

Audit Period: July 1, 2020 – June 30, 2021

Florida Trend Magazine

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1. Audited Media Platforms

Print Publication:	Average Net Circulation:	55,454 (Print Edition)
Digital Edition:	Average Monthly Subscribers:	2,335 (Digital Edition)
Website:	Average Website Unique Users:	126,852
Social Media:	Average Facebook Likes:	8,452
	Average Twitter Followers:	10,556
	Average LinkedIn Followers:	4,925
E-Newsletters:	Average E-Newsletter Subscribers:	119,063
	Average Open Rate:	33.5%

Florida Trend Magazine – Total Gross Contacts

CVC Estimated Edition Readership:	260,634
Total Digital Contacts:	193,006
Total Estimated Gross Contacts:	453,640*

*Total gross contacts include CVC estimated edition readership, website unique users, social media followers, and opened e-newsletter contacts. Total gross contact estimates can include significant audience duplication. There was no attempt made to eliminate any duplication that may exist.

2. Publication Information

Number of Editions:	One
Format / Average Page Count:	Magazine / 104 Pages
Circulation Cycle:	Monthly
Ownership:	Trend Magazine, Inc.
Year Established:	1958
Publication Type:	Business Publication
	34% Controlled / 60% Paid / 6% Sponsor Paid
Content:	45% Advertising / 55% Editorial
Primary Delivery Methods:	80% Mail / 10% Controlled Bulk & Single Copy / 10% Waiting Room
Annual Mail Subscription Rate:	\$29.95
Cover Price:	\$4.95
Insert Zoning Available:	Yes - Zone
CVC Member Number:	01-4133
DMA/MSA/CBSA:	Tampa, FL / Tampa--St. Petersburg--Clearwater, FL / Tampa-St. Petersburg-Clearwater, FL
Audit Funded By:	The Alliance of Area Business Publishers

3. Rate Card and Mechanical Data

Rate Card Effective Date:	January 1, 2021
Mechanical Data:	Three (3) columns X 10.5" column depth Full page: 8" wide X 10.5" depth.
Open Rate:	Local: \$13,880.00 Full Page - \$7,345.00 1/3rd Page National: \$13,880.00 Full Page - \$7,345.00 1/3rd Page
Insert Open Rate:	Contact Publisher
Deadline Day & Time:	Monthly by 5 PM
Website Rates:	\$28.00 - \$56.00 per thousand
E-Newsletter Rates:	\$1,134.00 - \$8,816.00 per month

Additional rates may be available from the publisher.

4. Contact Information

Publisher:	David Denor	EMAIL: ddenor@floridatrend.com
Advertising:	Rana Slager	EMAIL: rslager@floridatrend.com
Circulation:	Bernadette Pace	EMAIL: bpacer@floridatrend.com



www.cvcaudit.com

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

CVC Account Number: 01-4133	Monthly	Florida Trend Magazine St. Petersburg, FL
Audit Period Summary		
Average Net Circulation	(5-H)	55,454
Average Gross Distribution	(5-F)	55,684
Average Net Press Run	(5-A)	55,709
Audit Period Detail		
A. Average Net Press Run		55,709
B. Office / File		25
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		0
3. Mail		922
4. Requestor Mail		7,545
5. Waiting Rooms		5,370
6. Hotels		150
7. Events, Fairs, Festivals and Trade Shows		241
8. Education		0
9. Restock & Office Service		838
10. Other: Bonus-Sampling		3,907
Total Average Controlled Distribution		18,973
Controlled Returns		(0)
TOTAL AVERAGE CONTROLLED CIRCULATION		18,973
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		518
3. Mail		32,955
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		33,473
Paid Returns		(230)
TOTAL AVERAGE PAID CIRCULATION		33,243
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		3,238
4. Waiting Rooms		0
Total Average Sponsored Distribution		3,238
Sponsored Returns		(0)
TOTAL AVERAGE SPONSORED CIRCULATION		3,238
F. Average Gross Distribution		55,684
G. Total Unclaimed / Returns		(230)*
H. Average Net Circulation		55,454

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).

Audit Period Edition Reporting

MONTH	CIRCULATION	MONTH	CIRCULATION
July 2020	55,703	January 2021	57,478
August 2020	55,291	February 2021	53,328
September 2020	54,948	March 2021	54,209
October 2020	58,856	April 2021	56,728
November 2020	54,106	May 2021	53,436
December 2020	55,533	June 2021	55,836

6. Average Print Circulation History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/21-12/31/21	CVC	55,005	55,333	-	-
01/01/20-12/31/20	CVC	54,938	55,924	55,314	56,165
07/01/19-12/31/19	CVC	-	-	54,118	53,406
01/01/80-12/31/18	BPA	-	-	-	-

7. Distribution by Zip Code (May 2021 Edition) Monthly

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
32003	Fleming Island	Clay	FL	0	0	58	0	58
32011	Callahan	Nassau	FL	0	0	14	0	14
32024	Lake City	Columbia	FL	0	0	13	0	13
32025	Lake City	Columbia	FL	0	0	32	0	32
32033	Elkton	Saint Johns	FL	0	0	10	0	10
32034	Fernandina Beach	Nassau	FL	0	0	124	0	124
32038	Fort White	Columbia	FL	0	0	11	0	11
32040	Glen Saint Mary	Baker	FL	0	0	10	0	10
32043	Green Cv Spgs	Clay	FL	0	0	59	0	59
32052	Jasper	Hamilton	FL	0	0	30	0	30
32054	Lake Butler	Union	FL	0	0	25	0	25
32055	Lake City	Columbia	FL	0	0	45	0	45
32056	Lake City	Columbia	FL	0	0	18	0	18
32060	Live Oak	Suwannee	FL	0	0	21	0	21
32063	Macclenny	Baker	FL	0	0	27	0	27
32064	Dowling Park	Suwannee	FL	0	0	34	0	34
32065	Orange Park	Clay	FL	0	0	29	0	29
32066	Mayo	Lafayette	FL	0	0	16	0	16
32068	Middleburg	Clay	FL	0	0	29	0	29
32073	Orange Park	Clay	FL	0	0	68	0	68
32080	Saint Augustine	Saint Johns	FL	0	0	82	0	82
32081	Ponte Vedra	Saint Johns	FL	0	0	63	0	63
32082	Ponte Vedra Beach	Saint Johns	FL	0	0	166	0	166
32083	Raiford	Union	FL	0	0	13	0	13
32084	St Augustine	Saint Johns	FL	0	0	112	0	112
32085	St Augustine	Saint Johns	FL	0	0	18	0	18
32086	St Augustine	Saint Johns	FL	0	0	66	0	66
32091	Starke	Bradford	FL	0	0	35	0	35
32092	St Augustine	Saint Johns	FL	0	0	69	0	69
32095	St Augustine	Saint Johns	FL	0	0	34	0	34
32097	Yulee	Nassau	FL	0	0	41	0	41



7. Distribution by Zip Code (May 2021 Edition) Monthly (continued)

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
32110	Bunnell	Flagler	FL	0	0	32	0	32
32112	Crescent City	Putnam	FL	0	0	16	0	16
32114	Daytona Beach	Volusia	FL	0	0	89	0	89
32117	Daytona Beach	Volusia	FL	0	0	49	0	49
32118	Daytona Beach	Volusia	FL	0	0	65	0	65
32119	South Daytona	Volusia	FL	0	0	21	0	21
32124	Daytona Beach	Volusia	FL	0	0	22	0	22
32127	Port Orange	Volusia	FL	0	0	63	0	63
32128	Pt Orange	Volusia	FL	0	0	34	0	34
32129	Port Orange	Volusia	FL	0	0	39	0	39
32132	Edgewater	Volusia	FL	0	0	22	0	22
32136	Flagler Beach	Flagler	FL	0	0	33	0	33
32137	Palm Coast	Flagler	FL	0	0	98	0	98
32141	Edgewater	Volusia	FL	0	0	17	0	17
32148	Interlachen	Putnam	FL	0	0	10	0	10
32159	Lady Lake	Lake	FL	0	0	49	0	49
32162	Lady Lake	Sumter	FL	0	0	127	0	127
32163	The Villages	Sumter	FL	0	0	55	0	55
32164	Palm Coast	Flagler	FL	0	0	64	0	64
32168	New Smyrna Beach	Volusia	FL	0	0	65	0	65
32169	New Smyrna Beach	Volusia	FL	0	0	36	0	36
32174	Ormond Beach	Volusia	FL	0	0	129	0	129
32175	Ormond Beach	Volusia	FL	0	0	12	0	12
32176	Ormond Beach	Volusia	FL	0	0	39	0	39
32177	Palatka	Putnam	FL	0	0	52	0	52
32178	Palatka	Putnam	FL	0	0	14	0	14
32202	Jacksonville	Duval	FL	0	0	184	0	184
32204	Jacksonville	Duval	FL	0	0	51	0	51
32205	Jacksonville	Duval	FL	0	0	42	0	42
32206	Jacksonville	Duval	FL	0	0	21	0	21
32207	Jacksonville	Duval	FL	0	0	141	0	141
32208	Jacksonville	Duval	FL	0	0	21	0	21
32209	Jacksonville	Duval	FL	0	0	32	0	32
32210	Jacksonville	Duval	FL	0	0	78	0	78
32211	Jacksonville	Duval	FL	0	0	35	0	35
32216	Jacksonville	Duval	FL	0	0	101	0	101
32217	Jacksonville	Duval	FL	0	0	55	0	55
32218	Jacksonville	Duval	FL	0	0	27	0	27
32220	Jacksonville	Duval	FL	0	0	11	0	11
32221	Jacksonville	Duval	FL	0	0	19	0	19
32223	Jacksonville	Duval	FL	0	0	80	0	80
32224	Jacksonville	Duval	FL	0	0	113	0	113
32225	Jacksonville	Duval	FL	0	0	99	0	99
32226	Jacksonville	Duval	FL	0	0	31	0	31
32233	Atlantic Beach	Duval	FL	0	0	50	0	50
32244	Jacksonville	Duval	FL	0	0	40	0	40
32246	Jacksonville	Duval	FL	0	0	60	0	60

