

Total Audience Profile

July 2025

About This Report

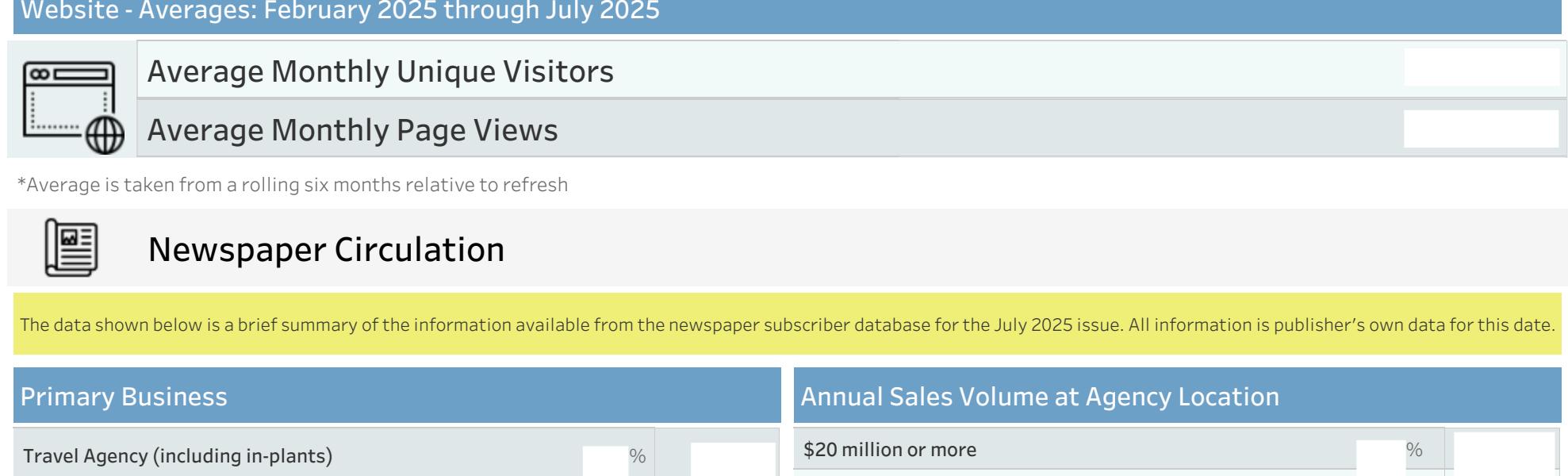
Contact Information

About

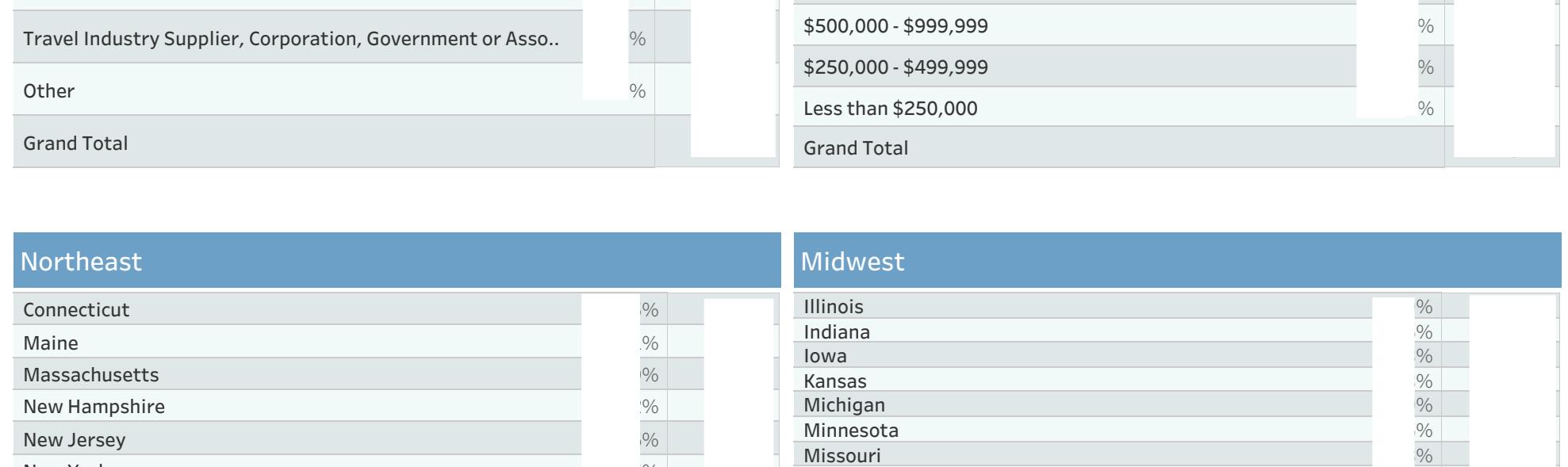
Audience Summary

| Total Newspaper & eNewsletter Circulation | Total Newspaper Distribution | Total eNewsletter Circulation | Avg Monthly Website Unique Visitors* |
|---|------------------------------|-------------------------------|--------------------------------------|
| | | | |

