

Initial Audit Period: January 1, 2022 – June 30, 2022

Ocala Gazette

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www.ocalagazette.com

1. Audited Media Platforms

Print Publication:	Average Net Circulation:	2,937 (Print Edition)
Digital Edition:	Average Monthly Unique Users:	1,828 (Digital Edition)
Website:	Average Website Unique Users:	41,652
Social Media:	Average Facebook Followers:	4,685
	Average Twitter Followers:	498
	Average Instagram Followers:	1,533
E-Newsletters:	Average E-Newsletter Subscribers:	3,854
	Average Open Rate:	39.2%

Ocala Gazette – Total Gross Contacts

CVC Estimated Edition Readership:	7,930
Total Digital Contacts:	51,707
Total Estimated Gross Contacts:	59,637*

*Total gross contacts include CVC estimated edition readership, website unique users, social media followers, and opened e-newsletter contacts. Total gross contact estimates can include significant audience duplication. There was no attempt made to eliminate any duplication that may exist.

2. Publication Information

Number of Editions:	One
Format / Average Page Count:	Broadsheet / 24 Pages
Circulation Cycle:	Weekly
Ownership:	Magnolia Media Company, LLC
Year Established:	2019
Publication Type:	Community Newspaper
	68% Controlled / 32% Paid / 0% Sponsor Paid
Content:	50% Advertising / 50% Editorial
Primary Delivery Methods:	68% Mail / 25% Controlled Bulk & Single Copy / 7% Waiting Room
Annual Mail Subscription Rate:	\$120.00
Cover Price:	\$2.00
Insert Zoning Available:	No
CVC Member Number:	01-4312
DMA/MSA/CBSA:	Orlando, FL / Ocala, FL / Ocala, FL
Audit Funded By:	Publisher



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3. Rate Card and Mechanical Data

Rate Card Effective Date:	January 1, 2022
Mechanical Data:	Two (2) columns X 20" column depth Full page: 11.22" wide X 20" depth.
Open Rate:	Local: \$995.00 Full Page - \$125.00 1/16th Page National: \$995.00 Full Page - \$125.00 1/16th Page
Insert Open Rate:	Contact Publisher
Classified Rate:	Contact Publisher
Deadline Day & Time:	Monday by 4 PM
Website Rates:	\$550.00 - \$300.00 per week / \$2,000.00 - \$1,000.00 per month
E-Newsletter Rates:	\$200.00 per month – 600 X 300 Ad

Additional rates may be available from the publisher.

4. Contact Information

Publisher:	Jennifer Hunt Murty	EMAIL: jennifer@magnoliamediaco.com
Advertising:	Andrew Hinkle	EMAIL: andrew@magnoliamediaco.com
Circulation:	Jennifer Hunt Murty	EMAIL: jennifer@magnoliamediaco.com



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

CVC Account Number: 01-4312	Friday	Ocala Gazette Ocala, FL
Audit Period Summary		
Average Net Circulation	(5-H)	2,937
Average Gross Distribution	(5-F)	2,987
Average Net Press Run	(5-A)	2,992
Audit Period Detail		
A. Average Net Press Run		2,992
B. Office / File		5
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		0
3. Mail		1,694
4. Requestor Mail		0
5. Waiting Rooms		200
6. Hotels		0
7. Events, Fairs, Festivals and Trade Shows		0
8. Education		0
9. Restock & Office Service		141
Total Average Controlled Distribution		2,035
Controlled Returns		(0)
TOTAL AVERAGE CONTROLLED CIRCULATION		2,035
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		600
3. Mail		344
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
8. Other: Paid Bulk		8
Total Average Paid Distribution		952
Paid Returns		(50)
TOTAL AVERAGE PAID CIRCULATION		902
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Rooms		0
Total Average Sponsored Distribution		0
Sponsored Returns		(0)
TOTAL AVERAGE SPONSORED CIRCULATION		0
F. Average Gross Distribution		2,987
G. Total Unclaimed / Returns		(50)*
H. Average Net Circulation		2,937

Explanatory – Print

PARAGRAPH FIVE AUDIT PERIOD SUMMARY

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

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

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

AUDIT PERIOD DETAIL

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

6. Average Print Circulation History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/22-12/31/22	CVC	2,962	2,914	-	-

7. Distribution by Zip Code (5/13/2022 Edition) Friday

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
34420	Belleview	Marion	FL	0	0	13	0	13
34432	Dunnellon	Marion	FL	0	0	14	0	14
34470	Ocala	Marion	FL	0	0	145	0	145
34471	Ocala	Marion	FL	0	0	339	0	339
34472	Ocala	Marion	FL	0	0	24	0	24
34474	Ocala	Marion	FL	0	0	121	0	121
34475	Ocala	Marion	FL	0	0	54	0	54
34476	Ocala	Marion	FL	0	0	45	0	45
34478	Ocala	Marion	FL	0	0	63	0	63
34479	Ocala	Marion	FL	0	0	21	0	21
34480	Ocala	Marion	FL	0	0	618	0	618
34481	Ocala	Marion	FL	0	0	110	0	110
34482	Ocala	Marion	FL	0	0	507	0	507
34491	Summerfield	Marion	FL	0	0	11	0	11
FL	Assorted	Assorted	FL	0	600	72	243	915
TOTAL				0	600	2,157	243	3,000

8. Distribution by County (5/13/2022 Edition) Friday

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Marion	Belleview Dunnellon Ocala Summerfield	FL	0	0	2,085	0	2,085
Misc.	Florida	FL	0	600	72	243	915
TOTAL			0	600	2,157	243	3,000



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9. Verification of Distribution – Mail and Carrier Delivery Distribution

Ocala Gazette reported an average mail distribution of 2,038 during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. Ocala Gazette did not report carrier delivery distribution during the audit period. Carrier delivery is verified through the review of carrier statements and/or additional publisher support documents.