7. Distribution by Zip Code (May 2021 Edition) Monthly (continued)

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
32250	Jacksonville Beach	Duval	FL	0	0	122	0	122
32254	Jacksonville	Duval	FL	0	0	32	0	32
32256	Jacksonville	Duval	FL	0	0	168	0	168
32257	Jacksonville	Duval	FL	0	0	77	0	77
32258	Jacksonville	Duval	FL	0	0	53	0	53
32259	Saint Johns	Saint Johns	FL	0	0	109	0	109
32266	Neptune Beach	Duval	FL	0	0	28	0	28
32277	Jacksonville	Duval	FL	0	0	22	0	22
32301	Tallahassee	Leon	FL	0	0	343	0	343
32302	Tallahassee	Leon	FL	0	0	56	0	56
32303	Tallahassee	Leon	FL	0	0	190	0	190
32304	Tallahassee	Leon	FL	0	0	37	0	37
32305	Tallahassee	Leon	FL	0	0	10	0	10
32306	Tallahassee	Leon	FL	0	0	28	0	28
32307	Tallahassee	Leon	FL	0	0	14	0	14
32308	Tallahassee	Leon	FL	0	0	280	0	280
32309	Tallahassee	Leon	FL	0	0	118	0	118
32310	Tallahassee	Leon	FL	0	0	19	0	19
32311	Tallahassee	Leon	FL	0	0	61	0	61
32312	Tallahassee	Leon	FL	0	0	181	0	181
32317	Tallahassee	Leon	FL	0	0	71	0	71
32320	Apalachicola	Franklin	FL	0	0	19	0	19
32321	Bristol	Liberty	FL	0	0	16	0	16
32324	Chattahoochee	Gadsden	FL	0	0	10	0	10
32326	Crawfordville	Wakulla	FL	0	0	12	0	12
32327	Crawfordville	Wakulla	FL	0	0	43	0	43
32333	Havana	Gadsden	FL	0	0	23	0	23
32340	Madison	Madison	FL	0	0	16	0	16
32341	Madison	Madison	FL	0	0	11	0	11
32343	Midway	Gadsden	FL	0	0	13	0	13
32344	Monticello	Jefferson	FL	0	0	34	0	34
32347	Perry	Taylor	FL	0	0	26	0	26
32348	Perry	Taylor	FL	0	0	25	0	25
32351	Quincy	Gadsden	FL	0	0	33	0	33
32353	Quincy	Gadsden	FL	0	0	13	0	13
32399	Tallahassee	Leon	FL	0	0	202	0	202
32401	Panama City	Bay	FL	0	0	71	0	71
32404	Panama City	Bay	FL	0	0	42	0	42
32405	Panama City	Bay	FL	0	0	51	0	51
32407	Panama City Beach	Bay	FL	0	0	14	0	14
32408	P C Beach	Bay	FL	0	0	36	0	36
32409	Panama City	Bay	FL	0	0	10	0	10
32413	Panama City	Bay	FL	0	0	22	0	22
32424	Blountstown	Calhoun	FL	0	0	24	0	24
32425	Bonifay	Holmes	FL	0	0	31	0	31
32428	Chipley	Washington	FL	0	0	45	0	45
32431	Cottdale	Jackson	FL	0	0	12	0	12

7. Distribution by Zip Code (May 2021 Edition) Monthly (continued)

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
32433	Defuniak Springs	Walton	FL	0	0	28	0	28
32435	Defuniak Springs	Walton	FL	0	0	19	0	19
32439	Freeport	Walton	FL	0	0	20	0	20
32440	Graceville	Jackson	FL	0	0	11	0	11
32444	Lynn Haven	Bay	FL	0	0	36	0	36
32446	Marianna	Jackson	FL	0	0	31	0	31
32447	Marianna	Jackson	FL	0	0	17	0	17
32448	Marianna	Jackson	FL	0	0	25	0	25
32456	Port Saint Joe	Gulf	FL	0	0	34	0	34
32459	Santa Rosa Bch	Walton	FL	0	0	47	0	47
32465	Wewahitchka	Gulf	FL	0	0	15	0	15
32501	Pensacola	Escambia	FL	0	0	32	0	32
32502	Pensacola	Escambia	FL	0	0	100	0	100
32503	Pensacola	Escambia	FL	0	0	61	0	61
32504	Pensacola	Escambia	FL	0	0	54	0	54
32505	Pensacola	Escambia	FL	0	0	37	0	37
32506	Pensacola	Escambia	FL	0	0	22	0	22
32507	Pensacola	Escambia	FL	0	0	38	0	38
32514	Pensacola	Escambia	FL	0	0	64	0	64
32526	Pensacola	Escambia	FL	0	0	31	0	31
32533	Cantonment	Escambia	FL	0	0	24	0	24
32534	Pensacola	Escambia	FL	0	0	17	0	17
32536	Crestview	Okaloosa	FL	0	0	38	0	38
32539	Crestview	Okaloosa	FL	0	0	24	0	24
32541	Destin	Okaloosa	FL	0	0	101	0	101
32547	Ft Walton Bch	Okaloosa	FL	0	0	54	0	54
32548	Ft Walton Bch	Okaloosa	FL	0	0	79	0	79
32550	Miramar Beach	Walton	FL	0	0	50	0	50
32561	Gulf Breeze	Santa Rosa	FL	0	0	46	0	46
32562	Gulf Breeze	Santa Rosa	FL	0	0	12	0	12
32563	Gulf Breeze	Santa Rosa	FL	0	0	36	0	36
32566	Navarre	Santa Rosa	FL	0	0	36	0	36
32567	Laurel Hill	Okaloosa	FL	0	0	10	0	10
32569	Mary Esther	Okaloosa	FL	0	0	21	0	21
32570	Milton	Santa Rosa	FL	0	0	26	0	26
32571	Milton	Santa Rosa	FL	0	0	47	0	47
32578	Niceville	Okaloosa	FL	0	0	107	0	107
32579	Shalimar	Okaloosa	FL	0	0	38	0	38
32580	Valparaiso	Okaloosa	FL	0	0	15	0	15
32583	Milton	Santa Rosa	FL	0	0	25	0	25
32591	Pensacola	Escambia	FL	0	0	18	0	18
32601	Gainesville	Alachua	FL	0	0	70	0	70
32605	Gainesville	Alachua	FL	0	0	79	0	79
32606	Gainesville	Alachua	FL	0	0	108	0	108
32607	Gainesville	Alachua	FL	0	0	65	0	65
32608	Gainesville	Alachua	FL	0	0	90	0	90
32609	Gainesville	Alachua	FL	0	0	29	0	29

7. Distribution by Zip Code (May 2021 Edition) Monthly (continued)

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
32610	Gainesville	Alachua	FL	0	0	13	0	13
32611	Gainesville	Alachua	FL	0	0	46	0	46
32614	Gainesville	Alachua	FL	0	0	16	0	16
32615	Alachua	Alachua	FL	0	0	41	0	41
32621	Bronson	Levy	FL	0	0	17	0	17
32626	Chiefland	Levy	FL	0	0	12	0	12
32627	Gainesville	Alachua	FL	0	0	10	0	10
32628	Cross City	Dixie	FL	0	0	19	0	19
32640	Hawthorne	Alachua	FL	0	0	16	0	16
32641	Gainesville	Alachua	FL	0	0	11	0	11
32643	High Springs	Alachua	FL	0	0	21	0	21
32653	Gainesville	Alachua	FL	0	0	46	0	46
32656	Keystone Heights	Clay	FL	0	0	16	0	16
32667	Micanopy	Alachua	FL	0	0	11	0	11
32668	Morrison	Levy	FL	0	0	10	0	10
32669	Newberry	Alachua	FL	0	0	37	0	37
32693	Trenton	Gilchrist	FL	0	0	32	0	32
32696	Williston	Levy	FL	0	0	23	0	23
32701	Altamonte Spg	Seminole	FL	0	0	64	0	64
32703	Apopka	Orange	FL	0	0	64	0	64
32707	Casselberry	Seminole	FL	0	0	42	0	42
32708	Winter Springs	Seminole	FL	0	0	103	0	103
32712	Apopka	Orange	FL	0	0	62	0	62
32713	Debary	Volusia	FL	0	0	38	0	38
32714	Altamonte Springs	Seminole	FL	0	0	76	0	76
32720	Deland	Volusia	FL	0	0	88	0	88
32724	Deland	Volusia	FL	0	0	57	0	57
32725	Deltona	Volusia	FL	0	0	33	0	33
32726	Eustis	Lake	FL	0	0	23	0	23
32736	Eustis	Lake	FL	0	0	14	0	14
32738	Deltona	Volusia	FL	0	0	16	0	16
32746	Lake Mary	Seminole	FL	0	0	186	0	186
32750	Longwood	Seminole	FL	0	0	84	0	84
32751	Maitland	Orange	FL	0	0	180	0	180
32754	Mims	Brevard	FL	0	0	11	0	11
32756	Mount Dora	Lake	FL	0	0	16	0	16
32757	Mount Dora	Lake	FL	0	0	60	0	60
32763	Orange City	Volusia	FL	0	0	26	0	26
32765	Oviedo	Seminole	FL	0	0	132	0	132
32766	Oviedo	Seminole	FL	0	0	13	0	13
32771	Sanford	Seminole	FL	0	0	143	0	143
32772	Sanford	Seminole	FL	0	0	10	0	10
32773	Sanford	Seminole	FL	0	0	48	0	48
32776	Sorrento	Lake	FL	0	0	13	0	13
32778	Tavares	Lake	FL	0	0	64	0	64
32779	Longwood	Seminole	FL	0	0	98	0	98
32780	Titusville	Brevard	FL	0	0	60	0	60



