

## 2022 Distribution Summary

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

- **This added up to 820,954 print impressions, a very impressive number considering the big increase in the cost of paper.**
- **Our Guides, Military Insert and Special CFC Section went to 182,240 federal employees and 514,190 members of the military.**
- **Nearly 425,000 were distributed by hand, either outside military commissaries or by our own distributors near federal offices.**

### Total Distributed

National Guide	56,640
DC Guide	71,965
Holiday/Post Guide	<u>81,472</u>
<b>TOTAL Guides:</b>	<b>210,077</b>
Military Insert	450,000
<i>Recreation News</i> CFC Section* Oct	80,525
<i>Recreation News</i> CFC Section* Nov	<u>80,352</u>
<b>TOTAL Distribution</b>	<b>820,954</b>

### Who Received Them?

#### Federal Employees:

Guides in Post (17.6%* of 81,472)	14,339
Guides by hand (75% of 19,940)	14,955
Guides in <i>Rec News</i> (.95 x 53,665**)	50,982
CFC Section <i>Rec News</i> Oct**	50,982
CFC Section <i>Rec News</i> Nov	<u>50,982</u>
<b>TOTAL to Federal Employees</b>	<b>182,240</b>

#### Military Personnel

Guides by hand at U.S. Commissaries	55,000
Guides in Post (1.4%* of 81,472)	1,141
Guides in <i>Recreation News</i> ** (Nov.)	2,683
CFC Section <i>Rec News</i> Oct (.05** x 53,665)	2,683
CFC Section <i>Rec News</i> Nov	2,683
Military Insert	<u>450,000</u>
<b>TOTAL to Military</b>	<b>514,190</b>

### Total Distributed by Hand

Guides by hand by our distributors	19,940
Guides by hand at commissaries	55,000
Military insert	<u>350,000</u>
<b>Total Hand to Hand</b>	<b>424,940</b>

### Total Distributed DC

DC Guide	71,965
Holiday/Post Guide	81,472
National Guide by hand	2,000
CFC Special Section <i>Rec News</i> **	70,885
CFC Special Section <i>Rec News</i> **	70,712
Military Insert at five DC-area bases	<u>28,350</u>
<b>TOTAL DC Distribution</b>	<b>325,384</b>

#### DC Federal Employees

Post (17.6% of 81,472)	14,339
Guides by hand (75% of 19,940)	14,955
Guides in <i>Rec News</i> (Nov)***	41,824
CFC Section <i>Rec News</i> Oct	41,824
CFC Section <i>Rec News</i> Nov	<u>41,824</u>

#### TOTAL DC Federal

**154,766**

#### DC Military

Guides by hand at five DC-area bases	10,000
Guides in <i>Recreation News</i> **	2,201
Guides in Post (1.4% of 81,472)	1,141
Military Insert DC	28,350
CFC Section <i>Rec News</i> Oct	2,201
CFC Section <i>Rec News</i> Nov (.06 x 76,000)	<u>2,201</u>

#### TOTAL DC Military

**46,094**

\*This % is the average of federal or military employees in the Post zones we target.

\*\*Of the 80,000+ copies of *Rec News*, 53,665 went to either federal employees (about 95%) or military (5%).

\*\*\*9,640 copies of *Rec News* go to federal and military offices outside the DC CFC area, such as W.V., western MD and Baltimore.

\*More than 100,000 digital copies of the Oct and Nov issues of *Rec News* were sent through its extensive email network. In October, our DC CFC Charity Guide was also sent digitally through this network.