

Reinstatement Audit Period: April 1, 2022 – March 31, 2023

Oshkosh Herald

36 Broad St., Suite 300
Oshkosh, WI 54901
(920) 385-4512

EMAIL: advertise@oshkoshherald.com
www.oshkoshherald.com

1. Audited Media Platforms

Print Publication:	Average Net Circulation:	31,766 (Print Edition)
Website:	Average Website Unique Users:	3,478
Social Media:	Average Facebook Likes:	3,964
	Average Twitter Followers:	255
	Average Instagram Followers:	1,383
	Average LinkedIn Followers:	53

Oshkosh Herald – Total Gross Contacts

CVC Estimated Edition Readership:	43,129
Total Digital Contacts:	9,133
Total Estimated Gross Contacts:	52,262*

*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:	Oshkosh Herald, LLC
Year Established:	2017
Publication Type:	Community Newspaper
	99% Controlled / 1% Paid / <1% Sponsor Paid
Content:	50% Advertising / 50% Editorial
Primary Delivery Methods:	97% Mail / 3% Controlled Bulk & Single Copy
Annual Mail Subscription Rate:	\$70.00
Insert Zoning Available:	No
CVC Member Number:	12-0253
DMA/MSA/CBSA:	Green Bay, WI / Appleton-Oshkosh-Neenah, WI / Oshkosh-Neenah, WI
Audit Funded By:	Wisconsin Community Papers



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3. Rate Card and Mechanical Data

Rate Card Effective Date:	January 1, 2023
Mechanical Data:	Four (4) columns X 15.75" column depth Full page: 10.375" wide X 15.75" depth.
Open Rate:	Local: \$1,995.00 Full Page - \$138.60 1/24th Page National: \$1,995.00 Full Page - \$138.60 1/24th Page
Insert Open Rate:	\$35.00 per thousand
Classified Rate:	\$25.00 up to 20 words; \$0.50 each additional word
Deadline Day & Time:	Friday by 12 Noon

Additional rates may be available from the publisher.

4. Contact Information

Publisher:	Karen Schneider	EMAIL: karen@oshkoshherald.com
Advertising:	Karen Schneider	EMAIL: advertise@oshkoshherald.com
Circulation:	Julie Vandenberg	EMAIL: julie@oshkoshherald.com



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

CVC Account Number: 12-0253	Wednesday	Oshkosh Herald Oshkosh, WI
Audit Period Summary		
Average Net Circulation	(5-H)	31,766
Average Gross Distribution	(5-F)	31,819
Average Net Press Run	(5-A)	31,829
Audit Period Detail		
A. Average Net Press Run		31,829
B. Office / File		10
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		965
3. Mail		30,435
4. Requestor Mail		0
5. Waiting Rooms		0
6. Hotels		52
7. Events, Fairs, Festivals and Trade Shows		0
8. Education		0
9. Restock & Office Service		19
Total Average Controlled Distribution		31,471
Controlled Returns		(53)
TOTAL AVERAGE CONTROLLED CIRCULATION		31,418
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		258
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		258
Paid Returns		(0)
TOTAL AVERAGE PAID CIRCULATION		258
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Rooms		0
5. Education		90
Total Average Sponsored Distribution		90
Sponsored Returns		(0)
TOTAL AVERAGE SPONSORED CIRCULATION		90
F. Average Gross Distribution		31,819
G. Total Unclaimed / Returns		(53)*
H. Average Net Circulation		31,766

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).

6. Average Print Circulation History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/23-12/31/23	CVC	31,796	-	-	-
01/01/22-12/31/22	CVC	31,805	31,656	31,870	31,652
01/01/21-12/31/21	CVC	30,523	No Reporting	No Reporting	No Reporting
01/01/20-12/31/20	CVC	30,450	29,421	29,642	29,497
01/01/19-12/31/19	CVC	29,678	29,912	30,380	30,571
01/01/18-12/31/18	CVC	27,147	27,421	28,140	29,092

7. Distribution by Zip Code (3/29/2023 Edition) Wednesday

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
54901	Oshkosh	Winnebago	WI	0	100	14,809	25	14,934
54902	Oshkosh	Winnebago	WI	50	400	8,642	0	9,092
54904	Oshkosh	Winnebago	WI	150	500	7,224	0	7,874
TOTAL				200	1,000	30,675	25	31,900

8. Distribution by County (3/29/2023 Edition) Wednesday

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Winnebago	Oshkosh	WI	200	1,000	30,675	25	31,900
TOTAL			200	1,000	30,675	25	31,900

9. Verification of Distribution – Mail and Carrier Delivery Distribution

Oshkosh Herald reported an average mail distribution of 30,693 during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. Oshkosh Herald 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. The Circulation Verification Council performed a delivery & readership 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, residential and cell phone interviews, online surveys, email surveys, USPS surveys, in-person interviews and/or social media surveys. Delivery verification source data can include, but is not limited to, residential phone listings, cell phone exchanges, delivery lists, opt-in email databases, online, and/or social media databases.