7. Distribution by Zip Code (May 2021 Edition) Monthly (continued)

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
32781	Titusville	Brevard	FL	0	0	10	0	10
32784	Umatilla	Lake	FL	0	0	13	0	13
32789	Winter Park	Orange	FL	0	0	240	0	240
32790	Winter Park	Orange	FL	0	0	24	0	24
32792	Winter Park	Orange	FL	0	0	86	0	86
32795	Lake Mary	Seminole	FL	0	0	12	0	12
32796	Titusville	Brevard	FL	0	0	37	0	37
32801	Orlando	Orange	FL	0	0	411	0	411
32802	Orlando	Orange	FL	0	0	39	0	39
32803	Orlando	Orange	FL	0	0	195	0	195
32804	Orlando	Orange	FL	0	0	138	0	138
32805	Orlando	Orange	FL	0	0	30	0	30
32806	Orlando	Orange	FL	0	0	103	0	103
32807	Orlando	Orange	FL	0	0	24	0	24
32808	Orlando	Orange	FL	0	0	47	0	47
32809	Orlando	Orange	FL	0	0	79	0	79
32810	Orlando	Orange	FL	0	0	53	0	53
32811	Orlando	Orange	FL	0	0	44	0	44
32812	Belle Isle	Orange	FL	0	0	45	0	45
32814	Orlando	Orange	FL	0	0	40	0	40
32816	Orlando	Orange	FL	0	0	24	0	24
32817	Orlando	Orange	FL	0	0	35	0	35
32818	Orlando	Orange	FL	0	0	18	0	18
32819	Orlando	Orange	FL	0	0	166	0	166
32821	Orlando	Orange	FL	0	0	39	0	39
32822	Orlando	Orange	FL	0	0	58	0	58
32824	Orlando	Orange	FL	0	0	51	0	51
32825	Orlando	Orange	FL	0	0	39	0	39
32826	Orlando	Orange	FL	0	0	55	0	55
32827	Orlando	Orange	FL	0	0	51	0	51
32828	Orlando	Orange	FL	0	0	61	0	61
32829	Orlando	Orange	FL	0	0	12	0	12
32830	Lake Buena Vista	Orange	FL	0	0	11	0	11
32832	Orlando	Orange	FL	0	0	42	0	42
32835	Orlando	Orange	FL	0	0	57	0	57
32836	Orlando	Orange	FL	0	0	43	0	43
32837	Orlando	Orange	FL	0	0	77	0	77
32839	Orlando	Orange	FL	0	0	37	0	37
32869	Orlando	Orange	FL	0	0	15	0	15
32901	Melbourne	Brevard	FL	0	0	115	0	115
32903	Indialantic	Brevard	FL	0	0	68	0	68
32904	Melbourne	Brevard	FL	0	0	74	0	74
32905	Palm Bay	Brevard	FL	0	0	39	0	39
32907	Palm Bay	Brevard	FL	0	0	41	0	41
32909	Palm Bay	Brevard	FL	0	0	28	0	28
32920	Cape Canaveral	Brevard	FL	0	0	45	0	45
32922	Cocoa	Brevard	FL	0	0	48	0	48

7. Distribution by Zip Code (May 2021 Edition) Monthly (continued)

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
32926	Cocoa	Brevard	FL	0	0	28	0	28
32927	Cocoa	Brevard	FL	0	0	22	0	22
32931	Cocoa Beach	Brevard	FL	0	0	49	0	49
32934	Melbourne	Brevard	FL	0	0	56	0	56
32935	Melbourne	Brevard	FL	0	0	79	0	79
32937	Satellite Beach	Brevard	FL	0	0	88	0	88
32940	Melbourne	Brevard	FL	0	0	184	0	184
32950	Malabar	Brevard	FL	0	0	24	0	24
32951	Melbourne Beach	Brevard	FL	0	0	48	0	48
32952	Merritt Island	Brevard	FL	0	0	62	0	62
32953	Merritt Island	Brevard	FL	0	0	70	0	70
32955	Rockledge	Brevard	FL	0	0	130	0	130
32958	Sebastian	Indian River	FL	0	0	43	0	43
32960	Vero Beach	Indian River	FL	0	0	101	0	101
32962	Vero Beach	Indian River	FL	0	0	31	0	31
32963	Vero Beach	Indian River	FL	0	0	113	0	113
32964	Vero Beach	Indian River	FL	0	0	10	0	10
32966	Vero Beach	Indian River	FL	0	0	35	0	35
32967	Vero Beach	Indian River	FL	0	0	59	0	59
32968	Vero Beach	Indian River	FL	0	0	34	0	34
32976	Micco	Brevard	FL	0	0	14	0	14
33004	Dania Beach	Broward	FL	0	0	49	0	49
33009	Hallandale Beach	Broward	FL	0	0	47	0	47
33010	Hialeah	Miami-Dade	FL	0	0	21	0	21
33012	Hialeah	Miami-Dade	FL	0	0	15	0	15
33013	Hialeah	Miami-Dade	FL	0	0	11	0	11
33014	Miami Lakes	Miami-Dade	FL	0	0	65	0	65
33015	Hialeah	Miami-Dade	FL	0	0	25	0	25
33016	Miami Lakes	Miami-Dade	FL	0	0	56	0	56
33018	Hialeah	Miami-Dade	FL	0	0	21	0	21
33019	Hollywood	Broward	FL	0	0	36	0	36
33020	Hollywood	Broward	FL	0	0	67	0	67
33021	Hollywood	Broward	FL	0	0	96	0	96
33023	Hollywood	Broward	FL	0	0	39	0	39
33024	Hollywood	Broward	FL	0	0	49	0	49
33025	Pembroke Pines	Broward	FL	0	0	63	0	63
33026	Pembroke Pines	Broward	FL	0	0	62	0	62
33027	Miramar	Broward	FL	0	0	87	0	87
33028	Pembroke Pines	Broward	FL	0	0	45	0	45
33029	Pembroke Pines	Broward	FL	0	0	54	0	54
33030	Homestead	Miami-Dade	FL	0	0	28	0	28
33031	Homestead	Miami-Dade	FL	0	0	11	0	11
33032	Homestead	Miami-Dade	FL	0	0	20	0	20
33033	Homestead	Miami-Dade	FL	0	0	14	0	14
33034	Florida City	Miami-Dade	FL	0	0	13	0	13
33036	Islamorada	Monroe	FL	0	0	28	0	28
33037	Key Largo	Monroe	FL	0	0	39	0	39

7. Distribution by Zip Code (May 2021 Edition) Monthly (continued)

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
33040	Key West	Monroe	FL	0	0	98	0	98
33041	Key West	Monroe	FL	0	0	16	0	16
33042	Cudjoe Key	Monroe	FL	0	0	11	0	11
33043	Big Pine Key	Monroe	FL	0	0	15	0	15
33050	Marathon	Monroe	FL	0	0	33	0	33
33054	Miami Gardens	Miami-Dade	FL	0	0	46	0	46
33055	Miami Gardens	Miami-Dade	FL	0	0	15	0	15
33056	Miami Gardens	Miami-Dade	FL	0	0	28	0	28
33060	Pompano Beach	Broward	FL	0	0	56	0	56
33062	Pompano Beach	Broward	FL	0	0	87	0	87
33063	Coconut Creek	Broward	FL	0	0	60	0	60
33064	Pompano Beach	Broward	FL	0	0	73	0	73
33065	Coral Springs	Broward	FL	0	0	64	0	64
33066	Coconut Creek	Broward	FL	0	0	26	0	26
33067	Coral Springs	Broward	FL	0	0	56	0	56
33068	North Lauderdale	Broward	FL	0	0	24	0	24
33069	Pompano Beach	Broward	FL	0	0	73	0	73
33070	Tavernier	Monroe	FL	0	0	24	0	24
33071	Coral Springs	Broward	FL	0	0	67	0	67
33073	Coconut Creek	Broward	FL	0	0	49	0	49
33076	Parkland	Broward	FL	0	0	86	0	86
33102	Miami	Miami-Dade	FL	0	0	12	0	12
33122	Doral	Miami-Dade	FL	0	0	34	0	34
33125	Miami	Miami-Dade	FL	0	0	38	0	38
33126	Miami	Miami-Dade	FL	0	0	87	0	87
33127	Miami	Miami-Dade	FL	0	0	15	0	15
33128	Miami	Miami-Dade	FL	0	0	49	0	49
33129	Miami	Miami-Dade	FL	0	0	42	0	42
33130	Miami	Miami-Dade	FL	0	0	61	0	61
33131	Miami	Miami-Dade	FL	0	0	273	0	273
33132	Miami	Miami-Dade	FL	0	0	58	0	58
33133	Coconut Grove	Miami-Dade	FL	0	0	118	0	118
33134	Coral Gables	Miami-Dade	FL	0	0	312	0	312
33135	Miami	Miami-Dade	FL	0	0	24	0	24
33136	Miami	Miami-Dade	FL	0	0	49	0	49
33137	Miami	Miami-Dade	FL	0	0	60	0	60
33138	Miami Shores	Miami-Dade	FL	0	0	60	0	60
33139	Miami Beach	Miami-Dade	FL	0	0	85	0	85
33140	Miami Beach	Miami-Dade	FL	0	0	87	0	87
33141	Miami Beach	Miami-Dade	FL	0	0	29	0	29
33142	Miami	Miami-Dade	FL	0	0	48	0	48
33143	Miami	Miami-Dade	FL	0	0	142	0	142
33144	Miami	Miami-Dade	FL	0	0	18	0	18
33145	Miami	Miami-Dade	FL	0	0	40	0	40
33146	Miami	Miami-Dade	FL	0	0	107	0	107
33147	Miami	Miami-Dade	FL	0	0	20	0	20
33149	Key Biscayne	Miami-Dade	FL	0	0	57	0	57

