

Reinstatement Audit Period: January 1, 2023 – June 30, 2023

Jefferson City Magazine

609 East High Street
Jefferson City, MO 65101
(573) 693-0042

EMAIL: janelle@jeffersoncitymag.com
www.jeffersoncitymag.com

1. Audited Media Platforms

Print Publication:	Average Net Circulation:	9,490 (Print Edition)
Website:	Average Website Unique Users:	5,300
Social Media:	Average Facebook Likes:	7,691
	Average Instagram Followers:	2,284
E-Newsletters:	Average E-Newsletter Subscribers:	8,771
	Average Open Rate:	27.3%

Jefferson City Magazine – Total Gross Contacts

CVC Estimated Edition Readership:	38,909
Total Digital Contacts:	17,670
Total Estimated Gross Contacts:	56,579*

*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:	Magazine / 122 Pages
Circulation Cycle:	Bi-Monthly
Ownership:	Jefferson City Magazine, LLC
Year Established:	1999
Publication Type:	City & Regional Magazine
	100% Controlled / 0% Paid / 0% Sponsor Paid
Content:	45% Advertising / 55% Editorial
Primary Delivery Methods:	88% Mail / 12% Waiting Room
Annual Mail Subscription Rate:	\$39.99
Cover Price:	\$7.99
Insert Zoning Available:	No
CVC Member Number:	01-2498
DMA/CBSA:	Columbia, MO / Jefferson City, MO
Audit Funded By:	Publisher



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3. Rate Card and Mechanical Data

Rate Card Effective Date:	January 1, 2023
Mechanical Data:	Two (2) columns X 12.5" column depth Full page: 9" wide X 12.5" depth.
Open Rate:	Local: \$1,989.00 Full Page - \$832.00 1/3rd Page National: \$1,989.00 Full Page - \$832.00 1/3rd Page
Insert Open Rate:	\$75.00 per thousand
Deadline Day & Time:	Bi-Monthly by 5 PM
Website Rates:	Banners - \$125.00 per month
E-Newsletter Rates:	\$199.00 - \$299.00

Additional rates may be available from the publisher.

4. Contact Information

Publisher:	Missy Creed McFerron	EMAIL: missy@jeffersoncitymag.com
Advertising:	Janelle Wilbers Haley	EMAIL: janelle@jeffersoncitymag.com
Circulation:	Sarah Bohl	EMAIL: sarah@jeffersoncitymag.com



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

CVC Account Number: 01-2498		Bi-Monthly	Jefferson City Magazine Jefferson City, MO
Audit Period Summary			
Average Net Circulation	(5-H)		9,490
Average Gross Distribution	(5-F)		9,490
Average Net Press Run	(5-A)		9,500
Audit Period Detail			
A. Average Net Press Run			9,500
B. Office / File			10
C. Controlled Distribution			
1. Carrier Delivery			0
2. Bulk Delivery / Demand Distribution			0
3. Mail			8,312
4. Requestor Mail			0
5. Waiting Rooms			1,178
6. Hotels			0
7. Events, Fairs, Festivals and Trade Shows			0
8. Education			0
9. Restock & Office Service			0
Total Average Controlled Distribution			9,490
Controlled Returns			(0)
TOTAL AVERAGE CONTROLLED CIRCULATION			9,490
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			9,490
G. Total Unclaimed / Returns			(0)*
H. Average Net Circulation			9,490

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
01/01/23-12/31/23	CVC	9,490	9,490	-	-
01/01/22-12/31/22	No Reporting	No Reporting	No Reporting	No Reporting	No Reporting
01/01/21-12/31/21	CVC	9,490	9,490	9,490	9,490
01/01/20-12/31/20	CVC	No Reporting	No Reporting	No Reporting	9,405
01/01/19-12/31/19	No Reporting	No Reporting	No Reporting	No Reporting	No Reporting
01/01/18-12/31/18	CVC	9,609	9,559	No Reporting	No Reporting
01/01/17-12/31/17	CVC	9,339	9,259	9,559	9,559
01/01/16-12/31/16	CVC	9,349	9,394	9,394	9,244
01/01/15-12/31/15	CVC	9,175	9,325	9,409	9,334
01/01/14-12/31/14	CVC	9,590	9,288	9,625	8,975
10/01/06-12/31/13	Prior CVC	-	-	-	-

7. Distribution by Zip Code (May / June 2023 Edition) Bi-Monthly

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
65101	Jefferson City	Cole	MO	0	0	3,687	0	3,687
65109	Jefferson City	Cole	MO	0	0	5,813	0	5,813
TOTAL				0	0	9,500	0	9,500

8. Distribution by County (May / June 2023 Edition) Bi-Monthly

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Cole	Jefferson City	MO	0	0	9,500	0	9,500
TOTAL			0	0	9,500	0	9,500

9. Verification of Distribution – Mail and Carrier Delivery Distribution

Jefferson City Magazine reported an average mail distribution of 8,312 during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. Jefferson City Magazine 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

Jefferson City Magazine did not report significant controlled bulk / demand distribution, or single copy distribution during the audit cycle.

11. Paid Reporting Analysis – Not Applicable



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

	Monthly Audit Period Average
Website Unique Users	5,300
Website Sessions	5,967
Percent of New Users	96.9%
Website Page Views	8,749
Pages Per Visit	1.47
Average Time Spent on Website	00:00:52

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.

12B. Audited Online/Digital Edition Reporting - Not Reported

12C. Text Media - Not Reported

12D. Social Media

Social Media Source	Average Media Usage	June 2023
www.facebook.com/jeffersoncitymag	7,691 Likes	8,017 Likes
Instagram.com/jcitymag	2,284 Followers	2,297 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.

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	8,110
Advertiser Email Database	661
Average Open Rate	27.3%
Average Click Rate	2.13%

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.

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.

12F. Video & Podcast Media - Not Reported



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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 June 30, 2025.

If this report is presented after June 30, 2025 please call the toll-free number listed below.