

**Audit Period: October 1, 2018 – September 30, 2019**

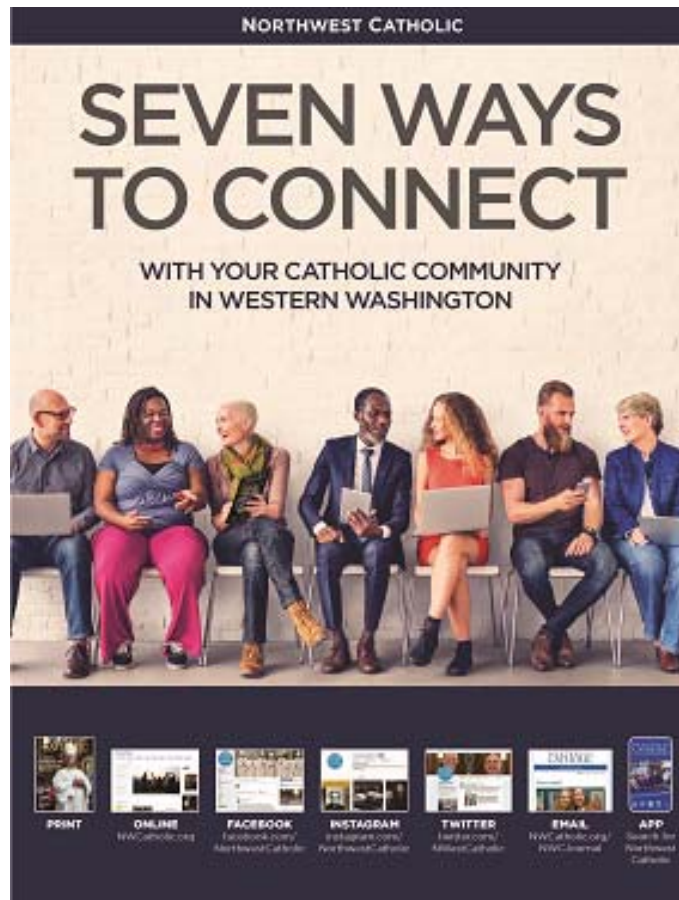
**NORTHWEST  
CATHOLIC**

710 9<sup>th</sup> Avenue  
Seattle, WA 98104  
(206) 382-4850  
(206) 382-3487 FAX

EMAIL: [advertising@seattlearch.org](mailto:advertising@seattlearch.org)  
[www.nwcatholic.org](http://www.nwcatholic.org)

**1. Audited Media Platforms**

Print Publication:	Average Net Circulation:	117,129 (Print Edition)
Mobile App:	Average Mobile App Subscribers:	6,040
Website:	Average Website Unique Users:	22,127
Social Media:	Average Facebook Likes:	4,582
	Average Twitter Followers:	1,396
	Average Instagram Followers:	1,009
E-Newsletters:	Average E-Newsletter Subscribers:	1,759
	Average Open Rate:	35.08%



**2. Publication Information**

Number of Editions:	One
Format / Average Page Count:	Magazine / 32 Pages
Circulation Cycle:	Monthly
Ownership:	Archdiocese of Seattle
Year Established:	2013
Publication Type:	Magazine
	1% Controlled / <1% Paid / 99% Sponsor Paid
Content:	25% Advertising / 75% Editorial
Primary Delivery Methods:	98% Mail / 2% Controlled Bulk
Annual Mail Subscription Rate:	\$30.00
Cover Price:	\$3.00
Insert Zoning Available:	No
CVC Member Number:	01-3755
DMA/MSA/CBSA:	Seattle, WA / Seattle--Tacoma--Bremerton, WA / Seattle-Tacoma-Bellevue, WA
Audit Funded By:	Publisher

**3. Rate Card and Mechanical Data**

Rate Card Effective Date:	January 1, 2019
Mechanical Data:	Four (4) columns X 9.375" column depth Full page: 7.125" wide X 9.375" depth.
Open Rate:	Local: \$5,000.00 Full Page - \$535.00 Guide National: \$5,000.00 Full Page - \$535.00 Guide
Insert Open Rate:	Contact Publisher
Classified Rate:	Online – Only – \$0.60 per word
Deadline Day & Time:	Monthly by 5 PM
Additional rates may be available from the publisher.	

**4. Contact Information**

Publisher:	Archbishop Paul Eteinne	EMAIL: editor@seattlearch.org
Advertising:	Keri Hake	EMAIL: advertising@seattlearch.org
Circulation:	Keri Hake	EMAIL: circulation@seattlearch.org



www.cvcaudit.com

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

CVC Account Number: 01-3755	Monthly	Northwest Catholic Seattle, WA
<b>Audit Period Summary</b>		
<b>Average Net Circulation</b>	<b>(5-H)</b>	<b>117,129</b>
Average Gross Distribution	(5-F)	117,129
Average Net Press Run	(5-A)	117,150
<b>Audit Period Detail</b>		
A. Average Net Press Run		117,150
B. Office / File		21
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		1,498
3. Mail		0
4. Requestor Mail		0
5. Waiting Rooms		0
6. Hotels		0
7. Events, Fairs, Festivals and Trade Shows		0
8. Education		0
9. Restock & Office Service		0
Total Average Controlled Distribution		1,498
Controlled Returns		(0)
<b>TOTAL AVERAGE CONTROLLED CIRCULATION</b>		<b>1,498</b>
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		45
4. Waiting Room		0
5. Hotels		0
6. Education		0
Total Average Paid Distribution		45
Paid Returns		(0)
<b>TOTAL AVERAGE PAID CIRCULATION</b>		<b>45</b>
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		115,262
4. Waiting Rooms		0
5. Education		0
6. Restock & Office Service		159
7. Other: Sponsored Bulk		165
Total Average Sponsored Distribution		115,586
Sponsored Returns		(0)
<b>TOTAL AVERAGE SPONSORED CIRCULATION</b>		<b>115,586</b>
F. Average Gross Distribution		117,129
G. Total Unclaimed / Returns		(0)*
<b>H. Average Net Circulation</b>		<b>117,129</b>