7. Distribution by Zip Code (May 2021 Edition) Monthly (continued)

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
33150	Miami Shores	Miami-Dade	FL	0	0	14	0	14
33152	Miami	Miami-Dade	FL	0	0	13	0	13
33154	Bay Harbor Islands	Miami-Dade	FL	0	0	63	0	63
33155	Miami	Miami-Dade	FL	0	0	77	0	77
33156	Pinecrest	Miami-Dade	FL	0	0	162	0	162
33157	Palmetto Bay	Miami-Dade	FL	0	0	91	0	91
33158	Palmetto Bay	Miami-Dade	FL	0	0	17	0	17
33160	Sunny Isles Beach	Miami-Dade	FL	0	0	69	0	69
33161	North Miami	Miami-Dade	FL	0	0	51	0	51
33162	North Miami Beach	Miami-Dade	FL	0	0	33	0	33
33165	Miami	Miami-Dade	FL	0	0	34	0	34
33166	Medley	Miami-Dade	FL	0	0	144	0	144
33168	Miami	Miami-Dade	FL	0	0	12	0	12
33169	Miami	Miami-Dade	FL	0	0	57	0	57
33172	Doral	Miami-Dade	FL	0	0	100	0	100
33173	Miami	Miami-Dade	FL	0	0	88	0	88
33174	Miami	Miami-Dade	FL	0	0	29	0	29
33175	Miami	Miami-Dade	FL	0	0	20	0	20
33176	Miami	Miami-Dade	FL	0	0	133	0	133
33177	Miami	Miami-Dade	FL	0	0	21	0	21
33178	Doral	Miami-Dade	FL	0	0	131	0	131
33179	Miami	Miami-Dade	FL	0	0	32	0	32
33180	Aventura	Miami-Dade	FL	0	0	138	0	138
33181	North Miami	Miami-Dade	FL	0	0	49	0	49
33182	Miami	Miami-Dade	FL	0	0	18	0	18
33183	Miami	Miami-Dade	FL	0	0	25	0	25
33184	Miami	Miami-Dade	FL	0	0	12	0	12
33185	Miami	Miami-Dade	FL	0	0	21	0	21
33186	Miami	Miami-Dade	FL	0	0	111	0	111
33189	Cutler Bay	Miami-Dade	FL	0	0	16	0	16
33193	Miami	Miami-Dade	FL	0	0	12	0	12
33196	Miami	Miami-Dade	FL	0	0	26	0	26
33199	Miami	Miami-Dade	FL	0	0	27	0	27
33301	Fort Lauderdale	Broward	FL	0	0	295	0	295
33304	Fort Lauderdale	Broward	FL	0	0	65	0	65
33305	Fort Lauderdale	Broward	FL	0	0	46	0	46
33306	Fort Lauderdale	Broward	FL	0	0	31	0	31
33308	Fort Lauderdale	Broward	FL	0	0	195	0	195
33309	Fort Lauderdale	Broward	FL	0	0	167	0	167
33311	Ft Lauderdale	Broward	FL	0	0	46	0	46
33312	Fort Lauderdale	Broward	FL	0	0	115	0	115
33313	Plantation	Broward	FL	0	0	31	0	31
33314	Davie	Broward	FL	0	0	70	0	70
33315	Fort Lauderdale	Broward	FL	0	0	52	0	52
33316	Fort Lauderdale	Broward	FL	0	0	183	0	183
33317	Plantation	Broward	FL	0	0	91	0	91
33319	Tamarac	Broward	FL	0	0	35	0	35

7. Distribution by Zip Code (May 2021 Edition) Monthly (continued)

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
33321	Tamarac	Broward	FL	0	0	70	0	70
33322	Sunrise	Broward	FL	0	0	46	0	46
33323	Sunrise	Broward	FL	0	0	59	0	59
33324	Plantation	Broward	FL	0	0	141	0	141
33325	Sunrise	Broward	FL	0	0	51	0	51
33326	Weston	Broward	FL	0	0	98	0	98
33327	Weston	Broward	FL	0	0	41	0	41
33328	Davie	Broward	FL	0	0	59	0	59
33330	Cooper City	Broward	FL	0	0	35	0	35
33331	Weston	Broward	FL	0	0	57	0	57
33332	Weston	Broward	FL	0	0	22	0	22
33334	Oakland Park	Broward	FL	0	0	74	0	74
33351	Sunrise	Broward	FL	0	0	41	0	41
33394	Ft Lauderdale	Broward	FL	0	0	19	0	19
33401	West Palm Beach	Palm Beach	FL	0	0	516	0	516
33402	West Palm Beach	Palm Beach	FL	0	0	15	0	15
33403	West Palm Beach	Palm Beach	FL	0	0	36	0	36
33404	Riviera Beach	Palm Beach	FL	0	0	113	0	113
33405	West Palm Beach	Palm Beach	FL	0	0	48	0	48
33406	West Palm Beach	Palm Beach	FL	0	0	71	0	71
33407	West Palm Beach	Palm Beach	FL	0	0	103	0	103
33408	North Palm Beach	Palm Beach	FL	0	0	165	0	165
33409	West Palm Bch	Palm Beach	FL	0	0	100	0	100
33410	Palm Beach Gardens	Palm Beach	FL	0	0	274	0	274
33411	West Palm Beach	Palm Beach	FL	0	0	160	0	160
33412	West Palm Bch	Palm Beach	FL	0	0	47	0	47
33413	Greenacres	Palm Beach	FL	0	0	22	0	22
33414	West Palm Beach	Palm Beach	FL	0	0	146	0	146
33415	West Palm Beach	Palm Beach	FL	0	0	24	0	24
33417	West Palm Beach	Palm Beach	FL	0	0	29	0	29
33418	Palm Beach Gardens	Palm Beach	FL	0	0	169	0	169
33426	Boynton Beach	Palm Beach	FL	0	0	51	0	51
33428	Boca Raton	Palm Beach	FL	0	0	54	0	54
33430	Belle Glade	Palm Beach	FL	0	0	32	0	32
33431	Boca Raton	Palm Beach	FL	0	0	251	0	251
33432	Boca Raton	Palm Beach	FL	0	0	157	0	157
33433	Boca Raton	Palm Beach	FL	0	0	123	0	123
33434	Boca Raton	Palm Beach	FL	0	0	58	0	58
33435	Boynton Beach	Palm Beach	FL	0	0	66	0	66
33436	Boynton Beach	Palm Beach	FL	0	0	70	0	70
33437	Boynton Beach	Palm Beach	FL	0	0	86	0	86
33440	Clewiston	Hendry	FL	0	0	28	0	28
33441	Deerfield Beach	Broward	FL	0	0	45	0	45
33442	Deerfield Beach	Broward	FL	0	0	79	0	79
33444	Delray Beach	Palm Beach	FL	0	0	58	0	58
33445	Delray Beach	Palm Beach	FL	0	0	68	0	68
33446	Delray Beach	Palm Beach	FL	0	0	84	0	84

7. Distribution by Zip Code (May 2021 Edition) Monthly (continued)

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
33449	Lake Worth	Palm Beach	FL	0	0	27	0	27
33455	Hobe Sound	Martin	FL	0	0	57	0	57
33458	Jupiter	Palm Beach	FL	0	0	266	0	266
33460	Lake Worth	Palm Beach	FL	0	0	36	0	36
33461	Palm Springs	Palm Beach	FL	0	0	48	0	48
33462	Lantana	Palm Beach	FL	0	0	67	0	67
33463	Lake Worth	Palm Beach	FL	0	0	40	0	40
33467	Lake Worth	Palm Beach	FL	0	0	117	0	117
33468	Jupiter	Palm Beach	FL	0	0	10	0	10
33469	Tequesta	Palm Beach	FL	0	0	77	0	77
33470	Loxahatchee	Palm Beach	FL	0	0	44	0	44
33471	Moore Haven	Glades	FL	0	0	25	0	25
33472	Boynton Beach	Palm Beach	FL	0	0	33	0	33
33473	Boynton Beach	Palm Beach	FL	0	0	34	0	34
33477	Jupiter	Palm Beach	FL	0	0	98	0	98
33478	Jupiter	Palm Beach	FL	0	0	37	0	37
33480	Palm Beach	Palm Beach	FL	0	0	134	0	134
33483	Delray Beach	Palm Beach	FL	0	0	108	0	108
33484	Delray Beach	Palm Beach	FL	0	0	57	0	57
33486	Boca Raton	Palm Beach	FL	0	0	115	0	115
33487	Boca Raton	Palm Beach	FL	0	0	149	0	149
33496	Boca Raton	Palm Beach	FL	0	0	94	0	94
33498	Boca Raton	Palm Beach	FL	0	0	39	0	39
33510	Brandon	Hillsborough	FL	0	0	34	0	34
33511	Brandon	Hillsborough	FL	0	0	117	0	117
33513	Bushnell	Sumter	FL	0	0	14	0	14
33523	Dade City	Pasco	FL	0	0	11	0	11
33525	Dade City	Pasco	FL	0	0	36	0	36
33526	Dade City	Pasco	FL	0	0	13	0	13
33527	Dover	Hillsborough	FL	0	0	11	0	11
33541	Zephyrhills	Pasco	FL	0	0	24	0	24
33542	Zephyrhills	Pasco	FL	0	0	21	0	21
33543	Wesley Chapel	Pasco	FL	0	0	40	0	40
33544	Wesley Chapel	Pasco	FL	0	0	70	0	70
33545	Wesley Chapel	Pasco	FL	0	0	11	0	11
33547	Lithia	Hillsborough	FL	0	0	44	0	44
33548	Lutz	Hillsborough	FL	0	0	30	0	30
33549	Lutz	Hillsborough	FL	0	0	35	0	35
33556	Odessa	Hillsborough	FL	0	0	72	0	72
33558	Lutz	Hillsborough	FL	0	0	62	0	62
33559	Lutz	Hillsborough	FL	0	0	22	0	22
33563	Plant City	Hillsborough	FL	0	0	30	0	30
33565	Plant City	Hillsborough	FL	0	0	18	0	18
33566	Plant City	Hillsborough	FL	0	0	25	0	25
33569	Riverview	Hillsborough	FL	0	0	32	0	32
33570	Ruskin	Hillsborough	FL	0	0	16	0	16
33572	Apollo Beach	Hillsborough	FL	0	0	58	0	58