Newspaper - July 2025 issue



Newsletters - July 2025

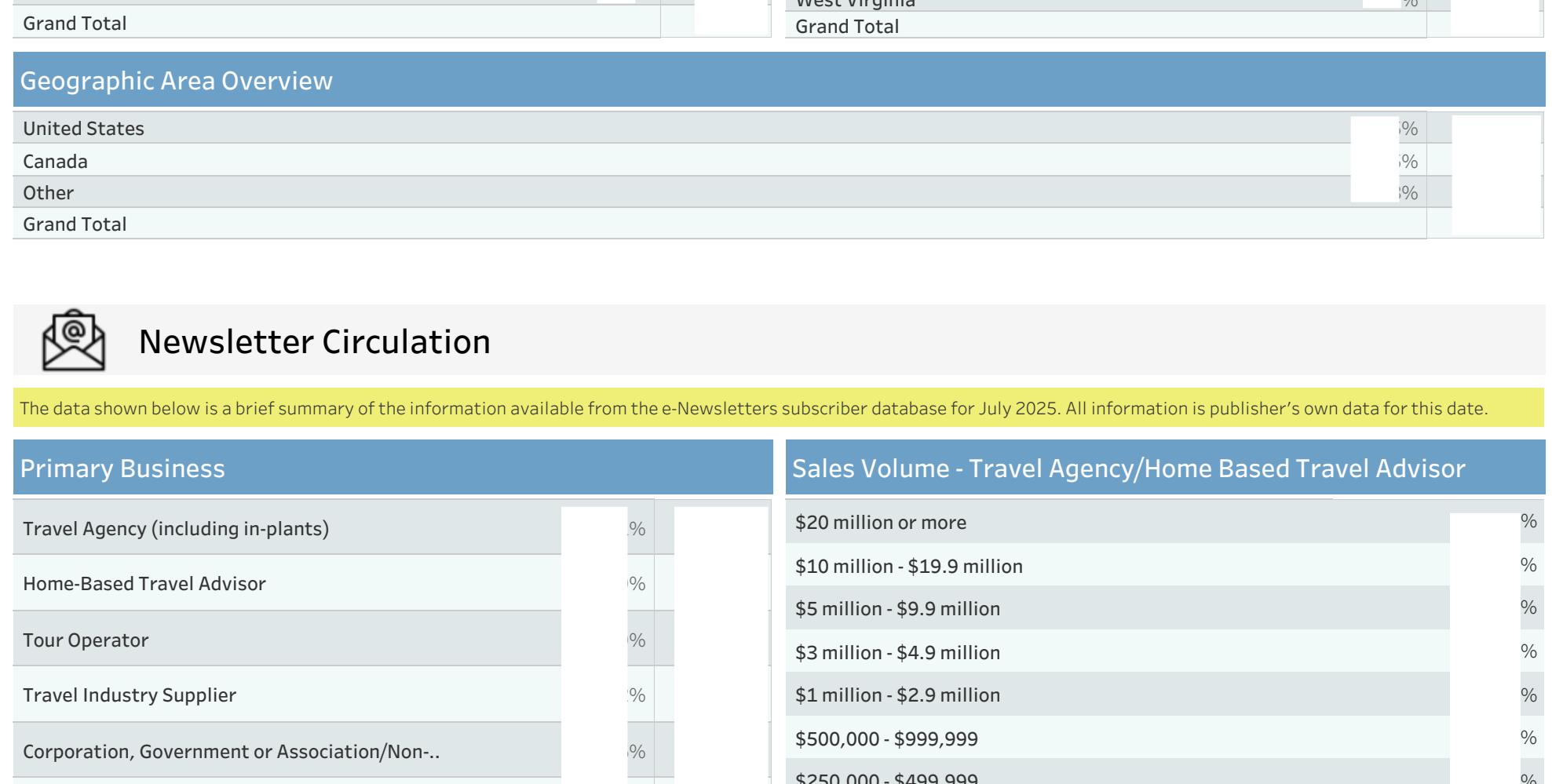


Website - Averages: February 