

The Observer Group Inc.
OBSERVER MEDIA GROUP INC.
 1970 Main St, Ste. 300
 Sarasota, FL 34236
 (394) 366-3468; (941) 362-4808 (Fax)
 www.youobserver.com

PUBLICATION DESCRIPTION:

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

VERIFICATION OF DISTRIBUTION, PRINTING AND INTERNAL RECORDS:

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

WEEKLY CIRCULATION: TWELVE MONTH AVERAGE

	LONGBOAT OBSERVER	EAST COUNTY OBSERVER	SARASOTA OBSERVER	SIESTA KEY OBSERVER
FREE CIRCULATION				
CARRIER	422	9,273	5,885	1,940
MAIL	10	4	15	
TARGET	7,842	9,321	8,587	2,469
TOTAL FREE	8,274	18,598	14,487	4,409
PAID CIRCULATION				
MAIL	149	2	17	
TOTAL PAID	149	2	17	
TOTAL QUALIFIED CIRCULATION	8,423	18,600	14,504	4,409
AVERAGE PRESS RUN	9,917	19,079	15,895	4,773
PRESS RUN AS OF 03/25/2021	11,475	20,050	16,750	5,850

QUALIFIED CIRCULATION HISTORY

3 MONTHS ENDING MARCH, 2021	9,846	19,322	15,278	5,351
3 MONTHS ENDING DECEMBER, 2020	8,257	18,432	14,646	4,235
3 MONTHS ENDING SEPTEMBER, 2020	7,989	18,475	14,467	4,099
3 MONTHS ENDING JUNE, 2020	7,730	18,248	13,679	4,038
12 MONTHS ENDING MARCH, 2020	9,882	23,283	15,976	4,994
12 MONTHS ENDING MARCH, 2019	10,195	23,113	16,030	4,975

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

ANNUAL AUDIT REPORT

THE LONGBOAT OBSERVER

BASED ON ISSUE DATE: 03/18/2021

TOTAL QUALIFIED CIRCULATION: 10,019

GROSS DISTRIBUTION

<u>COMMUNITY</u>	<u>ZIP CODE</u>	<u>DISTRIBUTION</u>
Longboat Key	34228	6,114
Sarasota	34236	2,848
Bradenton Beach	34217	1,076
Anna Maria	34216	305
Bradenton	34209	278
Sarasota	34243	250
Bradenton	34210	145
SARASOTA	34230	135
Sarasota	34233	93
Bradenton	34207	75
GROSS DISTRIBUTION		11,319
NON-QUALIFIED RETURNS FROM RACK DISTRIBUTION		(1,300)
TOTAL QUALIFIED CIRCULATION		10,019
MISCELLANEOUS NON-QUALIFIED DISTRIBUTION		156
(Includes non-qualified mail, office use, advertising, sales, and extra copies)		
TOTAL PRINTED		11,475

ANNUAL AUDIT REPORT

SIESTA KEY OBSERVER

BASED ON ISSUE DATE: 03/18/2021

TOTAL QUALIFIED CIRCULATION: 5,478

GROSS DISTRIBUTION

<u>COMMUNITY</u>	<u>ZIP CODE</u>	<u>DISTRIBUTION</u>
Sarasota	34242	5,648
Sarasota	34236	100
GROSS DISTRIBUTION		5,748
NON-QUALIFIED RETURNS FROM RACK DISTRIBUTION		(270)
TOTAL QUALIFIED CIRCULATION		5,478
MISCELLANEOUS NON-QUALIFIED DISTRIBUTION (Includes non-qualified mail, office use, advertising, sales, and extra copies)		102
TOTAL PRINTED		5,850

ANNUAL AUDIT REPORT

EAST COUNTY OBSERVER

BASED ON ISSUE DATE: 03/18/2021

TOTAL QUALIFIED CIRCULATION: 19,539

GROSS DISTRIBUTION

<u>COMMUNITY</u>	<u>ZIP CODE</u>	<u>DISTRIBUTION</u>
Bradenton	34202	12,041
Bradenton	34212	2,225
Bradenton	34211	1,740
Bradenton	34203	1,460
Sarasota	34243	978
Ellenton	34222	765
Bradenton	34201	351
Bradenton	34208	275
Sarasota	34236	120
Bradenton	34205	45
SARASOTA	34230	3
MISCELLANEOUS		4
GROSS DISTRIBUTION		20,007
NON-QUALIFIED RETURNS FROM RACK DISTRIBUTION		(468)
TOTAL QUALIFIED CIRCULATION		19,539
MISCELLANEOUS NON-QUALIFIED DISTRIBUTION (Includes non-qualified mail, office use, advertising, sales, and extra copies)		43
TOTAL PRINTED		20,050