7. Distribution by Zip Code (May 2021 Edition) Monthly (continued)

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
33573	Ruskin	Hillsborough	FL	0	0	56	0	56
33576	San Antonio	Pasco	FL	0	0	22	0	22
33578	Riverview	Hillsborough	FL	0	0	52	0	52
33579	Riverview	Hillsborough	FL	0	0	29	0	29
33584	Seffner	Hillsborough	FL	0	0	27	0	27
33592	Thonotosassa	Hillsborough	FL	0	0	14	0	14
33594	Valrico	Hillsborough	FL	0	0	23	0	23
33596	Valrico	Hillsborough	FL	0	0	52	0	52
33597	Webster	Sumter	FL	0	0	14	0	14
33598	Wimauma	Hillsborough	FL	0	0	16	0	16
33601	Tampa	Hillsborough	FL	0	0	55	0	55
33602	Tampa	Hillsborough	FL	0	0	349	0	349
33603	Tampa	Hillsborough	FL	0	0	39	0	39
33604	Tampa	Hillsborough	FL	0	0	31	0	31
33605	Tampa	Hillsborough	FL	0	0	59	0	59
33606	Tampa	Hillsborough	FL	0	0	198	0	198
33607	Tampa	Hillsborough	FL	0	0	203	0	203
33609	Tampa	Hillsborough	FL	0	0	172	0	172
33610	Tampa	Hillsborough	FL	0	0	65	0	65
33611	Tampa	Hillsborough	FL	0	0	101	0	101
33612	Tampa	Hillsborough	FL	0	0	73	0	73
33613	Tampa	Hillsborough	FL	0	0	56	0	56
33614	Tampa	Hillsborough	FL	0	0	57	0	57
33615	Tampa	Hillsborough	FL	0	0	43	0	43
33616	Tampa	Hillsborough	FL	0	0	12	0	12
33617	Temple Terrace	Hillsborough	FL	0	0	64	0	64
33618	Tampa	Hillsborough	FL	0	0	113	0	113
33619	Tampa	Hillsborough	FL	0	0	68	0	68
33620	Tampa	Hillsborough	FL	0	0	31	0	31
33624	Tampa	Hillsborough	FL	0	0	68	0	68
33625	Tampa	Hillsborough	FL	0	0	42	0	42
33626	Tampa	Hillsborough	FL	0	0	94	0	94
33629	Tampa	Hillsborough	FL	0	0	177	0	177
33634	Tampa	Hillsborough	FL	0	0	60	0	60
33635	Tampa	Hillsborough	FL	0	0	20	0	20
33637	Tampa	Hillsborough	FL	0	0	46	0	46
33647	Tampa	Hillsborough	FL	0	0	131	0	131
33679	Tampa	Hillsborough	FL	0	0	10	0	10
33688	Tampa	Hillsborough	FL	0	0	13	0	13
33701	St Petersburg	Pinellas	FL	0	0	221	0	221
33702	Saint Petersburg	Pinellas	FL	0	0	51	0	51
33703	Saint Petersburg	Pinellas	FL	0	0	92	0	92
33704	St Petersburg	Pinellas	FL	0	0	76	0	76
33705	Saint Petersburg	Pinellas	FL	0	0	37	0	37
33706	Saint Petersburg	Pinellas	FL	0	0	86	0	86
33707	Saint Petersburg	Pinellas	FL	0	0	72	0	72
33708	Madeira Beach	Pinellas	FL	0	0	58	0	58

7. Distribution by Zip Code (May 2021 Edition) Monthly (continued)

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
33709	Saint Petersburg	Pinellas	FL	0	0	30	0	30
33710	Saint Petersburg	Pinellas	FL	0	0	57	0	57
33711	Saint Petersburg	Pinellas	FL	0	0	47	0	47
33712	Saint Petersburg	Pinellas	FL	0	0	31	0	31
33713	Saint Petersburg	Pinellas	FL	0	0	46	0	46
33714	Saint Petersburg	Pinellas	FL	0	0	25	0	25
33715	Tierra Verde	Pinellas	FL	0	0	39	0	39
33716	Saint Petersburg	Pinellas	FL	0	0	43	0	43
33731	Saint Petersburg	Pinellas	FL	0	0	16	0	16
33755	Clearwater	Pinellas	FL	0	0	29	0	29
33756	Belleair	Pinellas	FL	0	0	113	0	113
33758	Clearwater	Pinellas	FL	0	0	12	0	12
33759	Clearwater	Pinellas	FL	0	0	38	0	38
33760	Clearwater	Pinellas	FL	0	0	52	0	52
33761	Clearwater	Pinellas	FL	0	0	53	0	53
33762	Clearwater	Pinellas	FL	0	0	52	0	52
33763	Clearwater	Pinellas	FL	0	0	26	0	26
33764	Clearwater	Pinellas	FL	0	0	35	0	35
33765	Clearwater	Pinellas	FL	0	0	38	0	38
33767	Clearwater Beach	Pinellas	FL	0	0	45	0	45
33770	Largo	Pinellas	FL	0	0	53	0	53
33771	Largo	Pinellas	FL	0	0	32	0	32
33772	Seminole	Pinellas	FL	0	0	42	0	42
33773	Largo	Pinellas	FL	0	0	22	0	22
33774	Largo	Pinellas	FL	0	0	26	0	26
33776	Seminole	Pinellas	FL	0	0	36	0	36
33777	Seminole	Pinellas	FL	0	0	46	0	46
33778	Largo	Pinellas	FL	0	0	22	0	22
33779	Largo	Pinellas	FL	0	0	10	0	10
33781	Pinellas Park	Pinellas	FL	0	0	38	0	38
33782	Pinellas Park	Pinellas	FL	0	0	29	0	29
33785	Indian Rocks Beach	Pinellas	FL	0	0	41	0	41
33786	Belleair Bch	Pinellas	FL	0	0	10	0	10
33801	Lakeland	Polk	FL	0	0	79	0	79
33802	Lakeland	Polk	FL	0	0	11	0	11
33803	Lakeland	Polk	FL	0	0	83	0	83
33805	Lakeland	Polk	FL	0	0	44	0	44
33807	Lakeland	Polk	FL	0	0	10	0	10
33809	Lakeland	Polk	FL	0	0	23	0	23
33810	Lakeland	Polk	FL	0	0	39	0	39
33811	Lakeland	Polk	FL	0	0	31	0	31
33812	Lakeland	Polk	FL	0	0	19	0	19
33813	Lakeland	Polk	FL	0	0	116	0	116
33815	Lakeland	Polk	FL	0	0	22	0	22
33823	Auburndale	Polk	FL	0	0	41	0	41
33825	Avon Park	Highlands	FL	0	0	39	0	39
33830	Bartow	Polk	FL	0	0	50	0	50

7. Distribution by Zip Code (May 2021 Edition) Monthly (continued)

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
33831	Bartow	Polk	FL	0	0	26	0	26
33834	Bowling Green	Hardee	FL	0	0	12	0	12
33837	Davenport	Polk	FL	0	0	33	0	33
33838	Dundee	Polk	FL	0	0	11	0	11
33843	Frostproof	Polk	FL	0	0	15	0	15
33844	Haines City	Polk	FL	0	0	41	0	41
33850	Lake Alfred	Polk	FL	0	0	13	0	13
33852	Lake Placid	Highlands	FL	0	0	24	0	24
33853	Lake Wales	Polk	FL	0	0	24	0	24
33859	Lake Wales	Polk	FL	0	0	35	0	35
33860	Mulberry	Polk	FL	0	0	25	0	25
33868	Polk City	Polk	FL	0	0	12	0	12
33870	Sebring	Highlands	FL	0	0	51	0	51
33872	Sebring	Highlands	FL	0	0	18	0	18
33873	Wauchula	Hardee	FL	0	0	42	0	42
33875	Sebring	Highlands	FL	0	0	13	0	13
33880	Winter Haven	Polk	FL	0	0	57	0	57
33881	Winter Haven	Polk	FL	0	0	60	0	60
33883	Winter Haven	Polk	FL	0	0	12	0	12
33884	Winter Haven	Polk	FL	0	0	71	0	71
33896	Champions Gate	Polk	FL	0	0	15	0	15
33897	Davenport	Polk	FL	0	0	16	0	16
33898	Lake Wales	Polk	FL	0	0	17	0	17
33901	Fort Myers	Lee	FL	0	0	78	0	78
33902	Fort Myers	Lee	FL	0	0	40	0	40
33903	North Fort Myers	Lee	FL	0	0	37	0	37
33904	Cape Coral	Lee	FL	0	0	52	0	52
33905	Fort Myers	Lee	FL	0	0	28	0	28
33907	Fort Myers	Lee	FL	0	0	91	0	91
33908	Fort Myers	Lee	FL	0	0	110	0	110
33909	Cape Coral	Lee	FL	0	0	16	0	16
33912	Fort Myers	Lee	FL	0	0	66	0	66
33913	Miromar Lakes	Lee	FL	0	0	59	0	59
33914	Cape Coral	Lee	FL	0	0	71	0	71
33916	Fort Myers	Lee	FL	0	0	22	0	22
33917	North Fort Myers	Lee	FL	0	0	37	0	37
33919	Fort Myers	Lee	FL	0	0	89	0	89
33921	Boca Grande	Lee	FL	0	0	11	0	11
33922	Bokeelia	Lee	FL	0	0	12	0	12
33928	Estero	Lee	FL	0	0	65	0	65
33931	Fort Myers Beach	Lee	FL	0	0	26	0	26
33935	Labelle	Hendry	FL	0	0	13	0	13
33936	Lehigh Acres	Lee	FL	0	0	23	0	23
33946	Placida	Charlotte	FL	0	0	10	0	10
33947	Rotonda West	Charlotte	FL	0	0	13	0	13
33948	Port Charlotte	Charlotte	FL	0	0	52	0	52
33950	Punta Gorda	Charlotte	FL	0	0	87	0	87