## 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
01/01/19-12/31/19	CVC	118,023	115,715	114,461	-
01/01/18-12/31/18	CVC	121,480	121,668	122,916	119,701
01/01/17-12/31/17	CVC	124,493	124,382	124,000	122,940
01/01/16-12/31/16	CVC	123,041	127,685	126,539	126,539
01/01/15-12/31/15	CVC	120,347	122,337	124,555	123,084
04/01/14-12/31/14	CVC	-	122,545	122,274	120,791

## 7. Distribution by Zip Code (June 2019 Edition) Monthly

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
97048	Rainier	Columbia	OR	0	0	10	0	10
98001	Algona	King	WA	0	0	795	0	795
98002	Auburn	King	WA	0	0	647	0	647
98003	Auburn	King	WA	0	0	1,089	0	1,089
98004	Beaux Arts	King	WA	0	0	865	0	865
98005	Bellevue	King	WA	0	0	428	0	428
98006	Bellevue	King	WA	0	0	1,094	0	1,094
98007	Bellevue	King	WA	0	0	475	0	475
98008	Bellevue	King	WA	0	0	691	0	691
98009	Bellevue	King	WA	0	0	44	0	44
98010	Black Diamond	King	WA	0	0	117	0	117
98011	Bothell	King	WA	0	0	618	0	618
98012	Bothell	Snohomish	WA	0	0	1,238	0	1,238
98014	Carnation	King	WA	0	0	150	0	150
98015	Bellevue	King	WA	0	0	22	0	22
98019	Duvall	King	WA	0	0	325	0	325
98020	Edmonds	Snohomish	WA	0	0	777	0	777
98021	Bothell	Snohomish	WA	0	0	666	0	666
98022	Enumclaw	King	WA	0	0	483	0	483
98023	Federal Way	King	WA	0	0	1,391	0	1,391
98024	Fall City	King	WA	0	0	114	0	114
98025	Hobart	King	WA	0	0	15	0	15
98026	Edmonds	Snohomish	WA	0	0	948	0	948
98027	Issaquah	King	WA	0	0	736	0	736
98028	Bothell	King	WA	0	0	478	0	478
98029	Issaquah	King	WA	0	0	677	0	677
98030	Kent	King	WA	0	0	688	0	688
98031	Kent	King	WA	0	0	1,056	0	1,056
98032	Kent	King	WA	0	0	770	0	770
98033	Kirkland	King	WA	0	0	1,054	0	1,054
98034	Kirkland	King	WA	0	0	1,000	0	1,000
98035	Kent	King	WA	0	0	16	0	16
98036	Alderwood Manor	Snohomish	WA	0	0	1,012	0	1,012
98037	Alderwood Manor	Snohomish	WA	0	0	760	0	760
98038	Maple Valley	King	WA	0	0	684	0	684
98039	Medina	King	WA	0	0	134	0	134
98040	Mercer Island	King	WA	0	0	806	0	806
98041	Bothell	King	WA	0	0	18	0	18



**7. Distribution by Zip Code (June 2019 Edition) Monthly (continued)**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
98042	Covington	King	WA	0	0	970	0	970
98043	Mountlake Terrace	Snohomish	WA	0	0	571	0	571
98045	North Bend	King	WA	0	0	343	0	343
98046	Lynnwood	Snohomish	WA	0	0	41	0	41
98047	Pacific	King	WA	0	0	107	0	107
98050	Preston	King	WA	0	0	11	0	11
98051	Ravensdale	King	WA	0	0	46	0	46
98052	Redmond	King	WA	0	0	1,324	0	1,324
98053	Redmond	King	WA	0	0	523	0	523
98055	Renton	King	WA	0	0	611	0	611
98056	Newcastle	King	WA	0	0	835	0	835
98057	Federal Way	King	WA	0	0	249	0	249
98058	Renton	King	WA	0	0	1,297	0	1,297
98059	Newcastle	King	WA	0	0	956	0	956
98061	Rollingbay	Kitsap	WA	0	0	10	0	10
98062	Burien	King	WA	0	0	47	0	47
98063	Federal Way	King	WA	0	0	35	0	35
98064	Kent	King	WA	0	0	12	0	12
98065	Snoqualmie	King	WA	0	0	396	0	396
98070	Vashon	King	WA	0	0	180	0	180
98071	Auburn	King	WA	0	0	30	0	30
98072	Woodinville	King	WA	0	0	638	0	638
98073	Redmond	King	WA	0	0	24	0	24
98074	Redmond	King	WA	0	0	831	0	831
98075	Issaquah	King	WA	0	0	754	0	754
98077	Woodinville	King	WA	0	0	368	0	368
98082	Bothell	Snohomish	WA	0	0	36	0	36
98083	Kirkland	King	WA	0	0	28	0	28
98087	Alderwood Manor	Snohomish	WA	0	0	705	0	705
98092	Auburn	King	WA	0	0	892	0	892
98093	Federal Way	King	WA	0	0	42	0	42
98101	Seattle	King	WA	0	0	145	0	145
98102	Seattle	King	WA	0	0	283	0	283
98103	Seattle	King	WA	0	0	871	0	871
98104	Seattle	King	WA	0	0	215	0	215
98105	Seattle	King	WA	0	0	742	0	742
98106	Seattle	King	WA	0	0	560	0	560
98107	Seattle	King	WA	0	0	351	0	351
98108	Seattle	King	WA	0	0	700	0	700
98109	Seattle	King	WA	0	0	410	0	410
98110	Bainbridge Island	Kitsap	WA	0	0	667	0	667
98111	Seattle	King	WA	0	0	20	0	20
98112	Seattle	King	WA	0	0	672	0	672
98115	Seattle	King	WA	0	0	1,549	0	1,549
98116	Seattle	King	WA	0	0	894	0	894
98117	Seattle	King	WA	0	0	765	0	765
98118	Seattle	King	WA	0	0	1,163	0	1,163

