupons or redemption codes for use within a specified period of time, and are sourced through third party efforts such as trade shows, opt-in email newsletters or surveys.
Number of Emails per Month	The number of campaigns delivered to a defined lists of text database members during the course of a calendar month
Click Rate %	The average monthly percentage of database recipients that acted upon codes or notifications for further action, within text campaigns delivered to a defined lists email database members during the course of a calendar month