

Reinstatement Audit Period: October 1, 2017 – March 31, 2018

Data News Weekly

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New Orleans, LA 70125
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www.ladatanews.com

1. Audited Media Platforms

Print Publication:	Average Net Circulation:	19,937	(Print Edition)
Digital Edition:	Average Monthly Unique Users:	6,940	(Digital Edition)
Website:	Average Website Unique Users:	8,958	

2. Publication Information

Number of Editions:	One
Format / Average Page Count:	Tabloid / 12 Pages
Circulation Cycle:	Weekly
Ownership:	Data News Weekly
Year Established:	1967
Publication Type:	African American Publication
	100% Controlled / 0% Paid / 0% Sponsor Paid
Content:	55% Advertising / 45% Editorial
Primary Delivery Methods:	<1% Mail / 100% Controlled Bulk
Annual Mail Subscription Rate:	\$55.00
Insert Zoning Available:	No
CVC Member Number:	01-0874
DMA/MSA/CBSA:	New Orleans, LA / New Orleans, LA / New Orleans-Metairie-Kenner, LA
Audit Funded By:	Publisher

3. Rate Card and Mechanical Data

Rate Card Effective Date:	January 1, 2018
Mechanical Data:	Five (5) columns X 14" column depth Full page: 10.5" wide X 14" depth.
Open Rate:	Local: \$38.00 per column inch National: \$74.12 per column inch
Insert Open Rate:	\$85.00 per thousand
Classified Rate:	\$3.57 per line
Deadline Day & Time:	Monday by 5 PM
Website Rates:	\$600.00 - \$400.00 / Leaderboard, Rectangle, Text Ad
E-Newsletter:	Banner - \$300.00 per month / E-blast \$350.00 per month

Additional rates may be available from the publisher.

4. Contact Information

Publisher:	Terry Jones	EMAIL: terrybjones@bellsouth.net
Advertising:	Terry Jones	EMAIL: datanewsad@bellsouth.net
Circulation:	Terrence Lee	EMAIL: datanewsad@bellsouth.net



www.cvcaudit.com



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

CVC Account Number: 01-0874	Saturday	Data News Weekly New Orleans, LA
Audit Period Summary		
Average Net Circulation	(5-H)	19,937
Average Gross Distribution	(5-F)	19,965
Average Net Press Run	(5-A)	20,000
Audit Period Detail		
A. Average Net Press Run		20,000
B. Office / File		35
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		19,960
3. Mail		5
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		19,965
Controlled Returns		(28)
TOTAL AVERAGE CONTROLLED CIRCULATION		19,937
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		0
Paid Returns		(0)
TOTAL AVERAGE PAID CIRCULATION		0
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Rooms		0
5. Education		0
Total Average Sponsored Distribution		0
Sponsored Returns		(0)
TOTAL AVERAGE SPONSORED CIRCULATION		0
F. Average Gross Distribution		19,965
G. Total Unclaimed / Returns		(28)*
H. Average Net Circulation		19,937

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 11 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 12 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 12 for paid reporting analysis.

3. MAIL: See C3 for explanation of mail distribution. See paragraph 12 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 11 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 11 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 11 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).

6A. Audited Average Website Reporting - www.ladatanews.com

	Monthly Audit Period Average
Website Unique Users	8,958
Website Sessions	11,859
Percent of New Users	85.3%
Website Page Views	65,990
Pages Per Visit	5.57
Average Time Spent on Website	0:03:45
Bounce Rate	21.09%

Explanatory – Website

PARAGRAPH SIX (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.

6B. Audited Mobile Website App Reporting

	Monthly Audit Period Average
Website Unique Users	7,199
Website Sessions	10,306
Percent of New Users	84.8%
Website Page Views	56,008
Pages Per Visit	5.43
Average Time Spent on Website	00:03:06
Bounce Rate	20.83%

Explanatory – Website

PARAGRAPH SIX (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.

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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.

6C. Text Media - Not Reported

6D. Social Media - Not Reported

6E. Email Media - Not Reported

6F. Video & Podcast Media - Not Reported



7. Average Print Circulation History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/18-12/31/18	CVC	19,945	-	-	-
01/01/17-12/31/17	CVC	No Reporting	No Reporting	No Reporting	19,924
01/01/16-12/31/16	No Reporting	No Reporting	No Reporting	No Reporting	No Reporting
01/01/15-12/31/15	CVC	19,965	19,984	No Reporting	No Reporting
01/01/13-12/31/14	No Reporting	No Reporting	No Reporting	No Reporting	No Reporting
01/01/12-12/31/12	CVC	No Reporting	19,820	19,911	No Reporting

8. Distribution by Zip Code (3/31/2018 Edition) Saturday

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
70053	Gretna	Jefferson	LA	0	150	0	0	150
70056	Gretna	Jefferson	LA	0	500	0	0	500
70112	New Orleans	Orleans	LA	0	400	0	0	400
70113	New Orleans	Orleans	LA	0	1,500	0	0	1,500
70114	New Orleans	Orleans	LA	0	1,530	5	0	1,535
70115	New Orleans	Orleans	LA	0	1,925	0	0	1,925
70116	New Orleans	Orleans	LA	0	1,050	0	0	1,050
70117	New Orleans	Orleans	LA	0	400	0	0	400
70118	New Orleans	Orleans	LA	0	550	0	0	550
70119	New Orleans	Orleans	LA	0	2,775	0	0	2,775
70121	New Orleans	Jefferson	LA	0	200	0	0	200
70122	New Orleans	Orleans	LA	0	1,500	0	0	1,500
70125	New Orleans	Orleans	LA	0	800	0	0	800
70126	New Orleans	Orleans	LA	0	2,050	0	0	2,050
70127	New Orleans	Orleans	LA	0	2,280	0	0	2,280
70128	New Orleans	Orleans	LA	0	600	0	0	600
70130	New Orleans	Orleans	LA	0	1,200	0	0	1,200
70131	New Orleans	Orleans	LA	0	550	0	0	550
TOTAL				0	19,960	5	0	19,965

9. Distribution by County (3/31/2018 Edition) Saturday

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Jefferson	Gretna New Orleans	LA	0	850	0	0	850
Orleans	New Orleans	LA	0	19,110	5	0	19,115
TOTAL			0	19,960	5	0	19,965

10. Verification of Distribution – Carrier Delivery and Mail Distribution

Data News Weekly did not report significant carrier delivery or mail distribution during the audit period. Carrier delivery is verified through the review of carrier statements and/or additional publisher support documents. Mail distribution is verified through the review of postal mail statements and/or additional publisher support documents.





11. 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 can include, but is not limited to, on-site verification, business and cell 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). The purpose was to verify whether the distribution and return quantities reported by the publisher are reasonable and accurate.

CVC verification substantiates Data News Weekly’s claim of 28 returnable source distributed editions returned to the publisher unclaimed after the edition cycle.

12. Paid Reporting Analysis – Not Applicable

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 June 30, 2019.
If this report is presented after June 30, 2019 please call the toll-free number listed below.