7. Distribution by Zip Code (May 2021 Edition) Monthly (continued)

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
33952	Port Charlotte	Charlotte	FL	0	0	33	0	33
33953	Port Charlotte	Charlotte	FL	0	0	17	0	17
33954	Port Charlotte	Charlotte	FL	0	0	13	0	13
33955	Punta Gorda	Charlotte	FL	0	0	18	0	18
33957	Sanibel	Lee	FL	0	0	46	0	46
33965	Fort Myers	Lee	FL	0	0	16	0	16
33966	Fort Myers	Lee	FL	0	0	43	0	43
33967	Fort Myers	Lee	FL	0	0	15	0	15
33971	Lehigh Acres	Lee	FL	0	0	19	0	19
33975	Labelle	Hendry	FL	0	0	27	0	27
33980	Port Charlotte	Charlotte	FL	0	0	21	0	21
33981	Pt Charlotte	Charlotte	FL	0	0	16	0	16
33982	Punta Gorda	Charlotte	FL	0	0	20	0	20
33983	Punta Gorda	Charlotte	FL	0	0	17	0	17
33990	Cape Coral	Lee	FL	0	0	29	0	29
33991	Cape Coral	Lee	FL	0	0	33	0	33
33993	Cape Coral	Lee	FL	0	0	28	0	28
34101	Naples	Collier	FL	0	0	12	0	12
34102	Naples	Collier	FL	0	0	137	0	137
34103	Naples	Collier	FL	0	0	103	0	103
34104	Naples	Collier	FL	0	0	59	0	59
34105	Naples	Collier	FL	0	0	71	0	71
34108	Naples	Collier	FL	0	0	88	0	88
34109	Naples	Collier	FL	0	0	131	0	131
34110	Naples	Collier	FL	0	0	105	0	105
34112	Naples	Collier	FL	0	0	59	0	59
34113	Naples	Collier	FL	0	0	37	0	37
34114	Naples	Collier	FL	0	0	31	0	31
34116	Naples	Collier	FL	0	0	16	0	16
34117	Naples	Collier	FL	0	0	15	0	15
34119	Naples	Collier	FL	0	0	101	0	101
34120	Naples	Collier	FL	0	0	41	0	41
34134	Bonita Spgs	Lee	FL	0	0	87	0	87
34135	Bonita Springs	Lee	FL	0	0	112	0	112
34142	Ave Maria	Collier	FL	0	0	17	0	17
34145	Marco Island	Collier	FL	0	0	57	0	57
34201	University Park	Manatee	FL	0	0	27	0	27
34202	Bradenton	Manatee	FL	0	0	113	0	113
34203	Bradenton	Manatee	FL	0	0	65	0	65
34205	Bradenton	Manatee	FL	0	0	90	0	90
34206	Bradenton	Manatee	FL	0	0	22	0	22
34207	Bradenton	Manatee	FL	0	0	23	0	23
34208	Bradenton	Manatee	FL	0	0	56	0	56
34209	Bradenton	Manatee	FL	0	0	72	0	72
34210	Bradenton	Manatee	FL	0	0	24	0	24
34211	Bradenton	Manatee	FL	0	0	51	0	51
34212	Bradenton	Manatee	FL	0	0	41	0	41



7. Distribution by Zip Code (May 2021 Edition) Monthly (continued)

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
34217	Holmes Beach	Manatee	FL	0	0	24	0	24
34219	Parrish	Manatee	FL	0	0	44	0	44
34221	Palmetto	Manatee	FL	0	0	71	0	71
34222	Ellenton	Manatee	FL	0	0	14	0	14
34223	Englewood	Sarasota	FL	0	0	32	0	32
34224	Englewood	Charlotte	FL	0	0	22	0	22
34228	Longboat Key	Manatee	FL	0	0	58	0	58
34229	Osprey	Sarasota	FL	0	0	35	0	35
34230	Sarasota	Sarasota	FL	0	0	19	0	19
34231	Sarasota	Sarasota	FL	0	0	63	0	63
34232	Sarasota	Sarasota	FL	0	0	56	0	56
34233	Sarasota	Sarasota	FL	0	0	82	0	82
34234	Sarasota	Sarasota	FL	0	0	42	0	42
34235	Sarasota	Sarasota	FL	0	0	22	0	22
34236	Sarasota	Sarasota	FL	0	0	209	0	209
34237	Sarasota	Sarasota	FL	0	0	39	0	39
34238	Sarasota	Sarasota	FL	0	0	88	0	88
34239	Sarasota	Sarasota	FL	0	0	66	0	66
34240	Sarasota	Sarasota	FL	0	0	104	0	104
34241	Sarasota	Sarasota	FL	0	0	42	0	42
34242	Sarasota	Sarasota	FL	0	0	33	0	33
34243	Sarasota	Manatee	FL	0	0	134	0	134
34265	Arcadia	De Soto	FL	0	0	10	0	10
34266	Arcadia	De Soto	FL	0	0	38	0	38
34275	Nokomis	Sarasota	FL	0	0	40	0	40
34285	Venice	Sarasota	FL	0	0	63	0	63
34286	North Port	Sarasota	FL	0	0	31	0	31
34287	North Port	Sarasota	FL	0	0	27	0	27
34292	Venice	Sarasota	FL	0	0	46	0	46
34293	Venice	Sarasota	FL	0	0	72	0	72
34420	Bellevue	Marion	FL	0	0	16	0	16
34428	Crystal River	Citrus	FL	0	0	19	0	19
34429	Crystal River	Citrus	FL	0	0	29	0	29
34432	Dunnellon	Marion	FL	0	0	18	0	18
34436	Floral City	Citrus	FL	0	0	12	0	12
34442	Hernando	Citrus	FL	0	0	35	0	35
34446	Homosassa	Citrus	FL	0	0	25	0	25
34448	Homosassa	Citrus	FL	0	0	13	0	13
34450	Inverness	Citrus	FL	0	0	37	0	37
34452	Inverness	Citrus	FL	0	0	15	0	15
34453	Inverness	Citrus	FL	0	0	14	0	14
34461	Lecanto	Citrus	FL	0	0	31	0	31
34465	Beverly Hills	Citrus	FL	0	0	20	0	20
34470	Ocala	Marion	FL	0	0	29	0	29
34471	Ocala	Marion	FL	0	0	83	0	83
34472	Ocala	Marion	FL	0	0	21	0	21
34473	Ocala	Marion	FL	0	0	14	0	14

7. Distribution by Zip Code (May 2021 Edition) Monthly (continued)

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
34474	Ocala	Marion	FL	0	0	37	0	37
34475	Ocala	Marion	FL	0	0	20	0	20
34476	Ocala	Marion	FL	0	0	36	0	36
34478	Ocala	Marion	FL	0	0	16	0	16
34479	Ocala	Marion	FL	0	0	13	0	13
34480	Ocala	Marion	FL	0	0	24	0	24
34481	Ocala	Marion	FL	0	0	41	0	41
34482	Ocala	Marion	FL	0	0	26	0	26
34484	Oxford	Sumter	FL	0	0	13	0	13
34491	Summerfield	Marion	FL	0	0	35	0	35
34601	Brooksville	Hernando	FL	0	0	54	0	54
34604	Brooksville	Hernando	FL	0	0	16	0	16
34606	Spring Hill	Hernando	FL	0	0	34	0	34
34607	Hernando Beach	Hernando	FL	0	0	15	0	15
34608	Spring Hill	Hernando	FL	0	0	24	0	24
34609	Spring Hill	Hernando	FL	0	0	38	0	38
34610	Spring Hill	Pasco	FL	0	0	13	0	13
34613	Spring Hill	Hernando	FL	0	0	33	0	33
34637	Land O Lakes	Pasco	FL	0	0	12	0	12
34638	Land O Lakes	Pasco	FL	0	0	43	0	43
34639	Land O Lakes	Pasco	FL	0	0	42	0	42
34652	New Port Richey	Pasco	FL	0	0	44	0	44
34653	New Port Richey	Pasco	FL	0	0	15	0	15
34654	New Port Richey	Pasco	FL	0	0	44	0	44
34655	New Port Richey	Pasco	FL	0	0	101	0	101
34667	Hudson	Pasco	FL	0	0	53	0	53
34668	Port Richey	Pasco	FL	0	0	39	0	39
34669	Hudson	Pasco	FL	0	0	10	0	10
34677	Oldsmar	Pinellas	FL	0	0	67	0	67
34683	Palm Harbor	Pinellas	FL	0	0	59	0	59
34684	Palm Harbor	Pinellas	FL	0	0	46	0	46
34685	Palm Harbor	Pinellas	FL	0	0	43	0	43
34688	Tarpon Springs	Pinellas	FL	0	0	34	0	34
34689	Tarpon Springs	Pinellas	FL	0	0	49	0	49
34690	Holiday	Pasco	FL	0	0	13	0	13
34691	Holiday	Pasco	FL	0	0	20	0	20
34695	Safety Harbor	Pinellas	FL	0	0	60	0	60
34698	Dunedin	Pinellas	FL	0	0	68	0	68
34711	Clermont	Lake	FL	0	0	104	0	104
34714	Clermont	Lake	FL	0	0	17	0	17
34715	Minneola	Lake	FL	0	0	14	0	14
34731	Fruitland Park	Lake	FL	0	0	15	0	15
34736	Groveland	Lake	FL	0	0	39	0	39
34737	Howey In The Hills	Lake	FL	0	0	16	0	16
34741	Kissimmee	Osceola	FL	0	0	61	0	61
34743	Kissimmee	Osceola	FL	0	0	13	0	13
34744	Kissimmee	Osceola	FL	0	0	47	0	47

7. Distribution by Zip Code (May 2021 Edition) Monthly (continued)

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
34746	Kissimmee	Osceola	FL	0	0	29	0	29
34747	Celebration	Osceola	FL	0	0	53	0	53
34748	Leesburg	Lake	FL	0	0	71	0	71
34756	Montverde	Lake	FL	0	0	16	0	16
34758	Kissimmee	Osceola	FL	0	0	11	0	11
34759	Poinciana	Polk	FL	0	0	46	0	46
34761	Ocoee	Orange	FL	0	0	58	0	58
34769	Saint Cloud	Osceola	FL	0	0	21	0	21
34771	Saint Cloud	Osceola	FL	0	0	20	0	20
34772	Saint Cloud	Osceola	FL	0	0	16	0	16
34785	Wildwood	Sumter	FL	0	0	30	0	30
34786	Windermere	Orange	FL	0	0	96	0	96
34787	Winter Garden	Orange	FL	0	0	117	0	117
34788	Leesburg	Lake	FL	0	0	24	0	24
34945	Fort Pierce	Saint Lucie	FL	0	0	15	0	15
34946	Fort Pierce	Saint Lucie	FL	0	0	15	0	15
34947	Fort Pierce	Saint Lucie	FL	0	0	15	0	15
34949	Fort Pierce	Saint Lucie	FL	0	0	18	0	18
34950	Fort Pierce	Saint Lucie	FL	0	0	33	0	33
34951	Fort Pierce	Saint Lucie	FL	0	0	17	0	17
34952	Port Saint Lucie	Saint Lucie	FL	0	0	56	0	56
34953	Port St Lucie	Saint Lucie	FL	0	0	41	0	41
34956	Indiantown	Martin	FL	0	0	15	0	15
34957	Jensen Beach	Martin	FL	0	0	40	0	40
34972	Okeechobee	Okeechobee	FL	0	0	31	0	31
34974	Okeechobee	Okeechobee	FL	0	0	26	0	26
34981	Fort Pierce	Saint Lucie	FL	0	0	35	0	35
34982	Fort Pierce	Saint Lucie	FL	0	0	46	0	46
34983	Port Saint Lucie	Saint Lucie	FL	0	0	26	0	26
34984	Port Saint Lucie	Saint Lucie	FL	0	0	26	0	26
34986	Port Saint Lucie	Saint Lucie	FL	0	0	82	0	82
34987	Port St Lucie	Saint Lucie	FL	0	0	43	0	43
34990	Palm City	Martin	FL	0	0	99	0	99
34994	Stuart	Martin	FL	0	0	98	0	98
34995	Stuart	Martin	FL	0	0	11	0	11
34996	Stuart	Martin	FL	0	0	84	0	84
34997	Stuart	Martin	FL	0	0	98	0	98
AL	Assorted	Assorted	AL	0	0	64	0	64
AR	Assorted	Assorted	AR	0	0	15	0	15
AZ	Assorted	Assorted	AZ	0	0	27	0	27
CA	Assorted	Assorted	CA	0	0	173	0	173
CO	Assorted	Assorted	CO	0	0	73	0	73
CT	Assorted	Assorted	CT	0	0	137	0	137
DC	Assorted	Assorted	DC	0	0	324	0	324
DE	Assorted	Assorted	DE	0	0	16	0	16
FL	Assorted	Assorted	FL	0	482	3,666	423	4,571
GA	Assorted	Assorted	GA	0	0	804	0	804