7. Distribution by Zip Code (June 2019 Edition) Monthly (continued)

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
98119	Seattle	King	WA	0	0	423	0	423
98121	Seattle	King	WA	0	0	138	0	138
98122	Seattle	King	WA	0	0	375	0	375
98124	Seattle	King	WA	0	0	14	0	14
98125	Seattle	King	WA	0	0	957	0	957
98126	Seattle	King	WA	0	0	562	0	562
98127	Seattle	King	WA	0	0	12	0	12
98133	Seattle	King	WA	0	0	1,190	0	1,190
98134	Seattle	King	WA	0	0	13	0	13
98136	Seattle	King	WA	0	0	521	0	521
98139	Seattle	King	WA	0	0	19	0	19
98144	Seattle	King	WA	0	0	665	0	665
98145	Seattle	King	WA	0	0	11	0	11
98146	Burien	King	WA	0	0	859	0	859
98148	Burien	King	WA	0	0	251	0	251
98155	Lake Forest Park	King	WA	0	0	808	0	808
98165	Seattle	King	WA	0	0	16	0	16
98166	Burien	King	WA	0	0	1,010	0	1,010
98168	Burien	King	WA	0	0	803	0	803
98177	Seattle	King	WA	0	0	790	0	790
98178	Seattle	King	WA	0	0	731	0	731
98188	Seatac	King	WA	0	0	436	0	436
98198	Des Moines	King	WA	0	0	1,029	0	1,029
98199	Seattle	King	WA	0	0	976	0	976
98201	Bothell	Snohomish	WA	0	0	540	0	540
98203	Portland	Snohomish	WA	0	0	866	0	866
98204	Everett	Snohomish	WA	0	0	848	0	848
98206	Everett	Snohomish	WA	0	0	24	0	24
98208	Everett	Snohomish	WA	0	0	1,386	0	1,386
98213	Everett	Snohomish	WA	0	0	16	0	16
98221	Anacortes	Skagit	WA	0	0	497	0	497
98223	Arlington	Snohomish	WA	0	0	607	0	607
98225	Bellingham	Whatcom	WA	0	0	488	0	488
98226	Bellingham	Whatcom	WA	0	0	736	0	736
98227	Bellingham	Whatcom	WA	0	0	27	0	27
98228	Bellingham	Whatcom	WA	0	0	33	0	33
98229	Bellingham	Whatcom	WA	0	0	465	0	465
98230	Blaine	Whatcom	WA	0	0	192	0	192
98231	Blaine	Whatcom	WA	0	0	18	0	18
98232	Bow	Skagit	WA	0	0	89	0	89
98233	Burlington	Skagit	WA	0	0	443	0	443
98236	Clinton	Island	WA	0	0	83	0	83
98237	Concrete	Skagit	WA	0	0	31	0	31
98238	Conway	Skagit	WA	0	0	10	0	10
98239	Coupeville	Island	WA	0	0	166	0	166
98240	Custer	Whatcom	WA	0	0	34	0	34
98241	Darrington	Snohomish	WA	0	0	20	0	20