2025 through July 2025

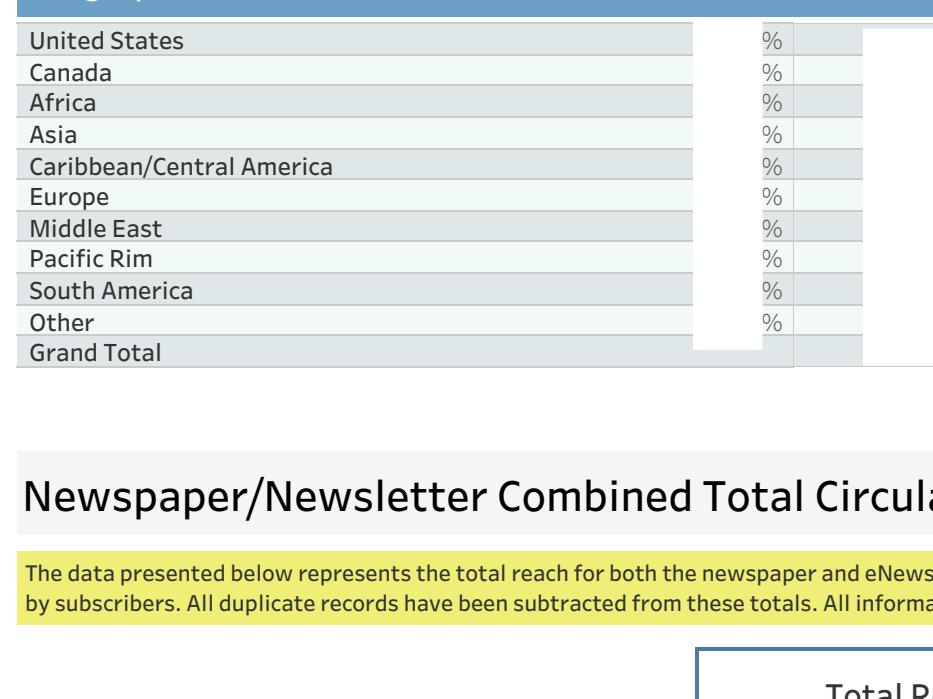


*Average is taken from a rolling six months relative to refresh