7. Distribution by Zip Code (May 2021 Edition) Monthly (continued)

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
IA	Assorted	Assorted	IA	0	0	43	0	43
IL	Assorted	Assorted	IL	0	0	198	0	198
IN	Assorted	Assorted	IN	0	0	79	0	79
KS	Assorted	Assorted	KS	0	0	21	0	21
KY	Assorted	Assorted	KY	0	0	46	0	46
LA	Assorted	Assorted	LA	0	0	41	0	41
MA	Assorted	Assorted	MA	0	0	157	0	157
MD	Assorted	Assorted	MD	0	0	91	0	91
ME	Assorted	Assorted	ME	0	0	20	0	20
MI	Assorted	Assorted	MI	0	0	171	0	171
MN	Assorted	Assorted	MN	0	0	70	0	70
MO	Assorted	Assorted	MO	0	0	68	0	68
MS	Assorted	Assorted	MS	0	0	19	0	19
NC	Assorted	Assorted	NC	0	0	125	0	125
ND	Assorted	Assorted	ND	0	0	11	0	11
NE	Assorted	Assorted	NE	0	0	12	0	12
NH	Assorted	Assorted	NH	0	0	25	0	25
NJ	Assorted	Assorted	NJ	0	0	316	0	316
NV	Assorted	Assorted	NV	0	0	18	0	18
NY	Assorted	Assorted	NY	0	0	539	0	539
OH	Assorted	Assorted	OH	0	0	203	0	203
OK	Assorted	Assorted	OK	0	0	12	0	12
OR	Assorted	Assorted	OR	0	0	13	0	13
PA	Assorted	Assorted	PA	0	0	370	0	370
RI	Assorted	Assorted	RI	0	0	15	0	15
SC	Assorted	Assorted	SC	0	0	65	0	65
TN	Assorted	Assorted	TN	0	0	95	0	95
TX	Assorted	Assorted	TX	0	0	153	0	153
UT	Assorted	Assorted	UT	0	0	13	0	13
VA	Assorted	Assorted	VA	0	0	141	0	141
WA	Assorted	Assorted	WA	0	0	36	0	36
WI	Assorted	Assorted	WI	0	0	80	0	80
WV	Assorted	Assorted	WV	0	0	18	0	18
Misc.	Assorted	Assorted	-	0	0	48	0	48
TOTAL				0	482	52,531	423	53,436

8. Distribution by County (May 2021 Edition) Monthly

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Alachua	Alachua Gainesville Hawthorne High Springs Micanopy Newberry	FL	0	0	709	0	709
Baker	Glen Saint Mary Macclenny	FL	0	0	37	0	37

8. Distribution by County (May 2021 Edition) Monthly (continued)

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Bay	Lynn Haven P C Beach Panama City Panama City Beach	FL	0	0	282	0	282
Bradford	Starke	FL	0	0	35	0	35
Brevard	Cape Canaveral Cocoa Cocoa Beach Indialantic Malabar Melbourne Melbourne Beach Merritt Island Micco Mims Palm Bay Rockledge Satellite Beach Titusville	FL	0	0	1,430	0	1,430
Broward	Coconut Creek Cooper City Coral Springs Dania Beach Davie Deerfield Beach Fort Lauderdale Ft Lauderdale Hallandale Beach Hollywood Miramar North Lauderdale Oakland Park Parkland Pembroke Pines Plantation Pompano Beach Sunrise Tamarac Weston	FL	0	0	3,774	0	3,774
Calhoun	Blountstown	FL	0	0	24	0	24
Charlotte	Englewood Placida Port Charlotte Pt Charlotte Punta Gorda Rotonda West	FL	0	0	339	0	339
Citrus	Beverly Hills Crystal River Floral City Hernando Homosassa Inverness Lecanto	FL	0	0	250	0	250
Clay	Fleming Island Green Cv Spgs Keystone Heights Middleburg Orange Park	FL	0	0	259	0	259

8. Distribution by County (May 2021 Edition) Monthly (continued)

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Collier	Ave Maria Marco Island Naples	FL	0	0	1,080	0	1,080
Columbia	Fort White Lake City	FL	0	0	119	0	119
De Soto	Arcadia	FL	0	0	48	0	48
Dixie	Cross City	FL	0	0	19	0	19
Duval	Atlantic Beach Jacksonville Jacksonville Beach Neptune Beach	FL	0	0	1,793	0	1,793
Escambia	Cantonment Pensacola	FL	0	0	498	0	498
Flagler	Bunnell Flagler Beach Palm Coast	FL	0	0	227	0	227
Franklin	Apalachicola	FL	0	0	19	0	19
Gadsden	Chattahoochee Havana Midway Quincy	FL	0	0	92	0	92
Gilchrist	Trenton	FL	0	0	32	0	32
Glades	Moore Haven	FL	0	0	25	0	25
Gulf	Port Saint Joe Wewahitchka	FL	0	0	49	0	49
Hamilton	Jasper	FL	0	0	30	0	30
Hardee	Bowling Green Wauchula	FL	0	0	54	0	54
Hendry	Clewiston Labelle	FL	0	0	68	0	68
Hernando	Brooksville Hernando Beach Spring Hill	FL	0	0	214	0	214
Highlands	Avon Park Lake Placid Sebring	FL	0	0	145	0	145
Hillsborough	Apollo Beach Brandon Dover Lithia Lutz Odessa Plant City Riverview Ruskin Seffner Tampa Temple Terrace Thonotosassa Valrico Wimauma	FL	0	0	3,325	0	3,325
Holmes	Bonifay	FL	0	0	31	0	31
Indian River	Sebastian Vero Beach	FL	0	0	426	0	426
Jackson	Cottondale Graceville Marianna	FL	0	0	96	0	96
Jefferson	Monticello	FL	0	0	34	0	34

8. Distribution by County (May 2021 Edition) Monthly (continued)

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Lafayette	Mayo	FL	0	0	16	0	16
Lake	Clermont Eustis Fruitland Park Groveland Howey In The Hills Lady Lake Leesburg Minneola Montverde Mount Dora Sorrento Tavares Umatilla	FL	0	0	568	0	568
Lee	Boca Grande Bokeelia Bonita Spgs Bonita Springs Cape Coral Estero Fort Myers Fort Myers Beach Lehigh Acres Miromar Lakes North Fort Myers Sanibel	FL	0	0	1,361	0	1,361
Leon	Tallahassee	FL	0	0	1,610	0	1,610
Levy	Bronson Chiefland Morriston Williston	FL	0	0	62	0	62
Liberty	Bristol	FL	0	0	16	0	16
Madison	Madison	FL	0	0	27	0	27
Manatee	Bradenton Ellenton Holmes Beach Longboat Key Palmetto Parrish Sarasota University Park	FL	0	0	929	0	929
Marion	Bellevue Dunnellon Ocala Summerfield	FL	0	0	429	0	429
Martin	Hobe Sound Indiantown Jensen Beach Palm City Stuart	FL	0	0	502	0	502

8. Distribution by County (May 2021 Edition) Monthly (continued)

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Miami-Dade	Aventura Bay Harbor Islands Coconut Grove Coral Gables Cutler Bay Doral Florida City Hialeah Homestead Key Biscayne Medley Miami Miami Beach Miami Gardens Miami Lakes Miami Shores North Miami North Miami Beach Palmetto Bay Pinecrest Sunny Isles Beach	FL	0	0	4,160	0	4,160
Monroe	Big Pine Key Cudjoe Key Islamorada Key Largo Key West Marathon Tavernier	FL	0	0	264	0	264
Nassau	Callahan Fernandina Beach Yulee	FL	0	0	179	0	179
Okaloosa	Crestview Destin Ft Walton Bch Laurel Hill Mary Esther Niceville Shalimar Valparaiso Okeechobee	FL	0	0	487	0	487
Okeechobee	Okeechobee	FL	0	0	57	0	57
Orange	Apopka Belle Isle Lake Buena Vista Maitland Ocoee Orlando Windermere Winter Garden Winter Park	FL	0	0	3,066	0	3,066
Osceola	Celebration Kissimmee Saint Cloud	FL	0	0	271	0	271



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8. Distribution by County (May 2021 Edition) Monthly (continued)

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Palm Beach	Belle Glade Boca Raton Boynton Beach Delray Beach Greenacres Jupiter Lake Worth Lantana Loxahatchee North Palm Beach Palm Beach Palm Beach Gardens Palm Springs Riviera Beach Tequesta West Palm Beach	FL	0	0	4,826	0	4,826
Pasco	Dade City Holiday Hudson Land O Lakes New Port Richey Port Richey San Antonio Spring Hill Wesley Chapel Zephyrhills	FL	0	0	697	0	697
Pinellas	Belleair Belleair Bch Clearwater Clearwater Beach Dunedin Indian Rocks Beach Largo Madeira Beach Oldsmar Palm Harbor Pinellas Park Safety Harbor Saint Petersburg Seminole St Petersburg Tarpon Springs Tierra Verde	FL	0	0	2,353	0	2,353
Polk	Auburndale Bartow Champions Gate Davenport Dundee Frostproof Haines City Lake Alfred Lake Wales Lakeland Mulberry Poinciana Polk City Winter Haven	FL	0	0	1,097	0	1,097
Putnam	Crescent City Interlachen Palatka	FL	0	0	92	0	92