10. Verification of Distribution – Controlled Bulk / Demand Distribution / Single Copy

The Circulation Verification Council performed delivery verification in the primary market areas indicated in paragraph nine. Delivery verification is performed using multi-source methodologies considered necessary under the circumstances of the audit. Delivery verification can include, but is not limited to, on-site verification, business phone verification, online, email, and/or social media contact. Delivery verification source data can include, but is not limited to, business and cell phone listings, delivery lists, opt-in email, online, and/or social media databases. Circulation Verification Council performed the delivery verification from locations chosen randomly from the publication’s delivery list(s).

CVC verification substantiates Ocala Gazette’s claim of 50 returnable source distributed editions returned to the publisher unclaimed after the edition cycle.

11. Paid Reporting Analysis

CARRIER DELIVERY	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
MAIL	Basic Rates: \$120.00 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	344
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: \$2.00
	AVERAGE WHOLESALE RATE: \$1.00

12A. Audited Average Website Reporting - www.ocalagazette.com

	Monthly Audit Period Average
Website Unique Users	41,652
Website Sessions	58,822
Percent of New Users	80.6%
Website Page Views	79,884
Pages Per Visit	1.36
Average Time Spent on Website	00:02:25
Bounce Rate	85.0%

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.

12A1. Optional Publisher Reporting – Monthly Average Website Activity by Community

City / County / State	Avg. Website Unique Users	Avg. Sessions	Avg. Page Views	Avg. Pages Per Session
Ocala	9,697	18,394	28,879	1.57
Orlando	5,466	8,071	9,847	1.22
Miami	1,397	1,873	2,266	1.21
Silver Spring Shores	985	1,568	1,991	1.27
Belleview	927	1,503	1,894	1.26
The Villages	913	1,282	1,615	1.26
Gainesville	607	764	1,031	1.35
Dunnellon	551	481	630	1.31
Jacksonville	541	643	759	1.18
All Others	20,568	24,243	30,972	1.28
Marion	13,073	23,228	35,009	1.51
Orange	5,466	8,071	9,847	1.22
Miami-Dade	1,397	1,873	2,266	1.21
Alachua	607	764	1,031	1.35
Duval	541	643	759	1.18
All Others	20,568	24,243	30,972	1.28
Florida	21,084	34,579	48,912	1.42
All Others	20,568	24,243	30,972	1.28

12B. Audited Online/Digital Edition Reporting

	Monthly Audit Period Average
Unique Digital Edition Users (Web)	1,828
Digital Edition Page Views (Web)	6,627
Unique Digital Edition Users (Mobile)	1,114
Digital Edition Page Views (Mobile)	Not Reported

Explanatory – Digital Edition

PARAGRAPH TWELVE (B)

UNIQUE DIGITAL EDITION USERS (WEB): Unique users to a digital edition publication 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 with the defined cycle. A unique user counts once within the timescale. A user can make multiple visits. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.

DIGITAL EDITION PAGE VIEWS (WEB): Requests for files whose types are defined as pages; transmittals of full pages contained within the digital edition publication to the user’s browser. Several page views are expected to be logged per Visit/Session.

UNIQUE DIGITAL EDITION USERS (MOBILE): Unique users to a digital edition publication, through a mobile device 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 with the defined cycle. A unique user counts once within the timescale. A user can make multiple visits. Limitations apply to the measurement of unique visitors. Please see CVC Rules & Regulations for further information.



12C. Text Media - Not Reported

12D. Social Media

Social Media Source	Average Media Usage	June 2022
www.facebook.com/ocalagazette	4,685 Followers	5,182 Followers
Twitter - @ocalagazette	498 Followers	529 Followers
Instagram.com/ocalagazette	1,533 Followers	1,635 Followers

Explanatory – Social Media

PARAGRAPH TWELVE (D)

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

12E. Email Media

Media Type	Database Recipients
Non-Subscriber Email Opt-In Database	3,854
Average Open Rate	39.2%
Average Click Rate	24.4%

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

PARAGRAPH TWELVE (E)

NON-SUBSCRIBER EMAIL OPT-IN DATABASE: Subscribers who have provided email contact data to receive newsletters, special content, special offers, coupons or redemption codes for use within a specified period of time, and are sourced through third party efforts such as trade shows, opt-in email newsletters or surveys.

12F. Video & Podcast Media - Not Reported

13. Council Audit Statement

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

The current status of this report expires June 30, 2024.
If this report is presented after June 30, 2024 please call the toll-free number listed below.