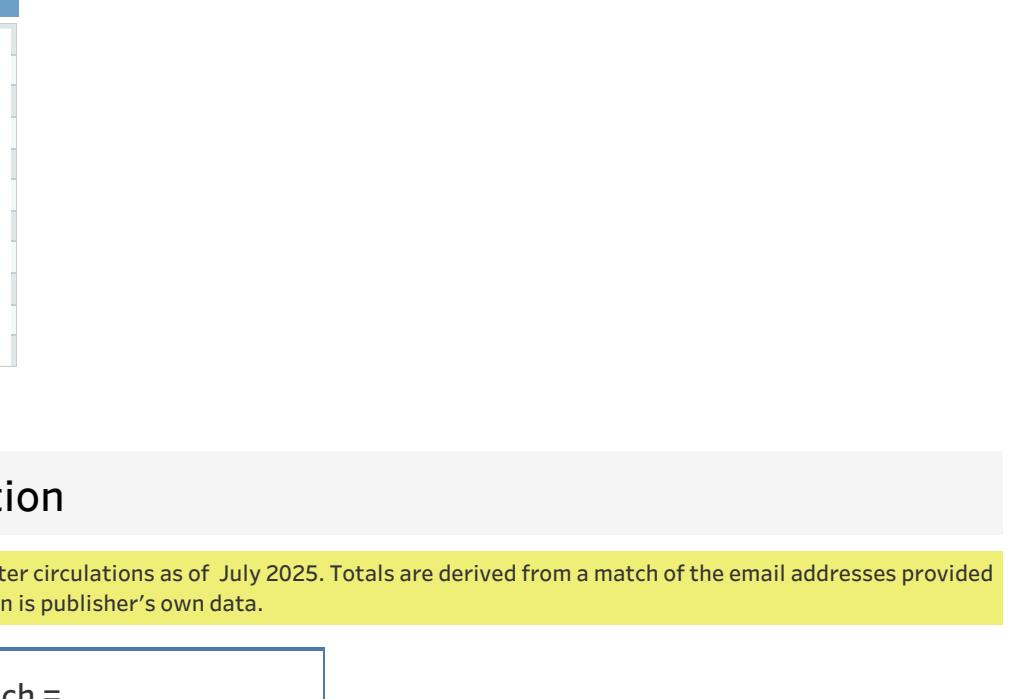
Newspaper Circulation



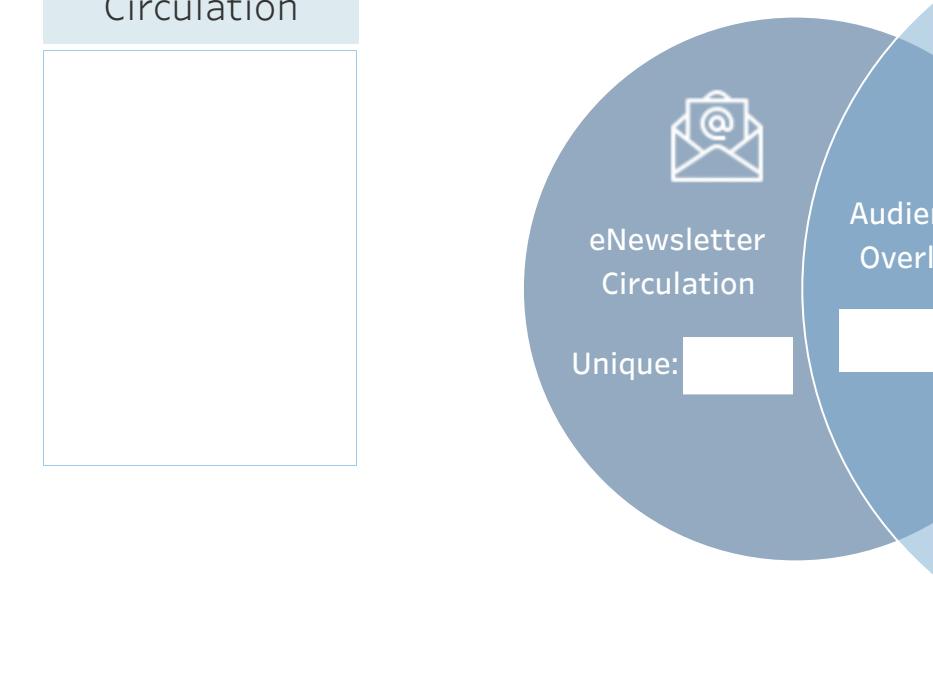
Northeast