CVC review indicates that a sufficient number of individuals reported that they receive Oshkosh Herald on a regular basis to substantiate the publisher’s distribution claims.

CVC verification confirms that 298 of 388 or 76.8% report they regularly read or look through Oshkosh Herald.

*Households reporting stop delivery requests were excluded from the survey.

The Circulation Verification Council estimates that all the information in this text box has a minimum accuracy level of +/-4%.



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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 Oshkosh Herald’s claim of 53 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: \$70.00 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	231
Over 75% of basic rate	0
Over 50% of basic rate	27
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.oshkoshherald.com

	Monthly Audit Period Average
Website Unique Users	3,478
Website Sessions	4,752
Website Page Views	8,401
Pages Per Visit	1.77
Average Time Spent on Website	00:01:47
Bounce Rate	54.2%

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.

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	March 2023
www.facebook.com/oshkoshherald	3,964 Likes	4,141 Likes
Twitter - @oshkoshherald	255 Followers	291 Followers
Instagram.com/ashkosh_herald	1,383 Followers	1,422 Followers
LinkedIn.com/oskkosh_herald	53 Followers	100 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.

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 - Not Reported

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 March 31, 2025.

If this report is presented after March 31, 2025 please call the toll-free number listed below.

Oshkosh Herald - Oshkosh, WI - 12-0253 - Supplemental Readership Study

The Circulation Verification Council surveyed Oshkosh Herald 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. 298 Survey respondents were interviewed during the verification of carrier delivery and mail distribution. Three (3) survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution. 68 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: 1.75**
*Readership estimates compiled from 2023 CVC circulation & readership study data.

1. Oshkosh Herald is distributed regularly in your area. Do you regularly read or look through Oshkosh Herald?

YES 369 Survey Respondents

2. Do you frequently purchase products or services from ads seen in Oshkosh Herald?

YES 262 71.0%
NO 107 29.0%

3. How long do you keep Oshkosh Herald before discarding it?

60% 1-2 Days
21% 3-4 Days
12% 5-6 Days
07% 1 Week or More

4. Reader Gender (Voice recognition - Gender Bias Rotation)

Reader Demographics	Market Demographics
45%	51% Male Readers
55%	49% Female Readers



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5. What range best describes your age.

Reader Demographics	Market Demographics
00%	08% 18 - 20
<01%	11% 21 - 24
07%	17% 25 - 34
21%	14% 35 - 44
26%	18% 45 - 54
26%	15% 55 - 64
18%	08% 65 - 74
02%	06% 75 - 84
00%	03% 85 years or older

6. What range best describes your combined annual household income for last year?

Reader Demographics	Market Demographics
00%	12% under \$15,000
05%	11% \$15,000 - \$24,999
05%	11% \$25,000 - \$34,999
11%	14% \$35,000 - \$49,999
24%	20% \$50,000 - \$74,999
23%	13% \$75,000 - \$99,999
14%	08% \$100,000 - \$124,999
08%	05% \$125,000 - \$149,999
05%	03% \$150,000 - \$199,999
05%	03% over \$200,000

7. What is the highest level of education you have obtained?

Reader Demographics	Market Demographics
00%	09% Some High School or Less
30%	33% Graduated High School
29%	31% Some College
29%	19% Graduated College
08%	06% Completed Master Degree
04%	01% Completed Professional Degree
<01%	01% Completed Doctorate Degree

8. Which of the following products or services, if any, do you plan to purchase during the next twelve months?

- 12% New Automobile, Truck or SUV
- 14% Used Automobile, Truck or SUV
- 09% Antiques / Auctions
- 39% Furniture / Home Furnishings
- 21% Major Home Appliance
- 30% Computers, Tablets or Laptops
- 29% Home Improvements or Home Improvement Supplies
- 21% Television or Electronics
- 12% Carpet or Flooring
- 36% Automobile Accessories (tires, brakes or service)
- 39% Lawn & Garden Supplies
- 18% Florist / Gift Shops
- 11% Home Heating & Air Conditioning (service, new equipment)
- 46% Vacations / Travel
- 09% Real Estate (Sell or purchase)
- 51% Men's Apparel
- 72% Women's Apparel
- 18% Children's Apparel
- 01% Boats or Personal Watercraft
- 19% Art & Crafts Supplies
- 08% Childcare
- 07% Education or Classes
- 11% Attorney
- 32% Veterinarian
- 11% Chiropractor
- 23% Financial Planner (Retirement, Investing)
- 29% Tax Advisor / Tax Services
- 22% Health Club / Exercise Class
- 31% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
- 08% Weight Loss
- 26% Lawn Care Service (Maintenance & Landscaping)
- 28% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
- 45% Pharmacist / Prescription Service
- 25% Cell Phone or Smart Phone (New Service or Update Service)
- 81% Dining & Entertainment
- 22% Jewelry
- 04% Wedding Supplies
- 18% Athletic & Sports Equipment
- 02% Motorcycles / ATV's
- 44% Medical Services / Physicians
- 32% Pet Supplies

(% = Positive respondents)



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