

Audit Period: July 1, 2015 – June 30, 2016

Marin Magazine

1 Harbor Drive, Suite 208
Sausalito, CA 94965
(415) 332-4800
(415) 332-3048 FAX

EMAIL: nwood@marinmagazine.com
www.marinmagazine.com

1. Audited Media Platforms

Print Publication:	Average Net Circulation:	37,330 (Print Edition)
Digital Edition:		1,324 (Digital Edition)
Website:	Average Website Unique Users:	23,863
Social Media:	Average Facebook Likes:	4,529
	Average Twitter Followers:	5,123
E-Newsletters:	Average E-Newsletter Subscribers:	42,612

2. Publication Information

Number of Editions:	One
Format / Average Page Count:	Magazine / 150 Pages
Circulation Cycle:	Monthly
Ownership:	Open Sky Media
Year Established:	2005
Publication Type:	City & Regional Magazine
	98% Controlled / 2% Paid / 0% Sponsor Paid
Content:	50% Advertising / 50% Editorial
Primary Delivery Methods:	90% Mail / 10% Controlled Bulk & Single Copy
Annual Mail Subscription Rate:	\$12.00
Cover Price:	\$4.95
Insert Zoning Available:	Contact Publisher
CVC Member Number:	01-3519
DMA/MSA/CBSA:	San Francisco, CA / San Francisco--Oakland--San Jose, CA / San Francisco-Oakland-Fremont, CA
Audit Funded By:	Publisher

3. Rate Card and Mechanical Data

Rate Card Effective Date:	January 1, 2016
Mechanical Data:	Three (3) columns x 10.875-inch column depth Full page: 9" wide x 10.875" depth.
Open Rate:	Local: \$5,270.00 Full Page - \$2,150.00 1/3 rd Page National: \$6,200.00 Full Page - \$2,530.00 1/3 rd Page
Insert Open Rate:	Contact Publisher
Deadline Day & Time:	Monthly by 5 PM
Additional rates may be available from the publisher.	

4. Contact Information

Publisher:	Nikki Wood	EMAIL: nwood@marinmagazine.com
Advertising:	Michele Johnson	EMAIL: mjohnson@marinmagazine.com
Circulation:	Kerri Nolan	EMAIL: knolan@openskymediainc.com



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

CVC Account Number: 01-3519	Monthly	Marin Magazine Sausalito, CA
Audit Period Summary		
Average Net Circulation	(5-H)	37,330
Average Gross Distribution	(5-F)	37,632
Average Net Press Run	(5-A)	37,657
Audit Period Detail		
A. Average Net Press Run		37,657
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		701
3. Mail		9,653
4. Requestor Mail		23,713
5. Waiting Rooms		0
6. Hotels		1,851
7. Events, Fairs, Festivals and Trade Shows		0
8. Education		0
9. Restock & Office Service		591
10. Other: Complimentary Mail		390
Total Average Controlled Distribution		36,899
Controlled Returns		(0)
TOTAL AVERAGE CONTROLLED CIRCULATION		36,899
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		733
3. Mail		0
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		733
Paid Returns		(302)
TOTAL AVERAGE PAID CIRCULATION		431
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		37,632
G. Total Unclaimed / Returns		(302)*
H. Average Net Circulation		37,330

Explanatory – Print

PARAGRAPH FIVE AUDIT PERIOD SUMMARY

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

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

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

AUDIT PERIOD DETAIL

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

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

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

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

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

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

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

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

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

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

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

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

CONTROLLED RETURNS: Edition distributed in the controlled distribution category, returned to the publisher unclaimed during the edition cycle *(See paragraph 11 for CVC return/unclaimed confirmation.) Publications with greater than 25% returnable source distribution must report returns or unclaimed copies to qualify for net circulation reporting.

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

1. CARRIER DELIVERY: See C1 for explanation of carrier home delivery. See paragraph 12 for paid reporting analysis.

2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5G returns. See paragraph 12 for paid reporting analysis.

3. MAIL: See C3 for explanation of mail distribution. See paragraph 12 for paid reporting analysis.

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

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

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

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

PAID RETURNS: See section C: controlled returns for explanation of returns reporting. *(See paragraph 11 for CVC return/unclaimed confirmation.)

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

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

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

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

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

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

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

SPONSORED RETURNS: See section C: controlled returns for explanation of returns reporting *(See paragraph 11 for CVC return/unclaimed confirmation.)