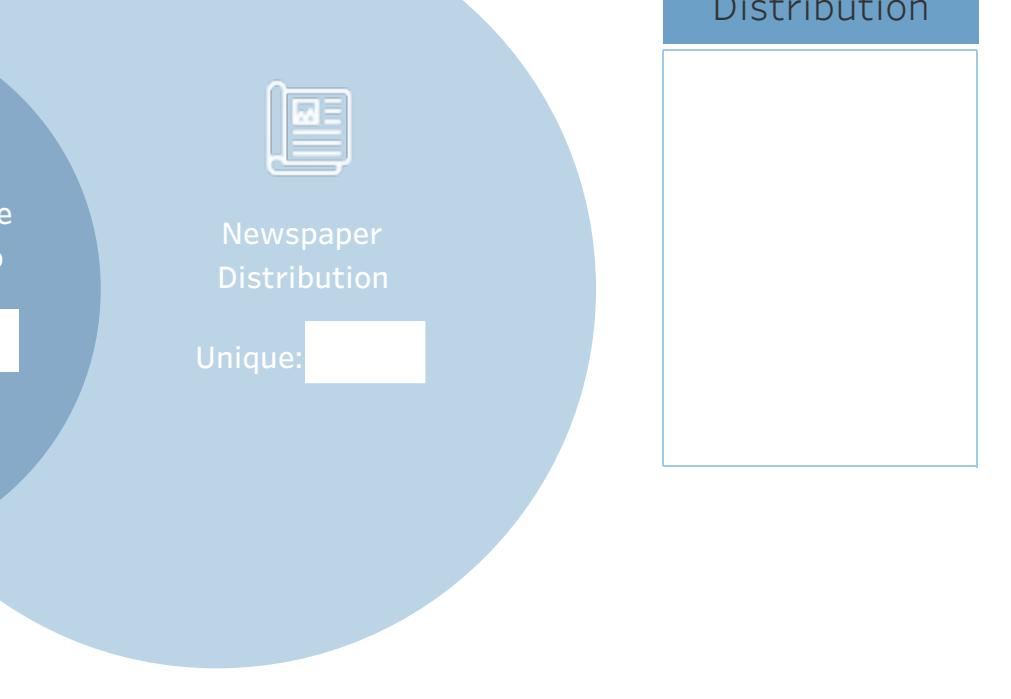
Midwest



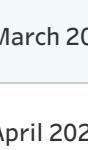
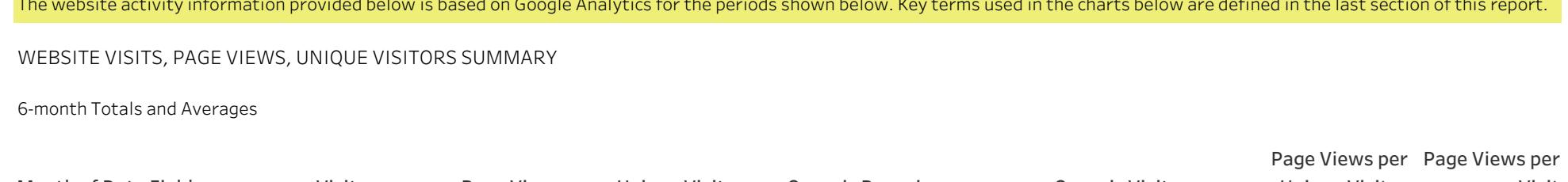
West



