

**The Observer** Group Inc.

**OBSERVER MEDIA GROUP INC.**  
1970 Main St, Ste. 300  
Sarasota, FL 34236  
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www.youobserver.com

**PUBLICATION DESCRIPTION:**

*The Observer Group* publishes a family of community weeklies serving the most affluent markets in the Sarasota Bradenton MSA. The Longboat Observer (34 years old), The East County Observer (14 years old), The Sarasota Observer (9 years old). Each provides its readers with content that emphasizes neighborhood news, people features and a neighborly, hometown feel. The Observers also provide distinguished coverage of the area's arts, entertainment and social scenes. Altogether, the Observers reach an audience of more than 140,000 affluent readers.

**VERIFICATION OF DISTRIBUTION, PRINTING AND INTERNAL RECORDS:**

Verification of distribution is conducted by appropriate survey methodology(s). An audit of internal records is conducted by a professional circulation auditor in conformity with accepted circulation auditing procedures, prior to Verified's issuance of an initial audit report and annually thereafter. This audit of internal records includes a review of source printing, distribution and subscription records as well as supporting financial documents. Please see the following pages for additional details.

**WEEKLY CIRCULATION: TWELVE MONTH AVERAGE**

	<b>LONGBOAT OBSERVER</b>	<b>EAST COUNTY OBSERVER</b>	<b>SARASOTA OBSERVER</b>	<b>SIESTA KEY OBSERVER</b>
<b>FREE CIRCULATION</b>				
CARRIER	416	13,348	5,885	2,000
MAIL	11	3	19	
TARGET	9,282	9,929	10,052	2,993
TOTAL FREE	9,709	23,280	15,956	4,993
<b>PAID CIRCULATION</b>				
MAIL	172	2	19	
TOTAL PAID	172	2	19	
<b>TOTAL QUALIFIED CIRCULATION</b>	<b>9,881</b>	<b>23,282</b>	<b>15,975</b>	<b>4,993</b>
<b>AVERAGE PRESS RUN</b>	<b>11,686</b>	<b>24,074</b>	<b>17,497</b>	<b>5,360</b>
<b>PRESS RUN AS OF 03/26/2020</b>	<b>10,300</b>	<b>23,500</b>	<b>16,150</b>	<b>4,900</b>

**QUALIFIED CIRCULATION HISTORY**

3 MONTHS ENDING MARCH, 2020	11,497	23,958	16,644	5,552
3 MONTHS ENDING DECEMBER, 2019	9,282	23,296	15,794	4,821
3 MONTHS ENDING SEPTEMBER, 2019	9,148	22,860	15,554	4,777
3 MONTHS ENDING JUNE, 2019	9,604	23,019	15,912	4,826
12 MONTHS ENDING MARCH, 2019	10,195	23,113	16,030	4,975
12 MONTHS ENDING MARCH, 2018	10,399	22,773	16,174	4,820

BASIC PRICE: Longboat Observer - \$75.00 Standard Mailing /\$150 First Class Mailing per year by mail.  
East County Observer, Sarasota Observer - \$75.00 each per year by mail.

# ANNUAL AUDIT REPORT

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## THE LONGBOAT OBSERVER

BASED ON ISSUE DATE: 03/19/2020

TOTAL QUALIFIED CIRCULATION: 11,942

### GROSS DISTRIBUTION

<u>COMMUNITY</u>	<u>ZIP CODE</u>	<u>DISTRIBUTION</u>
Longboat Key	34228	7,479
Sarasota	34236	3,862
Bradenton Beach	34217	1,122
Sarasota	34243	400
Anna Maria	34216	299
Bradenton	34209	281
Bradenton	34210	165
SARASOTA	34230	150
Sarasota	34233	90
Bradenton	34207	75
GROSS DISTRIBUTION		13,923
NON-QUALIFIED RETURNS FROM RACK DISTRIBUTION		(1,981)
TOTAL QUALIFIED CIRCULATION		11,942
MISCELLANEOUS NON-QUALIFIED DISTRIBUTION		202
(Includes non-qualified mail, office use, advertising, sales, and extra copies)		
TOTAL PRINTED		14,125

# ANNUAL AUDIT REPORT

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## SIESTA KEY OBSERVER

BASED ON ISSUE DATE: 03/19/2020

TOTAL QUALIFIED CIRCULATION: 5,918

### GROSS DISTRIBUTION

<u>COMMUNITY</u>	<u>ZIP CODE</u>	<u>DISTRIBUTION</u>
Sarasota	34242	5,965
Sarasota	34236	110
GROSS DISTRIBUTION		6,075
NON-QUALIFIED RETURNS FROM RACK DISTRIBUTION		(157)
TOTAL QUALIFIED CIRCULATION		5,918
MISCELLANEOUS NON-QUALIFIED DISTRIBUTION (Includes non-qualified mail, office use, advertising, sales, and extra copies)		100
TOTAL PRINTED		6,175