**7. Distribution by Zip Code (June 2019 Edition) Monthly (continued)**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
98244	Deming	Whatcom	WA	0	0	47	0	47
98245	Eastsound	San Juan	WA	0	0	29	0	29
98247	Everson	Whatcom	WA	0	0	117	0	117
98248	Ferndale	Whatcom	WA	0	0	340	0	340
98249	Freeland	Island	WA	0	0	77	0	77
98250	Friday Harbor	San Juan	WA	0	0	112	0	112
98251	Gold Bar	Snohomish	WA	0	0	42	0	42
98252	Granite Falls	Snohomish	WA	0	0	101	0	101
98253	Greenbank	Island	WA	0	0	31	0	31
98257	La Conner	Skagit	WA	0	0	93	0	93
98258	Lake Stevens	Snohomish	WA	0	0	744	0	744
98260	Langley	Island	WA	0	0	83	0	83
98261	Lopez Island	San Juan	WA	0	0	29	0	29
98264	Lynden	Whatcom	WA	0	0	282	0	282
98266	Maple Falls	Whatcom	WA	0	0	19	0	19
98270	Marysville	Snohomish	WA	0	0	991	0	991
98271	Marysville	Snohomish	WA	0	0	440	0	440
98272	Monroe	Snohomish	WA	0	0	620	0	620
98273	Mount Vernon	Skagit	WA	0	0	973	0	973
98274	Mount Vernon	Skagit	WA	0	0	560	0	560
98275	Mukilteo	Snohomish	WA	0	0	585	0	585
98276	Everson	Whatcom	WA	0	0	25	0	25
98277	Oak Harbor	Island	WA	0	0	810	0	810
98282	Camano Island	Island	WA	0	0	278	0	278
98284	Sedro Woolley	Skagit	WA	0	0	316	0	316
98290	Snohomish	Snohomish	WA	0	0	663	0	663
98291	Snohomish	Snohomish	WA	0	0	26	0	26
98292	Camano Island	Snohomish	WA	0	0	393	0	393
98294	Snohomish	Snohomish	WA	0	0	85	0	85
98295	Sumas	Whatcom	WA	0	0	29	0	29
98296	Snohomish	Snohomish	WA	0	0	552	0	552
98303	Anderson Island	Pierce	WA	0	0	14	0	14
98310	Bremerton	Kitsap	WA	0	0	420	0	420
98311	Bremerton	Kitsap	WA	0	0	667	0	667
98312	Bremerton	Kitsap	WA	0	0	441	0	441
98321	Buckley	Pierce	WA	0	0	194	0	194
98322	Burley	Kitsap	WA	0	0	18	0	18
98324	Carlsborg	Clallam	WA	0	0	21	0	21
98325	Chimacum	Jefferson	WA	0	0	22	0	22
98326	Clallam Bay	Clallam	WA	0	0	11	0	11
98327	Dupont	Pierce	WA	0	0	145	0	145
98328	Eatonville	Pierce	WA	0	0	109	0	109
98329	Gig Harbor	Pierce	WA	0	0	88	0	88
98331	Forks	Clallam	WA	0	0	84	0	84
98332	Gig Harbor	Pierce	WA	0	0	496	0	496
98333	Fox Island	Pierce	WA	0	0	86	0	86
98335	Gig Harbor	Pierce	WA	0	0	721	0	721



7. Distribution by Zip Code (June 2019 Edition) Monthly (continued)

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
98337	Bremerton	Kitsap	WA	0	0	120	0	120
98338	Graham	Pierce	WA	0	0	331	0	331
98339	Port Hadlock	Jefferson	WA	0	0	34	0	34
98340	Hansville	Kitsap	WA	0	0	38	0	38
98342	Indianola	Kitsap	WA	0	0	25	0	25
98345	Keyport	Kitsap	WA	0	0	16	0	16
98346	Kingston	Kitsap	WA	0	0	138	0	138
98349	Home	Pierce	WA	0	0	43	0	43
98353	Manchester	Kitsap	WA	0	0	31	0	31
98354	Milton	Pierce	WA	0	0	159	0	159
98356	Morton	Lewis	WA	0	0	20	0	20
98359	Olalla	Kitsap	WA	0	0	57	0	57
98360	Orting	Pierce	WA	0	0	160	0	160
98362	Port Angeles	Clallam	WA	0	0	470	0	470
98363	Port Angeles	Clallam	WA	0	0	227	0	227
98365	Port Ludlow	Jefferson	WA	0	0	69	0	69
98366	Port Orchard	Kitsap	WA	0	0	555	0	555
98367	Port Orchard	Kitsap	WA	0	0	438	0	438
98368	Port Townsend	Jefferson	WA	0	0	169	0	169
98370	Poulsbo	Kitsap	WA	0	0	637	0	637
98371	Edgewood	Pierce	WA	0	0	591	0	591
98372	Edgewood	Pierce	WA	0	0	468	0	468
98373	Puyallup	Pierce	WA	0	0	449	0	449
98374	Puyallup	Pierce	WA	0	0	819	0	819
98375	Puyallup	Pierce	WA	0	0	548	0	548
98376	Quilcene	Jefferson	WA	0	0	13	0	13
98380	Seabeck	Kitsap	WA	0	0	70	0	70
98382	Sequim	Clallam	WA	0	0	616	0	616
98383	Silverdale	Kitsap	WA	0	0	482	0	482
98384	South Colby	Kitsap	WA	0	0	20	0	20
98385	Silverdale	Pierce	WA	0	0	13	0	13
98387	Bethel	Pierce	WA	0	0	777	0	777
98388	Steilacoom	Pierce	WA	0	0	190	0	190
98390	Sumner	Pierce	WA	0	0	300	0	300
98391	Bonney Lake	Pierce	WA	0	0	739	0	739
98392	Suquamish	Kitsap	WA	0	0	33	0	33
98393	Tracyton	Kitsap	WA	0	0	33	0	33
98394	Vaughn	Pierce	WA	0	0	25	0	25
98395	Wauna	Pierce	WA	0	0	14	0	14
98401	Tacoma	Pierce	WA	0	0	16	0	16
98402	Tacoma	Pierce	WA	0	0	78	0	78
98403	Tacoma	Pierce	WA	0	0	222	0	222
98404	Tacoma	Pierce	WA	0	0	648	0	648
98405	Tacoma	Pierce	WA	0	0	341	0	341
98406	Tacoma	Pierce	WA	0	0	624	0	624
98407	Ruston	Pierce	WA	0	0	587	0	587
98408	Tacoma	Pierce	WA	0	0	303	0	303