8. Distribution by County (May 2021 Edition) Monthly (continued)

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Saint Johns	Elkton Ponte Vedra Ponte Vedra Beach Saint Augustine Saint Johns St Augustine	FL	0	0	729	0	729
Saint Lucie	Fort Pierce Port Saint Lucie Port St Lucie	FL	0	0	468	0	468
Santa Rosa	Gulf Breeze Milton Navarre	FL	0	0	228	0	228
Sarasota	Englewood Nokomis North Port Osprey Sarasota Venice	FL	0	0	1,211	0	1,211
Seminole	Altamonte Spg Altamonte Springs Casselberry Lake Mary Longwood Oviedo Sanford Winter Springs	FL	0	0	1,011	0	1,011
Sumter	Bushnell Lady Lake Oxford The Villages Webster Wildwood	FL	0	0	253	0	253
Suwannee	Dowling Park Live Oak	FL	0	0	55	0	55
Taylor	Perry	FL	0	0	51	0	51
Union	Lake Butler Raiford	FL	0	0	38	0	38
Volusia	Daytona Beach Debary Deland Deltona Edgewater New Smyrna Beach Orange City Ormond Beach Port Orange Pt Orange South Daytona	FL	0	0	960	0	960
Wakulla	Crawfordville	FL	0	0	55	0	55
Walton	Defuniak Springs Freeport Miramar Beach Santa Rsa Bch Washington	FL	0	0	164	0	164
Washington	Chipley	FL	0	0	45	0	45
Misc.	Assorted	-	0	482	8,631	423	9,536
TOTAL			0	482	52,531	423	53,436

9. Verification of Distribution – Mail and Carrier Delivery Distribution

Florida Trend Magazine reported an average mail distribution of 48,567 during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. Florida Trend 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.

10. 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 is performed using multi-source methodologies considered necessary under the circumstances of the audit. Delivery verification can include, but is not limited to, on-site verification, business 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).

CVC verification substantiates Florida Trend Magazine’s claim of 230 returnable source distributed editions returned to the publisher unclaimed after the edition cycle.

11. Paid Reporting Analysis

CARRIER DELIVERY	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
MAIL	Basic Rates: \$29.95 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	12,805
Over 75% of basic rate	7,491
Over 50% of basic rate	8,388
Over 25% of basic rate	3,999
1%-24% of basic rate	271
Less than 1% of basic rate*	1
SPONSORED	Basic Rates: \$29.95 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
Over 75% of basic rate	0
Over 50% of basic rate	0
Over 25% of basic rate	0
1%-24% of basic rate	991
Less than 1% of basic rate*	2,247
SINGLE COPY	COVER PRICE: \$4.95
	AVERAGE WHOLESALE RATE: \$2.47



12A. Audited Average Website Reporting - www.floridatrend.com

	Monthly Audit Period Average
Website Unique Users	126,852
Website Sessions	210,295
Percent of New Users	83.5%
Website Page Views	825,218
Pages Per Visit	3.92
Average Time Spent on Website	0:20:29
Bounce Rate	61.4%

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 Online/Digital Edition Reporting

	Monthly Audit Period Average
Digital Edition Subscribers – Total	2,335
Digital Edition Subscribers – Paid	2,214
Digital Edition Subscribers – Paid Unduplicated	591
Digital Edition Subscribers – Controlled	121
Digital Edition Subscribers – Controlled Unduplicated	50
Unique Digital Edition Users	Not Reported

Explanatory – Digital Edition

PARAGRAPH TWELVE (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: 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.

12C. Text Media - Not Reported

12D. Social Media

Social Media Source	Average Media Usage	June 2021
www.facebook.com/floridatrend	8,452 Likes	8,562 Likes
Twitter - @FloridaTrend	10,556 Followers	10,554 Followers
LinkedIn.com/floridatrendmagazine	4,925 Followers	5,107 Followers



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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.

LINKEDIN FOLLOWERS: The average number of followers as expressed by members of the LinkedIn community. Information sourced at regular intervals from the publications page on LinkedIn.com or third party measurement sources.

12E. Email Media

Media Type	Database Recipients
Email Opt-In Database – Daily Pulse	36,479
Average Open Rate	30.7%
Email Opt-In Database – Health Care	15,622
Average Open Rate	32.2%
Email Opt-In Database - Education	14,775
Average Open Rate	32.2%
Email Opt-In Database – Movers & Influencers	15,316
Average Open Rate	31.7%
Email Opt-In Database – Small Biz Edge	22,912
Average Open Rate	32.8%
Email Opt-In Database – Real Estate	13,959
Average Open Rate	41.7%

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



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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.



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The current status of this report expires September 30, 2022.

If this report is presented after September 30, 2022 please call the toll-free number listed below.



Florida Trend Magazine - St. Petersburg, FL - 01-4133 - Supplemental Readership Study

The Circulation Verification Council surveyed Florida Trend Magazine readers in the primary market areas indicated in publication's CVC audit report. The purpose was to identify the number of individuals who indicate they have read at least two of the last four issues of the publication, and gather study information solely for advertising purchase evaluations. Market statistics estimates appearing in CVC reports, when available, are obtained from EASI Software. CVC study sources can include, but are not limited to, residential and cell phone surveys, online surveys, email surveys, and/or social media surveys. Study source data can include, but are not limited to, residential phone listings, cell phone exchanges, publisher delivery lists, opt-in email, online, and/or social media databases. Residential and cell phone survey populations consist of adults age 18 and over, living in households within the survey area. Within this area, each individual had a known (or "non-zero") probability of being selected for the random sample. Surveys were conducted solely with pre-designated respondents and no substitutions were permitted. Initial survey attempts were spread evenly across all survey days (i.e., Tuesday through Saturday). A minimum of 250 completed surveys, or 2.5% of net circulation for publications under 10,000 circulation is required with no more than one survey per household. Survey Procedures: To ensure the highest degree of comparability and to facilitate the survey process, a standard, consistent, specified list of questions was asked. Surveys were conducted over a minimum period of two weeks to minimize the impact of weather and/or special circumstances. Every effort was made to ensure that surveys were assigned randomly by day and that an approximately equal number of surveys were completed on each survey day. Where appropriate, data was balanced and/or weighted by ZIP code using up-to-date known demographics: gender, age, number of adults in household and ethnicity in those cases where one minority comprised no less than ten percent of the total population. Non-responses to any single question were eliminated from the survey. In all cases, at least four attempts were made to contact all pre-designated respondents. Every effort was made to surmount language, cultural, behavioral and other barriers to a successful survey; and to the extent feasible, contact attempts were scheduled on a random basis. During the survey process, no questions were asked prior to the readership question, with the exception of a qualifying question designed to determine the ZIP code of the individual; and a general warm-up call explanation designed to put the respondent at ease. Warm-up questions did not include any reference to a publication itself or the nature of the study information. The study followed recommended guidelines developed in part from established media usage and evaluation guidelines. Survey totals may not equal 100% due to rounding. The Circulation Verification Council estimates that all the information in this survey has a maximum error margin of +/-4% at the 95% confidence level. 408 Survey respondents were interviewed during the verification of carrier delivery and mail distribution. 41 Survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution. 111 Survey respondents responded to a geo-coded outbound email verification. This publication did not participate in the CVC online research program.

- **Average estimated readers per edition during the audit period: 4.7**
*Readership estimates compiled from 2020/2021 CVC circulation & readership study data.

1. Florida Trend Magazine is distributed regularly in your area. Do you regularly read or look through Florida Trend Magazine?

YES 560 Survey Respondents

2. Considering all the times you pick it up, about how much time, in total, do you spend reading or looking into an average issue of Florida Trend Magazine?

00% Do not read/look into
08% Less than 15 minutes
10% 15 to 29 minutes
19% 30 to 44 minutes
22% 45 to 59 minutes
41% One hour or more
00% Still reading first issue

3. On average, how many people, other than yourself, read or look into your copy of Florida Trend Magazine?

05% 0
07% 1
13% 2
24% 3
18% 4
33% 5 or more

4. In the past 12 months, what actions, if any, have you taken as a result of reading Florida Trend Magazine? (% of Total Respondents)

- 18% Contacted a company because of an advertisement in the publication.
- 71% Discussed an item you saw in the publication with others.
- 70% Passed an item along or refer information to a business associate/client.
- 39% Visited the publication website to send a link of an item in an issue to someone.
- 44% Saved the entire issue.
- 52% Saved items of interest.
- 00% None of these.

5. Which one of the following best describes your job title or function?

- 26% Owner/Partner
- 14% CEO
- 11% President
- 11% CFO
- <01% CIO
- 03% COO
- 01% Other corporate officer
- 12% Vice president
- 11% Director/Manager
- 08% Sales/Marketing
- 02% Consultant
- 01% Other

6. In your present position, do you influence the purchasing decisions of your company?

- 85% Yes
- 15% No

7. What is your gender?

- 65% Male
- 35% Female

8. What is your age?

- <01% Under 25
- 01% 25–29
- 02% 30–34
- 08% 35–39
- 10% 40–44
- 14% 45–49
- 18% 50–54 (Average Reader Age: 53.9)
- 17% 55–59
- 16% 60–64
- 14% 65 or over

9. What is the highest level of education you have completed?

- 01% High school or less
- 02% Vocational/technical training
- 08% Attended college (less than 4 years)
- 39% Graduated from 4-year college
- 23% Post-graduate study without degree
- 26% Master's degree
- 01% Doctoral degree

10. What was your total household income before taxes in 2020? *(Please include all income for yourself and all other persons living in your household from all sources. For example: wages, bonuses, profits, dividends, rental income, interest, pensions, etc.)*

02%	Under \$50,000
03%	\$50,000 - \$74,999
05%	\$75,000 - \$99,999
06%	\$100,000 - \$124,999
08%	\$125,000 - \$149,999
11%	\$150,000 - \$174,999
12%	\$175,000 - \$199,999
12%	\$200,000 - \$249,999
10%	\$250,000 - \$299,999
12%	\$300,000 - \$399,999
10%	\$400,000 - \$499,999
09%	\$500,000 or more

(Average Reader HH Income: \$292,018)



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