# ANNUAL AUDIT REPORT

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## EAST COUNTY OBSERVER

BASED ON ISSUE DATE: 03/19/2020

TOTAL QUALIFIED CIRCULATION: 24,187

### GROSS DISTRIBUTION

<u>COMMUNITY</u>	<u>ZIP CODE</u>	<u>DISTRIBUTION</u>
Bradenton	34202	12,405
Bradenton	34203	3,410
Sarasota	34243	3,037
Bradenton	34212	2,225
Bradenton	34211	2,012
Ellenton	34222	805
Bradenton	34201	432
Bradenton	34208	275
Bradenton	34205	125
Sarasota	34236	80
SARASOTA	34230	5
		3
GROSS DISTRIBUTION		24,814
NON-QUALIFIED RETURNS FROM RACK DISTRIBUTION		(627)
TOTAL QUALIFIED CIRCULATION		24,187
MISCELLANEOUS NON-QUALIFIED DISTRIBUTION		136
(Includes non-qualified mail, office use, advertising, sales, and extra copies)		
TOTAL PRINTED		24,950

# ANNUAL AUDIT REPORT

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## SARASOTA OBSERVER

BASED ON ISSUE DATE: 03/19/2020

TOTAL QUALIFIED CIRCULATION: 17,239

### GROSS DISTRIBUTION

<u>COMMUNITY</u>	<u>ZIP CODE</u>	<u>DISTRIBUTION</u>
Sarasota	34236	4,606
Osprey	34229	3,338
Sarasota	34238	2,891
Sarasota	34239	2,659
Sarasota	34231	2,488
Sarasota	34233	2,097
Sarasota	34234	396
Sarasota	34230	33
GROSS DISTRIBUTION		18,508
NON-QUALIFIED RETURNS FROM RACK DISTRIBUTION		(1,269)
TOTAL QUALIFIED CIRCULATION		17,239
MISCELLANEOUS NON-QUALIFIED DISTRIBUTION (Includes non-qualified mail, office use, advertising, sales, and extra copies)		117
TOTAL PRINTED		18,625



## ANNUAL AUDIT REPORT

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### Verification of Distribution

VERIFIED conducted a field verification survey to provide standard, objective measure of the receipt of **East County Observer** within its stated delivery area.

Enough locations were successfully confirmed to have received the publication to establish regular receipt of the **East County Observer**.

### Methodology

On August 17, 2019 VERIFIED conducted a random, representative field verification of households within the block groups throughout the circulation area of **East County Observer**.

The surveyors were instructed to confirm the delivery of **East County Observer** by examining a minimum of 5 addresses per street inside the survey area.

The survey was conducted throughout the stated delivery window of the publication.

Verified has conducted an audit of printing, distribution, and financial records, as well as other data to substantiate circulation data submitted to Verified. This audit followed guidelines prepared in conformity with generally accepted circulation auditing procedures involving records covering all distribution methods utilized for qualified circulation during the period(s) covered by the reports. The results of this audit warrant the issuance of this audit report as a true and accurate statement of the qualified circulation of the client publication.

VERIFIED AUDIT CIRCULATION swears that to the best of its knowledge all statements contained in this report are true.  
November 21, 2019

### Verification of Distribution

**The Observer Group** is regularly made available by home delivery and at designated locations for reader pickup. Publishers are required to maintain detailed distribution records for every issue documenting the number of papers delivered and returns for every distribution point. Quarterly updates of the route lists are maintained by VERIFIED as a reference. "Accuracy of Claimed Distribution" is determined by a comparison of these records with the results of VERIFIED's field verification of distribution. The field verification consists of monitoring of the number of papers delivered and number of papers remaining from the prior issue (returns), for a randomly selected sample of distribution locations.

**The Observer Group** has met or exceeded VERIFIED's standard of 90% "Accuracy of Claimed Circulation," as documented below:

**SURVEY DATE(S):**

10/09/20

03/07/20

11/15/19

06/27/19

VERIFIED AUDIT CIRCULATION'S Field Verification Summary Reports contain detailed information concerning verification procedures and results.

### Audit of Records and Affidavit

Verified has conducted an audit of printing, distribution, and financial records, as well other data to substantiate circulation data submitted to Verified. This audit followed guidelines prepared in conformity with generally accepted circulation auditing procedures involving records covering all distribution methods utilized for qualified circulation during the period(s) covered by the reports. The results of this audit warrant the issuance of this audit report as a true and accurate statement of the qualified circulation of the client publication.

VERIFIED AUDIT CIRCULATION swears that to the best of its knowledge all statements contained in this report are true.  
January 7, 2021