**7. Distribution by Zip Code (June 2019 Edition) Monthly (continued)**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
98409	Lakewood	Pierce	WA	0	0	313	0	313
98411	Tacoma	Pierce	WA	0	0	13	0	13
98417	Tacoma	Pierce	WA	0	0	24	0	24
98418	Tacoma	Pierce	WA	0	0	140	0	140
98422	Tacoma	Pierce	WA	0	0	560	0	560
98424	Fife	Pierce	WA	0	0	267	0	267
98433	Fort Lewis	Pierce	WA	0	0	11	0	11
98438	Lewis McChord	Pierce	WA	0	0	10	0	10
98439	Lakewood	Pierce	WA	0	0	17	0	17
98443	Tacoma	Pierce	WA	0	0	116	0	116
98444	Parkland	Pierce	WA	0	0	479	0	479
98445	Parkland	Pierce	WA	0	0	576	0	576
98446	Tacoma	Pierce	WA	0	0	178	0	178
98448	Parkland	Pierce	WA	0	0	32	0	32
98464	Tacoma	Pierce	WA	0	0	40	0	40
98465	Tacoma	Pierce	WA	0	0	228	0	228
98466	Fircrest	Pierce	WA	0	0	691	0	691
98467	Tacoma	Pierce	WA	0	0	417	0	417
98496	Lakewood	Pierce	WA	0	0	31	0	31
98498	Lakewood	Pierce	WA	0	0	647	0	647
98499	Lakewood	Pierce	WA	0	0	565	0	565
98501	Olympia	Thurston	WA	0	0	783	0	783
98502	Olympia	Thurston	WA	0	0	565	0	565
98503	Lacey	Thurston	WA	0	0	793	0	793
98506	Lacey	Thurston	WA	0	0	311	0	311
98507	Olympia	Thurston	WA	0	0	54	0	54
98508	Olympia	Thurston	WA	0	0	29	0	29
98509	Lacey	Thurston	WA	0	0	49	0	49
98511	Olympia	Thurston	WA	0	0	25	0	25
98512	Olympia	Thurston	WA	0	0	373	0	373
98513	Lacey	Thurston	WA	0	0	744	0	744
98516	Lacey	Thurston	WA	0	0	533	0	533
98520	Aberdeen	Grays Harbor	WA	0	0	281	0	281
98524	Allyn	Mason	WA	0	0	52	0	52
98526	Amanda Park	Grays Harbor	WA	0	0	12	0	12
98528	Belfair	Mason	WA	0	0	186	0	186
98531	Centralia	Lewis	WA	0	0	394	0	394
98532	Chehalis	Lewis	WA	0	0	411	0	411
98537	Cosmopolis	Grays Harbor	WA	0	0	26	0	26
98541	Elma	Grays Harbor	WA	0	0	91	0	91
98542	Ethel	Lewis	WA	0	0	12	0	12
98546	Grapeview	Mason	WA	0	0	40	0	40
98547	Grayland	Grays Harbor	WA	0	0	10	0	10
98548	Hoodsport	Mason	WA	0	0	25	0	25
98550	Hoquiam	Grays Harbor	WA	0	0	115	0	115
98557	Mc Cleary	Grays Harbor	WA	0	0	17	0	17
98558	Mc Kenna	Pierce	WA	0	0	19	0	19

7. Distribution by Zip Code (June 2019 Edition) Monthly (continued)

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
98561	Menlo	Pacific	WA	0	0	10	0	10
98563	Montesano	Grays Harbor	WA	0	0	100	0	100
98564	Mossyrock	Lewis	WA	0	0	45	0	45
98565	Napavine	Lewis	WA	0	0	19	0	19
98568	Oakville	Grays Harbor	WA	0	0	15	0	15
98569	Ocean City	Grays Harbor	WA	0	0	82	0	82
98570	Onalaska	Lewis	WA	0	0	45	0	45
98576	Rainier	Thurston	WA	0	0	28	0	28
98577	Raymond	Pacific	WA	0	0	88	0	88
98579	Rochester	Thurston	WA	0	0	117	0	117
98580	Roy	Pierce	WA	0	0	93	0	93
98584	Shelton	Mason	WA	0	0	783	0	783
98585	Silver Creek	Lewis	WA	0	0	14	0	14
98586	South Bend	Pacific	WA	0	0	18	0	18
98588	Tahuya	Mason	WA	0	0	11	0	11
98589	Tenino	Thurston	WA	0	0	76	0	76
98591	Toledo	Lewis	WA	0	0	57	0	57
98592	Union	Mason	WA	0	0	43	0	43
98595	Westport	Grays Harbor	WA	0	0	48	0	48
98596	Winlock	Lewis	WA	0	0	48	0	48
98597	Yelm	Thurston	WA	0	0	262	0	262
98601	Amboy	Clark	WA	0	0	24	0	24
98604	Battle Ground	Clark	WA	0	0	408	0	408
98606	Brush Prairie	Clark	WA	0	0	128	0	128
98607	Camas	Clark	WA	0	0	525	0	525
98610	Carson	Skamania	WA	0	0	18	0	18
98611	Castle Rock	Cowlitz	WA	0	0	89	0	89
98612	Cathlamet	Wahkiakum	WA	0	0	28	0	28
98624	Ilwaco	Pacific	WA	0	0	21	0	21
98625	Kalama	Cowlitz	WA	0	0	59	0	59
98626	Kelso	Cowlitz	WA	0	0	200	0	200
98629	La Center	Clark	WA	0	0	94	0	94
98631	Long Beach	Pacific	WA	0	0	41	0	41
98632	Longview	Cowlitz	WA	0	0	683	0	683
98640	Ocean Park	Pacific	WA	0	0	63	0	63
98642	Ridgefield	Clark	WA	0	0	325	0	325
98644	Seaview	Pacific	WA	0	0	16	0	16
98648	Stevenson	Skamania	WA	0	0	28	0	28
98660	Vancouver	Clark	WA	0	0	150	0	150
98661	Vancouver	Clark	WA	0	0	494	0	494
98662	Vancouver	Clark	WA	0	0	344	0	344
98663	Vancouver	Clark	WA	0	0	211	0	211
98664	Vancouver	Clark	WA	0	0	377	0	377
98665	Vancouver	Clark	WA	0	0	342	0	342
98666	Vancouver	Clark	WA	0	0	13	0	13
98668	Vancouver	Clark	WA	0	0	30	0	30
98671	Washougal	Clark	WA	0	0	233	0	233

