

2020 Distribution Summary

This summary shows how we distributed our three Guides, our Military Insert and our Special CFC Section in *Recreation News*.

- **Altogether, this added up to more than 800,000 print impressions.**
- **Our Guides, Military Insert and Special CFC Section went to more than 141,000 federal employees and 556,000 members of the military.**
- **More than 392,000 were distributed by hand, either outside military commissaries or by our own distributors near federal offices.**

Total Distributed

National Guide	66,400
DC Guide	75,425
Holiday/Post Guide	<u>84,600</u>
TOTAL Guides:	226,425
Military Insert	483,200
<i>Recreation News</i> CFC Special Section*	<u>92,404</u>
TOTAL Distribution	802,029

Who Received Them?

Federal Employees:

Guides in Post (17.6% of 93,150)	16,394
Guides by hand (75% of 4,475)	3,356
Guides in <i>Recreation News</i> (Nov)	52,000
CFC Special Section <i>Rec News</i> (Oct)	<u>69,847</u>
TOTAL to Federal Employees	141,597

Military Personnel

Guides at U.S. Commissaries	62,800
Guides in Post (1.4% of 93,150)	1,304
Guides in <i>Recreation News</i> * (Nov.)	4,000
CFC Special Section <i>Rec News</i> *(Oct.)	5,000
Military Insert -- U.S. and overseas	<u>483,200</u>
TOTAL to Military	556,304

Total Distributed by Hand

Guides by hand by our distributors	4,475
Guides by hand at commissaries	62,800
Military Insert at commissaries	<u>325,000</u>
Total Hand to Hand	392,275

Total Distributed DC

DC Guide	75,425
Holiday/Post Guide	84,600
CFC Special Section <i>Rec News</i> **	82,404
Military Insert at 4 DC bases	<u>25,000</u>
TOTAL DC Distribution	279,754

DC Federal Employees

Post (17.6% of 93,150)	16,394
Guides by hand (75% of 4,475)	3,356
Guides in <i>Rec News</i> (Nov and Dec)**	52,000
CFC Special Section <i>Rec News</i> (Oct.)**	<u>59,847</u>
TOTAL DC Federal	131,597

DC Military

Guides by hand at 6 DC Commissaries	8,000
Guides in <i>Recreation News</i> (Nov.)*	4,000
Guides in Post (1.4% of 93,150)	1,304
Military Insert at 6 DC Commissaries	25,000
CFC Special Section <i>Rec News</i> (Oct.)*	<u>5,000</u>
TOTAL DC Military	43,304

*Estimate of number of federal vs. military recipients.

**About 10,000 copies of *Rec News* go to federal and military offices outside area of the DC CFC, mainly PA, WV, NY, and parts of MD and VA.

*This issue of *Rec News* was also downloaded 131,021 times.