

**Audit Period: April 1, 2021 – March 31, 2023**

<b>The Washington Informer</b>	
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**1. Audited Media Platforms**

Print Publication:	Average Net Circulation:	14,130 (Print Edition)
Digital Edition:	Average Monthly Unique Users:	1,720 (Digital Edition)
Website:	Average Website Unique Users:	87,224
Social Media:	Average Facebook Likes:	7,573
	Average Twitter Followers:	11,027
	Average Instagram Followers:	9,146
	Average LinkedIn Followers:	488
Video:	Average Channel Subscribers:	574
E Newsletters:	Average E Newsletter Subscribers:	7,702
	Average Open Rate:	18.1%

<b>The Washington Informer – Total Gross Contacts</b>	
CV Estimated Edition Readership:	35,325
Total Digital Contacts:	119,146
multiplication that may exist.	

**2. Publication Information**

Number of Editions:	One
Format/ Average Page Count:	Tabloid/ 56 Pages
Circulation Cycle:	Weekly
Ownership:	The Washington Informer Newspaper Inc.
Year	

### 3. Rate Card and Mechanical Data

Rate Card Effective Date:	January 1, 2023
Mechanical Data:	Five (5) columns X 12.375" column depth Full page: 9.5" wide X 12.375" depth.
Open Rate:	Local: \$36.71 per column inch National: \$51.07 per column inch
Insert Open Rate:	\$60.00 per thousand
Classified Rate:	\$25.00 for up to 20 words; \$0.50 each additional word
Deadline Day & Time:	Thursday by 12 Noon
Website Rates:	\$600.00 per month
E Newsletter Rates:	Ads: \$100.00 \$150.00 per week. Dedicated Blast: \$250.00 Additional rates may be available from the publisher.

### 4. Contact Information

Publisher:	Denise Rolark Barnes	EMAIL	denise@washingtoninformer.com			
Advertising:	o	‡	ø	p	o	‡



Explanatory- Print



7. Distribution by Zip Code(3/30/2023Edition)Thursday(continued)

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ZIP CITY  
CODE

8. Distribution by County(3/30/2023Edition)Thursday(continued)

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COUNTY

CITY



## 12E. Email Media

Media Type	Database Recipients
Non Subscribe Email Opt In Database	7,702
Average Open Rate	18.1%
Average Click Rate	3.1%

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

PARAGRAPH (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

Media Type	Database Recipients/ Views
Video Channel- WIN TV	574
Videos Per Month	4
Average Views Per Month	
Average Video Duration	01:00:00

### Explanatory– Video & Podcast Media

PARAGRAPH (F)

VIC 51 Per (Pa) Tj / T12 1 Tf 1.366 > .47998 O Tf92Tj ET 93.6 513.6 441.5 4504 Vpg GÀ 0Vi5e f 97.44 528 208.8 13.44 r1256 0 TD R03>Tj247.28 2R

### 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

TheWashingtonInformer Washington,DC 01 0862 SupplementaReadershipStudy  
TheCirculationVerificationCouncil



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)

12% Used Automobile, Truck or SUV

11% Antiques