

Audit Period: January 1, 2020 – December 31, 2020**

The Highlands Current

142 Main Street

Cold Spring, NY 10516

(845) 809-5584

EMAIL: tech@highlandscurrent.org

www.highlandscurrent.org

1. Audited Media Platforms

Print Publication:	Average Net Circulation:	3,749** (Print Edition)
Website:	Average Website Unique Users:	70,422
Social Media:	Average Facebook Likes:	6,993
	Average Twitter Followers:	1,104
	Average Instagram Followers:	1,818
E-Newsletters:	Average E-Newsletter Subscribers:	1,147
	Average Open Rate:	38.2%

The Highlands Current – Total Gross Contacts

CVC Estimated Edition Readership:	9,560
Total Digital Contacts:	80,775
Total Estimated Gross Contacts:	90,335*

*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:	Tabloid / 22 Pages
Circulation Cycle:	Weekly
Ownership:	Highlands Current, Inc.
Year Established:	2010
Publication Type:	Community Newspaper
	96% Controlled / 4% Paid / 0% Sponsor Paid
Content:	30% Advertising / 70% Editorial
Primary Delivery Methods:	24% Mail / 76% Controlled Bulk
Annual Mail Subscription Rate:	\$30.00
Insert Zoning Available:	No
CVC Member Number:	01-4059
DMA/MSA/CBSA:	New York, NY / New York--Northern New Jersey--Long Island / New York-Northern New Jersey-Long Island, NY-NJ-PA
Audit Funded By:	Publisher



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3. Rate Card and Mechanical Data

Rate Card Effective Date:	November 1, 2019
Mechanical Data:	Four (4) columns X 12.875" column depth Full page: 10.25" wide X 12.875" depth.
Open Rate:	Black & White: \$495.00 Full Page - \$30.00 1/16th Page Color: \$640.00 Full Page - \$39.00 1/16th Page
Insert Open Rate:	Contact Publisher
Classified Rate:	\$9.95 per line
Deadline Day & Time:	Tuesday by 12 Noon

Additional rates may be available from the publisher.

4. Contact Information

Publisher:	Chip Rowe	EMAIL: editor@highlandscurrent.org
Advertising:	Michele Gedney	EMAIL: ads@highlandscurrent.org
Circulation:	Chip Rowe	EMAIL: editor@highlandscurrent.org



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

CVC Account Number: 01-4059	Friday	The Highlands Current Cold Spring, NY
Audit Period Summary		
Average Net Circulation	(5-H)	3,749**
Average Gross Distribution	(5-F)	3,999**
Average Net Press Run	(5-A)	4,004**
Audit Period Detail		
A. Average Net Press Run		4,004
B. Office / File		5
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		3,032
3. Mail		674
4. Requestor Mail		139
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		3,845
Controlled Returns		(250)
TOTAL AVERAGE CONTROLLED CIRCULATION		3,595
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		154
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		154
Paid Returns		(0)
TOTAL AVERAGE PAID CIRCULATION		154
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		3,999
G. Total Unclaimed / Returns		(250)*
H. Average Net Circulation		3,749

Explanatory – Print

PARAGRAPH FIVE AUDIT PERIOD SUMMARY

****Due to the Covid-19 pandemic, The Highlands Current experienced disruptions to their distribution locations. The averages in paragraph five (5) are based on the thirty-nine week period January 1, 2020 – March 31, 2020, and July 1, 2020 – December 31, 2020.**

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.

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).

6. Average Print Circulation History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/20-12/31/20	CVC	3,311	2,824	2,943	4,997
01/01/19-12/31/19	CVC	3,851	3,886	3,794	3,746
07/01/18-12/31/18	CVC	-	-	3,778	3,846

7. Distribution by Zip Code (10/16/2020 Edition) Friday

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
10516	Cold Spring	Putnam	NY	0	1,443	92	5	1,540
10524	Garrison	Putnam	NY	0	277	69	0	346
10567	Cortlandt Manor	Westchester	NY	0	10	1	0	11
12508	Beacon	Dutchess	NY	0	830	108	0	938
12524	Fishkill	Dutchess	NY	0	28	3	0	31
Misc.	Assorted	Assorted	NY	0	0	75	0	75
TOTAL				0	2,588	348	5	2,941

8. Distribution by County (10/16/2020 Edition) Friday

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Dutchess	Beacon Fishkill	NY	0	858	111	0	969
Putnam	Cold Spring Garrison	NY	0	1,720	161	5	1,886
Westchester	Cortlandt Manor	NY	0	10	1	0	11
Misc.	Assorted	NY	0	0	75	0	75
TOTAL			0	2,588	348	5	2,941

9. Verification of Distribution – Mail and Carrier Delivery Distribution

The Highlands Current reported an average mail distribution of 967 during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. The Highlands Current 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 The Highlands Current’s claim of 250 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: \$30.00 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	154
Over 75% of basic rate	0
Over 50% of basic rate	0
Over 25% of basic rate	0
1%-24% of basic rate	0
Less than 1% of basic rate*	0
SPONSORED	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
SINGLE COPY	COVER PRICE: N/A
	AVERAGE WHOLESALE RATE: N/A

12A. Audited Average Website Reporting - www.highlandscurrent.org

	Monthly Audit Period Average
Website Unique Users	70,422
Website Sessions	86,550
Percent of New Users	86.3%
Website Page Views	194,391
Pages Per Visit	2.25
Average Time Spent on Website	00:01:19
Bounce Rate	25.8%

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 - Not Reported

12C. Text Media - Not Reported

12D. Social Media

Social Media Source	Average Media Usage	December 2020
www.facebook.com/highlandscurrent	6,993 Likes	7,369 Likes
Twitter - @highlandcurrent	1,104 Followers	1,174 Followers
Instagram.com/highlandscurrent	1,818 Followers	2,381 Followers

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.

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

12E. Email Media

Media Type	Database Recipients
Non-Subscriber Email Opt-In Database	1,147
Average Open Rate	38.2%
Average Click Rate	18.4%

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

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 March 31, 2022.
If this report is presented after March 31, 2022 please call the toll-free number listed below.