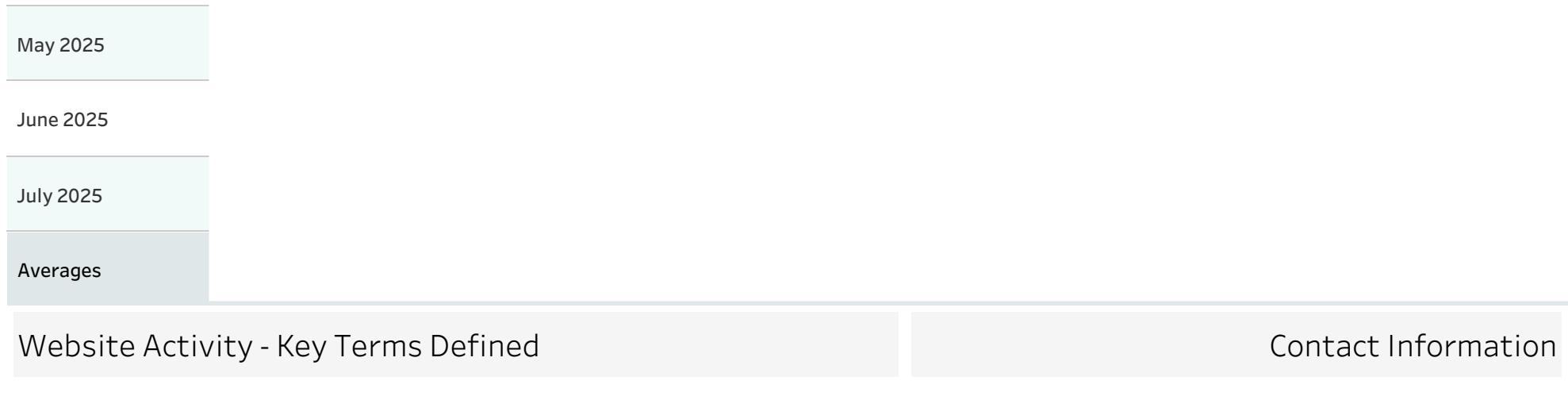
South



Geographic Area Overview



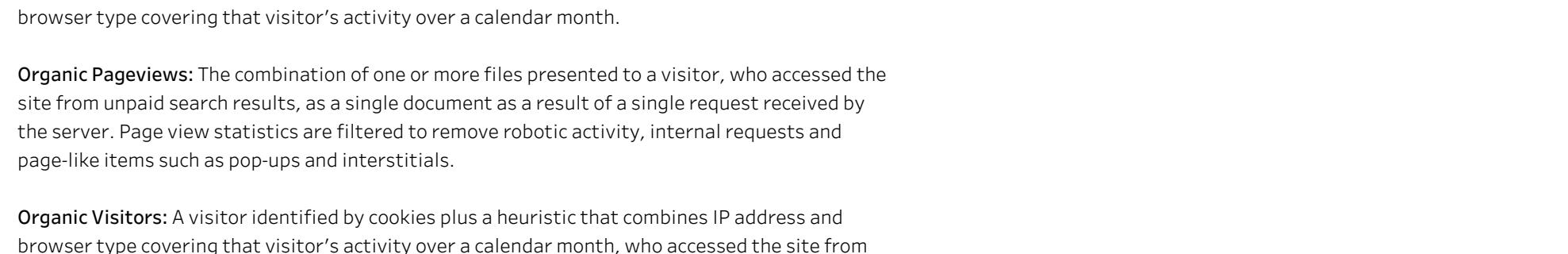
Newsletter Circulation



Newspaper/Newsletter Combined Total Circulation

The data presented below represents the total reach for both the newspaper and eNewsletter circulations as of July 2025. Totals are derived from a match of the email addresses provided by subscribers. All duplicate records have been subtracted from these totals. All information is publisher's own data.

Total Reach =



Website Activity

The website activity information provided below is based on Google Analytics for the periods shown below. Key terms used in the charts below are defined in the last section of this report.

WEBSITE VISITS, PAGE VIEWS, UNIQUE VISITORS SUMMARY

6-month Totals and Averages

| Month of Date Field | Visits | Page Views | Unique Visitors | Organic Pageviews | Organic Visitors | Page Views per Unique Visitor | Page Views per Visit |
|---------------------|--------|------------|-----------------|-------------------|------------------|-------------------------------|----------------------|
| February 2025 | | | | | | | |
| March 2025 | | | | | | | |
| April 2025 | | | | | | | |
| May 2025 | | | | | | | |
| June 2025 | | | | | | | |
| July 2025 | | | | | | | |
| Averages | | | | | | | |

Website Activity - Key Terms Defined

Contact Information

Visit: One request, or a series of requests by a visitor to a web site. If a visitor to the site does not make a request for a specified period of time, the previous series of requests is considered a complete visit.

Page View: The combination of one or more files presented to a visitor as a single document as a result of a single request received by the server. Page view statistics are filtered to remove robotic activity, internal requests and page-like items such as pop-ups and interstitials.

Unique Visitor: A visitor identified by cookies plus a heuristic that combines IP address and browser type covering that visitor's activity over a calendar month.

Organic Pageviews: The combination of one or more files presented to a visitor, who accessed the site from unpaid search results, as a single document as a result of a single request received by the server. Page view statistics are filtered to remove robotic activity, internal requests and page-like items such as pop-ups and interstitials.

Organic Visitors: A visitor identified by cookies plus a heuristic that combines IP address and browser type covering that visitor's activity over a calendar month, who accessed the site from unpaid search results.