**7. Distribution by Zip Code (June 2019 Edition) Monthly (continued)**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
98674	Woodland	Cowlitz	WA	0	0	121	0	121
98675	Yacolt	Clark	WA	0	0	48	0	48
98682	Vancouver	Clark	WA	0	0	584	0	584
98683	Vancouver	Clark	WA	0	0	522	0	522
98684	Vancouver	Clark	WA	0	0	353	0	353
98685	Vancouver	Clark	WA	0	0	434	0	434
98686	Vancouver	Clark	WA	0	0	300	0	300
98687	Vancouver	Clark	WA	0	0	44	0	44
98837	Moses Lake	Grant	WA	0	0	11	0	11
98908	Yakima	Yakima	WA	0	0	11	0	11
98922	Cle Elum	Kittitas	WA	0	0	16	0	16
98926	Ellensburg	Kittitas	WA	0	0	15	0	15
99208	Spokane	Spokane	WA	0	0	11	0	11
99223	Spokane	Spokane	WA	0	0	12	0	12
AK	Assorted	Assorted	AK	0	0	11	0	11
AL	Assorted	Assorted	AL	0	0	12	0	12
AZ	Assorted	Assorted	AZ	0	0	171	0	171
CA	Assorted	Assorted	CA	0	0	233	0	233
CO	Assorted	Assorted	CO	0	0	52	0	52
CT	Assorted	Assorted	CT	0	0	14	0	14
FL	Assorted	Assorted	FL	0	0	99	0	99
GA	Assorted	Assorted	GA	0	0	33	0	33
HI	Assorted	Assorted	HI	0	0	18	0	18
ID	Assorted	Assorted	ID	0	0	58	0	58
IL	Assorted	Assorted	IL	0	0	39	0	39
IN	Assorted	Assorted	IN	0	0	18	0	18
KS	Assorted	Assorted	KS	0	0	17	0	17
KY	Assorted	Assorted	KY	0	0	10	0	10
LA	Assorted	Assorted	LA	0	0	17	0	17
MA	Assorted	Assorted	MA	0	0	16	0	16
MD	Assorted	Assorted	MD	0	0	36	0	36
MI	Assorted	Assorted	MI	0	0	33	0	33
MN	Assorted	Assorted	MN	0	0	20	0	20
MO	Assorted	Assorted	MO	0	0	23	0	23
MT	Assorted	Assorted	MT	0	0	35	0	35
NC	Assorted	Assorted	NC	0	0	27	0	27
NE	Assorted	Assorted	NE	0	0	12	0	12
NJ	Assorted	Assorted	NJ	0	0	14	0	14
NM	Assorted	Assorted	NM	0	0	13	0	13
NV	Assorted	Assorted	NV	0	0	53	0	53
NY	Assorted	Assorted	NY	0	0	29	0	29
OH	Assorted	Assorted	OH	0	0	29	0	29
OK	Assorted	Assorted	OK	0	0	15	0	15
OR	Assorted	Assorted	OR	0	0	229	0	229
PA	Assorted	Assorted	PA	0	0	42	0	42
SC	Assorted	Assorted	SC	0	0	10	0	10
SD	Assorted	Assorted	SD	0	0	11	0	11

**7. Distribution by Zip Code (June 2019 Edition) Monthly (continued)**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
TN	Assorted	Assorted	TN	0	0	29	0	29
TX	Assorted	Assorted	TX	0	0	145	0	145
UT	Assorted	Assorted	UT	0	0	18	0	18
VA	Assorted	Assorted	VA	0	0	58	0	58
WA	Assorted	Assorted	WA	0	0	568	0	568
WI	Assorted	Assorted	WI	0	0	26	0	26
Misc.	Assorted	Assorted	-	0	0	1,647	295	1,942
<b>TOTAL</b>				<b>0</b>	<b>0</b>	<b>116,496</b>	<b>295</b>	<b>116,791</b>