ANNUAL AUDIT REPORT

SARASOTA OBSERVER

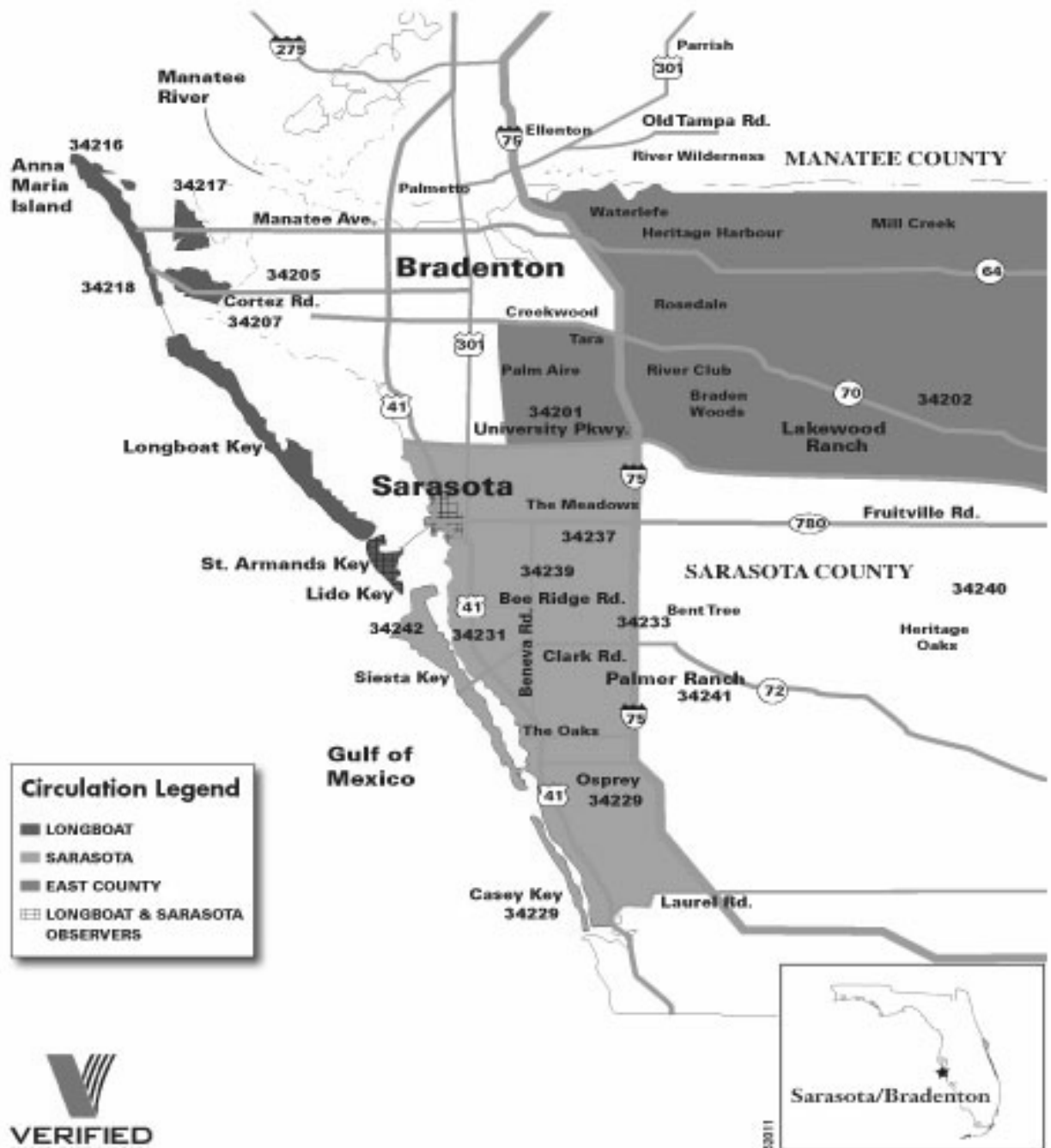
BASED ON ISSUE DATE: 03/18/2021

TOTAL QUALIFIED CIRCULATION: 15,458

GROSS DISTRIBUTION

<u>COMMUNITY</u>	<u>ZIP CODE</u>	<u>DISTRIBUTION</u>
Sarasota	34236	4,323
Osprey	34229	3,445
Sarasota	34239	2,502
Sarasota	34238	2,313
Sarasota	34231	2,082
Sarasota	34233	1,663
Sarasota	34234	396
Sarasota	34230	14
MISCELLANEOUS		16
GROSS DISTRIBUTION		16,754
NON-QUALIFIED RETURNS FROM RACK DISTRIBUTION		(1,296)
TOTAL QUALIFIED CIRCULATION		15,458
MISCELLANEOUS NON-QUALIFIED DISTRIBUTION		121
(Includes non-qualified mail, office use, advertising, sales, and extra copies)		
TOTAL PRINTED		16,875

Observer DISTRIBUTION MAP



Circulation Legend

- LONGBOAT
- SARASOTA
- EAST COUNTY
- ▨ LONGBOAT & SARASOTA OBSERVERS



Verification of Distribution

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

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

SURVEY DATE(S):

03/04/21
01/09/21
10/09/20
03/07/20

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

Audit of Records and Affidavit

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

VERIFIED AUDIT CIRCULATION swears that to the best of its knowledge all statements contained in this report are true.
November 3, 2021