

## 2021 Distribution Summary

This summary shows how we distributed our three Guides, our Military Insert (a page of charity display ads) and our Special CFC Section in *Recreation News*.

- This added up to **874,749** print impressions, an increase of **72,000**.
- Our Guides, Military Insert and Special CFC Section went to **217,502** federal employees (*an increase of 76,000*) and **559,000** members of the military.
- More than **407,000** were distributed by hand, either outside military commissaries or by our own distributors near federal offices.

### Total Distributed

National Guide	60,800
DC Guide	71,550
Holiday/Post Guide	<u>79,222</u>
<b>TOTAL Guides:</b>	<b>211,572</b>
Military Insert	483,200
<i>Recreation News</i> CFC Section* Oct	88,966
<i>Recreation News</i> CFC Section* Nov	<u>91,011</u>
<b>TOTAL Distribution</b>	<b>874,749</b>

### Who Received Them?

#### Federal Employees:

Guides in Post ( <i>17.6% of 73,972</i> )	13,019
Guides by hand ( <i>75% of 16,400</i> )	12,300
Guides in <i>Recreation News</i> (Nov)	57,200
CFC Section <i>Rec News</i> Oct (.75 x 88,966)	66,725
CFC Section <i>Rec News</i> Nov (.75 x 91,011)	<u>68,258</u>
<b>TOTAL to Federal Employees</b>	<b>217,502</b>

#### Military Personnel

Guides at U.S. Commissaries	60,000
Guides in Post ( <i>1.4% of 73,972</i> )	1,035
Guides in <i>Recreation News</i> * (Nov.)	4,000
CFC Section <i>Rec News</i> Oct (.06 x 88,966)	5,338
CFC Section <i>Rec News</i> Nov (.06 x 91,011)	5,461
Military Insert -- U.S. and overseas	<u>483,200</u>
<b>TOTAL to Military</b>	<b>559,034</b>

### Total Distributed by Hand

Guides by hand by our distributors	16,400
Guides by hand at commissaries	60,000
Mil Insert by hand at commissaries	<u>331,000</u>
<b>Total Hand to Hand</b>	<b>407,400</b>

### Total Distributed DC

DC Guide	71,550
Holiday/Post Guide	79,222
CFC Special Section <i>Rec News</i> **	78,966
CFC Special Section <i>Rec News</i> **	81,011
Military Insert at five DC-area bases	<u>31,000</u>
<b>TOTAL DC Distribution</b>	<b>341,749</b>

#### DC Federal Employees

Post ( <i>17.6% of 73,972</i> )	13,019
Guides by hand ( <i>75% of 16,400</i> )	12,300
Guides in <i>Rec News</i> (Nov)**	47,200
CFC Section <i>Rec News</i> Oct (.75 x 88,966)	66,725
CFC Section <i>Rec News</i> Nov (.75 x 91,011)	<u>68,258</u>
<b>TOTAL DC Federal</b>	<b>207,502</b>

#### DC Military

Guides at five DC-area bases	9,200
Guides in <i>Recreation News</i> (Nov.)*	4,000
Guides in Post ( <i>1.4% of 73,972</i> )	1,035
Military Insert at five DC-area bases	31,000
CFC Section <i>Rec News</i> Oct (.06 x 88,966)*	5,338
CFC Section <i>Rec News</i> Nov (.06 x 91,011)*	<u>5,461</u>
<b>TOTAL DC Military</b>	<b>56,034</b>

\*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.

\*The Oct issue of *Rec News* was downloaded 130,772 times. The Nov issue 133,123 times.