**8. Distribution by County (June 2019 Edition) Monthly**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Clallam	Carlsborg Clallam Bay Forks Port Angeles Sequim	WA	0	0	1,429	0	1,429
Clark	Amboy Battle Ground Brush Prairie Camas La Center Ridgefield Vancouver Washougal Yacolt	WA	0	0	5,983	0	5,983
Columbia	Rainier	OR	0	0	10	0	10
Cowlitz	Castle Rock Kalama Kelso Longview Woodland	WA	0	0	1,152	0	1,152
Grant	Moses Lake	WA	0	0	11	0	11
Grays Harbor	Aberdeen Amanda Park Cosmopolis Elma Grayland Hoquiam Mc Cleary Montesano Oakville Ocean City Westport	WA	0	0	797	0	797
Island	Camano Island Clinton Coupeville Freeland Greenbank Langley Oak Harbor	WA	0	0	1,528	0	1,528
Jefferson	Chimacum Port Hadlock Port Ludlow Port Townsend Quilcene	WA	0	0	307	0	307

**8. Distribution by County (June 2019 Edition) Monthly (continued)**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
King	Algona	WA	0	0	50,978	0	50,978
	Auburn						
	Beaux Arts						
	Bellevue						
	Black Diamond						
	Bothell						
	Burien						
	Carnation						
	Covington						
	Des Moines						
	Duvall						
	Enumclaw						
	Fall City						
	Federal Way						
	Hobart						
	Issaquah						
	Kent						
	Kirkland						
	Lake Forest Park						
	Maple Valley						
	Medina						
	Mercer Island						
	Newcastle						
	North Bend						
	Pacific						
	Preston						
	Ravensdale						
Redmond							
Renton							
Seatac							
Seattle							
Snoqualmie							
Vashon							
Woodinville							
Kitsap	Bainbridge Island	WA	0	0	4,916	0	4,916
	Bremerton						
	Burley						
	Hansville						
	Indianola						
	Keyport						
	Kingston						
	Manchester						
	Olalla						
	Port Orchard						
	Poulsbo						
	Rollingbay						
	Seabeck						
	Silverdale						
	South Colby						
Suquamish							
Tracyton							
Kittitas	Cle Elum	WA	0	0	31	0	31
	Ellensburg						



**8. Distribution by County** (June 2019 Edition) Monthly (continued)

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Lewis	Centralia Chehalis Ethel Morton Mossyrock Napavine Onalaska Silver Creek Toledo Winlock	WA	0	0	1,065	0	1,065
Mason	Allyn Belfair Grapeview Hoodsport Shelton Tahuya Union	WA	0	0	1,140	0	1,140
Pacific	Ilwaco Long Beach Menlo Ocean Park Raymond Seaview South Bend	WA	0	0	257	0	257
Pierce	Anderson Island Bethel Bonney Lake Buckley Dupont Eatonville Edgewood Fife Fircrest Fort Lewis Fox Island Gig Harbor Graham Home Lakewood Lewis McChord Mc Kenna Milton Orting Parkland Puyallup Roy Ruston Silverdale Steilacoom Sumner Tacoma Vaughn Wauna	WA	0	0	15,765	0	15,765
San Juan	Eastsound Friday Harbor Lopez Island	WA	0	0	170	0	170

**8. Distribution by County (June 2019 Edition) Monthly (continued)**

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Skagit	Anacortes Bow Burlington Concrete Conway La Conner Mount Vernon Sedro Woolley	WA	0	0	3,012	0	3,012
Skamania	Carson Stevenson	WA	0	0	46	0	46
Snohomish	Alderwood Manor Arlington Bothell Camano Island Darrington Edmonds Everett Gold Bar Granite Falls Lake Stevens Lynnwood Marysville Monroe Mountlake Terrace Mukilteo Portland Snohomish	WA	0	0	16,303	0	16,303
Spokane	Spokane	WA	0	0	23	0	23
Thurston	Lacey Olympia Rainier Rochester Tenino Yelm	WA	0	0	4,742	0	4,742
Wahkiakum	Cathlamet	WA	0	0	28	0	28
Whatcom	Bellingham Blaine Custer Deming Everson Ferndale Lynden Maple Falls Sumas	WA	0	0	2,852	0	2,852
Yakima	Yakima	WA	0	0	11	0	11
Misc.	Assorted	-	0	0	3,940	295	4,235
<b>TOTAL</b>			<b>0</b>	<b>0</b>	<b>116,496</b>	<b>295</b>	<b>116,791</b>

**9. Verification of Distribution – Mail and Carrier Delivery Distribution**

Northwest Catholic reported an average mail distribution of 115,307 during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. Northwest Catholic 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**

Northwest Catholic did not report significant controlled bulk / demand distribution, or single copy distribution during the audit cycle. Distribution locations received an average 1,498 copies per edition during the audit cycle.

**11. Paid Reporting Analysis**

<b>CARRIER DELIVERY</b>	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
<b>MAIL</b>	Basic Rates: \$30.00 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	45
Over 75% of basic rate	0
Over 50% of basic rate	0
Over 25% of basic rate	0
1%-24% of basic rate	0
<b>SPONSORED</b>	Basic Rates: \$30.00 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	115,262
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
<b>SINGLE COPY</b>	COVER PRICE: \$3.00
	AVERAGE WHOLESALE RATE: Contact Publisher

**12A. Audited Average Website Reporting - www.nwcatholic.org**

	Monthly Audit Period Average
Website Unique Users	22,127
Website Sessions	27,977
Percent of New Users	90.1%
Website Page Views	40,962
Pages Per Visit	1.46
Average Time Spent on Website	00:00:50
Bounce Rate	86.68%

**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.



**12B. Audited Mobile/Digital Edition Reporting**

	Monthly Audit Period Average
Mobile App Subscribers	6,040

**Explanatory – Digital Edition**

**PARAGRAPH SIX (B)**

**MOBILE APP:** Subscribers to a mobile app 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.

**12C. Text Media - Not Reported**

**12D. Social Media**

Social Media Source	Average Media Usage	September 2019
www.facebook.com/NorthwestCatholic	4,582 Likes	4,792 Likes
Twitter - @nweswtcatholic	1,396 Followers	1,427 Followers
Instagram.com/northwestcatholic	1,009 Followers	1,108 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.