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

G. TOTAL UNCLAIMED / RETURNS: Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle. *(See paragraph 11 for CVC return/unclaimed confirmation.)

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



6A. Audited Average Website Reporting - www.marinmagazine.com

	Monthly Audit Period Average
Website Unique Users	23,863
Website Sessions	32,417
Percent of New Users	65.34%
Website Page Views	59,798
Pages Per Visit	1.85
Average Time Spent on Website	00:01:28
Bounce Rate	77.11%

Explanatory – Website

PARAGRAPH SIX (A)

UNIQUE USERS: A unique user to a website where the user registers or where the user is identified or marked by a cookie, IP address, or other ID that is attached to the browser within the defined cycle. Limitations apply to the measurement of unique users. Please see CVC Rules & Regulations for further information.

SESSIONS: The total number of sessions, expressed as a monthly average, to a publication’s website regardless of unique status, as expressed above.

PERCENT NEW USERS: The percentage of users that have visited the publication’s website for the first time through the course of the month and are considered unique and are differentiated from multiple returning users.

PAGE VIEWS: The transmittal of a full page contained within the website to the user’s browser.

PAGES PER VISIT: The average number of page views per session, expressed as a monthly average.

AVG. TIME SPENT: The average amount of time spent on a website during a single visit, expressed in hours, minutes and seconds.

BOUNCE RATE: Bounce rate reports the percentage of visits that view only one page before exiting a site. This number is presented as a monthly average.

6B. Audited Online/Digital Edition Reporting

	Monthly Audit Period Average
Digital Edition Subscribers	4,761
Unique Digital Edition Users (Web)	1,324
Digital Edition Page Views (Web)	43,384

Explanatory – Digital Edition

PARAGRAPH SIX (B)

DIGITAL EDITION: 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.

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.

6C. Text Media - Not Reported

6D. Social Media

Social Media Source	Media Usage
Facebook - www.facebook.com/marinmagazine	4,529 Likes
Twitter - @MarinMagazine	5,123 Followers

Explanatory – Social Media

PARAGRAPH SIX (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.

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.

6E. Email Media

Media Type	Database Recipients
Subscriber Email Database	22,308
Advertiser Email Database	3,622
Non-Subscriber Email Opt-In Database	16,682

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

PARAGRAPH SIX (E)

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.

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.

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.

6F. Video & Podcast Media - Not Reported

7. Average Print Circulation History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/16-12/31/16	CVC	37,285	37,257	-	-
01/01/15-12/31/15	CVC	37,479	37,533	37,403	37,362
01/01/14-12/31/14	CVC	37,602	37,617	37,757	37,494
01/01/13-12/31/13	CVC	37,385	37,780	37,806	37,517

8. Distribution by Zip Code (June 2016 Edition) Monthly

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
94115	San Francisco	San Francisco	CA	0	29	713	0	742
94118	San Francisco	San Francisco	CA	0	0	1,853	0	1,853
94121	San Francisco	San Francisco	CA	0	0	664	0	664
94123	San Francisco	San Francisco	CA	0	3	1,721	0	1,724
94901	San Rafael	Marin	CA	0	77	3,062	0	3,139
94903	San Rafael	Marin	CA	0	382	1,664	0	2,046
94904	Greenbrae	Marin	CA	0	254	2,552	0	2,806
94912	San Rafael	Marin	CA	0	0	25	0	25
94913	San Rafael	Marin	CA	0	0	18	0	18
94914	Kentfield	Marin	CA	0	0	70	0	70
94915	San Rafael	Marin	CA	0	0	33	0	33
94920	Belvedere	Marin	CA	0	333	3,206	0	3,539
94924	Bolinas	Marin	CA	0	0	25	0	25
94925	Corte Madera	Marin	CA	0	280	1,484	0	1,764
94928	Rohnert Park	Sonoma	CA	0	10	27	0	37
94930	Fairfax	Marin	CA	0	22	399	0	421
94933	Forest Knolls	Marin	CA	0	0	14	0	14
94938	Lagunitas	Marin	CA	0	0	10	0	10
94939	Larkspur	Marin	CA	0	42	984	0	1,026
94940	Marshall	Marin	CA	0	15	2	0	17
94941	Mill Valley	Marin	CA	0	346	5,435	0	5,781
94942	Mill Valley	Marin	CA	0	0	109	0	109
94945	Novato	Marin	CA	0	41	649	0	690
94946	Nicasio	Marin	CA	0	0	18	0	18

8. Distribution by Zip Code (June 2016 Edition) Monthly (continued)

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
94947	Novato	Marin	CA	0	7	803	0	810
94948	Novato	Marin	CA	0	0	22	0	22
94949	Novato	Marin	CA	0	237	1,210	0	1,447
94950	Olema	Marin	CA	0	43	3	0	46
94952	Petaluma	Sonoma	CA	0	3	85	0	88
94954	Petaluma	Sonoma	CA	0	11	78	0	89
94956	Point Reyes Station	Marin	CA	0	20	14	0	34
94957	Ross	Marin	CA	0	38	353	0	391
94960	San Anselmo	Marin	CA	0	8	2,041	0	2,049
94963	San Geronimo	Marin	CA	0	0	41	0	41
94964	San Quentin	Marin	CA	0	0	11	0	11
94965	Sausalito	Marin	CA	0	503	1,164	535	2,202
94966	Sausalito	Marin	CA	0	0	38	0	38
94970	Stinson Beach	Marin	CA	0	150	88	0	238
94971	Tomales	Marin	CA	0	11	4	0	15
94973	Woodacre	Marin	CA	0	2	30	0	32
94976	Corte Madera	Marin	CA	0	0	13	0	13
94977	Larkspur	Marin	CA	0	0	24	0	24
94978	Fairfax	Marin	CA	0	0	11	0	11
94979	San Anselmo	Marin	CA	0	0	20	0	20
Misc.	Assorted	Assorted	-	0	520	2,938	0	3,458
TOTAL				0	3,387	33,728	535	37,650

9. Distribution by County (June 2016 Edition) Monthly

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Marin	Belvedere Bolinas Corte Madera Fairfax Forest Knolls Greenbrae Kentfield Lagunitas Larkspur Marshall Mill Valley Nicasio Novato Olema Point Reyes Station Ross San Anselmo San Geronimo San Quentin San Rafael Sausalito Stinson Beach Tomales Woodacre	CA	0	2,811	25,649	535	28,995
San Francisco	San Francisco	CA	0	32	4,951	0	4,983

9. Distribution by County (June 2016 Edition) Monthly (continued)

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Sonoma	Petaluma Rohnert Park	CA	0	24	190	0	214
Misc.	Assorted	-	0	520	2,938	0	3,458
TOTAL			0	3,387	33,728	535	37,650

10. Verification of Distribution – Mail and Carrier Delivery Distribution

Marin Magazine reported an average mail distribution of 33,756 during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. Marin 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. The Circulation Verification Council performed a delivery & readership verification in the primary market areas indicated in paragraph nine. Delivery verification is performed using multi-source methodologies considered necessary under the circumstances of the audit. Delivery verification can include, but is not limited to, residential and cell phone interviews, online surveys, email surveys, USPS surveys, in-person interviews and/or social media surveys. Delivery verification source data can include, but is not limited to, residential phone listings, cell phone exchanges, delivery lists, opt-in email databases, online, and/or social media databases. The purpose of the verification is to substantiate receipt of the publication, and further identify individuals who read or look through the publication.

CVC review indicates that a sufficient number of individuals reported that they receive Marin Magazine on a regular basis to substantiate the publisher’s distribution claims.

CVC verification confirms that 504 of 538 or 93.7% report they regularly read or look through Marin Magazine.

*Households reporting stop delivery requests were excluded from the survey.

The Circulation Verification Council estimates that all the information in this text box has a minimum accuracy level of +/-4%.

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

The Circulation Verification Council performed delivery verification in the primary market areas indicated in paragraph nine. Delivery verification can include, but is not limited to, on-site verification, business and cell phone verification, online, email, and/or social media contact. Delivery verification source data can include, but is not limited to, business and cell phone listings, delivery lists, opt-in email, online, and/or social media databases. Circulation Verification Council performed the delivery verification from locations chosen randomly from the publication’s delivery list(s). The purpose was to verify whether the distribution and return quantities reported by the publisher are reasonable and accurate.

CVC verification substantiates Marin Magazine’s claim of 302 returnable source distributed editions returned to the publisher unclaimed after the edition cycle.