**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	1,759
Average Open Rate	35.08%
Average Click Rate	10.82%

**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**

**Optional Publisher Reporting - Special Section / Special Edition Reporting**

SPECIAL SECTION TITLE	DEADLINE MONTH	EDITION MONTH
Catholic Education	December	January / February
Lent & Easter	January	March
Healthy Living	February	April
Graduations	March	May
Religious Life / Vocations	April	June
Catholic Owned Businesses	May	July / August
Back to School	July	September
Senior Vitality	August	October
End of Life	September	November
Advent & Christmas	October	December

### 13. Council Audit Statement

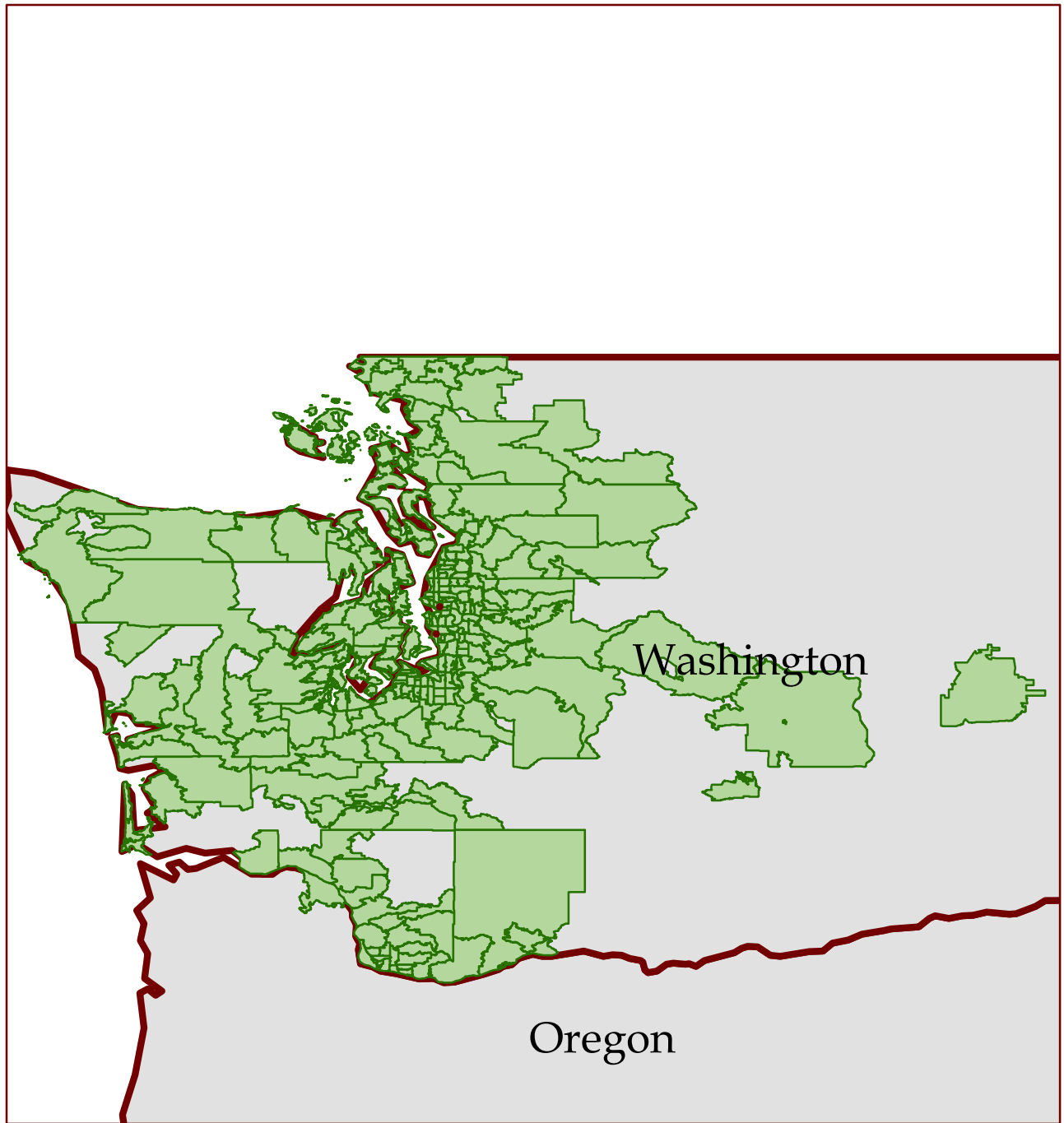
Circulation Verification Council (CVC) reviewed the printing, distribution, circulation, technology, and general business records of this publication for the purpose of compiling this information. The review was completed using Council audit procedures considered necessary under the circumstances of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



**The current status of this report expires December 31, 2020.**

If this report is presented after December 31, 2020 please call the toll-free number listed below.



Northwest Catholic  
Seattle, Washington  
01-3755

**Key to Features**

-  State Boundary
-  ZIP Code Boundary