12. Paid Reporting Analysis – Not Applicable



www.cvcaudit.com

13. Council Audit Statement

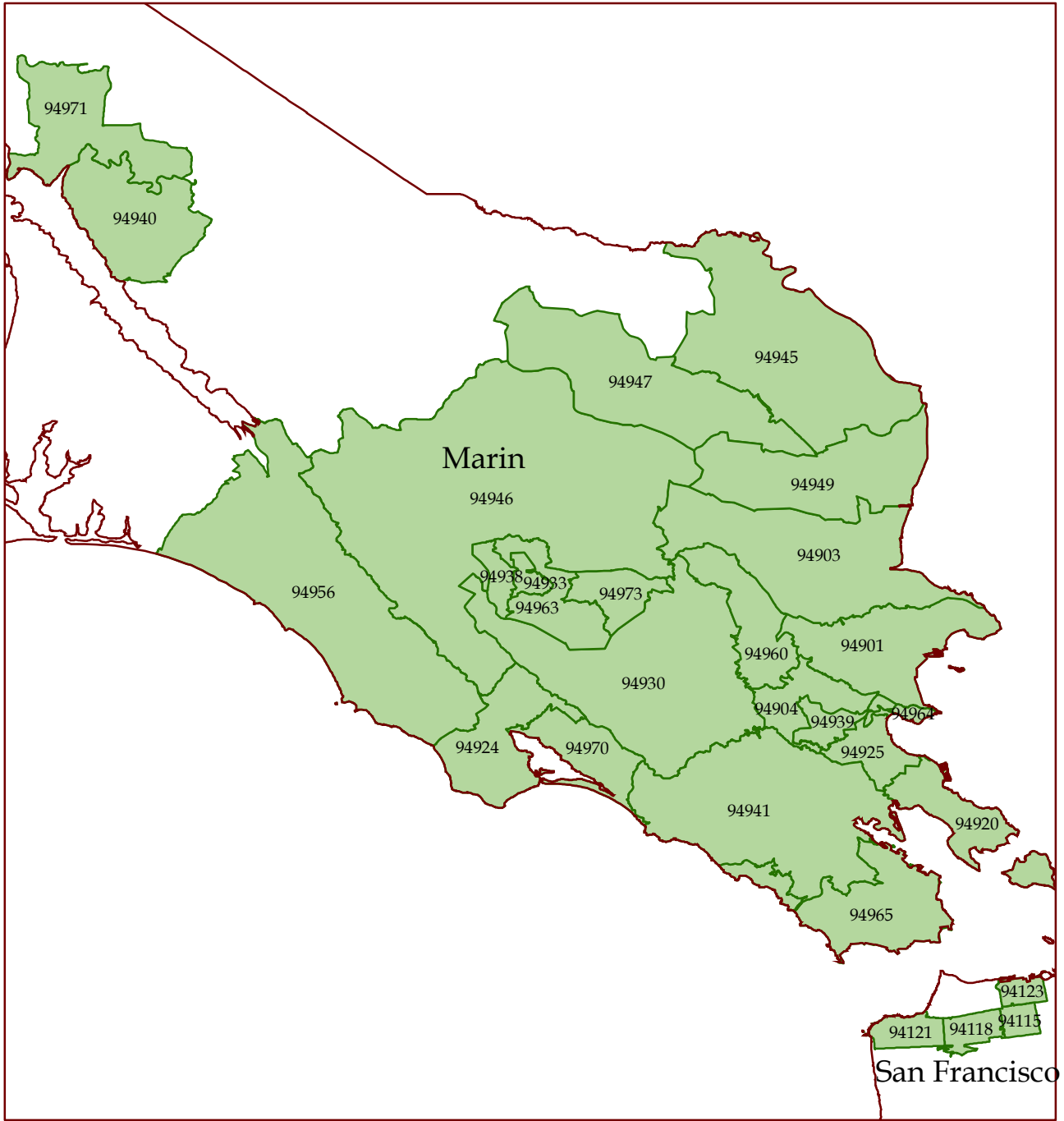
Circulation Verification Council (CVC) reviewed the printing, distribution, circulation, technology, and general business records of this publication for the purpose of compiling this information. The review was completed using Council audit procedures considered necessary under the circumstances of 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.



www.cvcaudit.com



The current status of this report expires September 30, 2017.

If this report is presented after September 30, 2017 please call the toll-free number listed below.



Marin Magazine
 Sausalito, California
 01-3519

Key to Features

-  County Boundary
-  ZIP Code Boundary

