

2023 Distribution Summary

This summary shows how we distributed our three CFC Charity Guides, Military Insert, CFC Section in *Recreation News*, and *Post* Giving Tuesday Display Ad.

- This added up to nearly 817,000 print impressions!
- Our print impressions went to 155,174 federal employees and 464,193 members of the military.
- Nearly 420,000 were distributed by hand, either outside military commissaries or by our own distributors near DC-area federal offices.
- More than 379,000 were distributed in the DC area, an increase of 50,000 from 2022, thanks to our new *Why Support* ad in the *Post* on Giving Tuesday.

Total Distributed

National Guide	58,490
DC Guide	67,911
Holiday/Post Guide	<u>74,474</u>
TOTAL Guides:	201,764
Military Insert	400,000
<i>Recreation News</i> CFC Section Oct	78,955
<i>Post</i> Giving Tuesday Display Ad*	<u>137,004</u>
TOTAL Distribution	816,834

Who Received Them?

Federal Employees:

Guides in <i>Post</i> (17.6%* of 79,074)	13,917
Guides by hand (75% of 14,816)	11,112
Guides in <i>Rec News</i> (95%** of 51,985)	49,386
CFC Section <i>Rec News</i> (95%** of 63,954)	60,756
<i>Post</i> Display Ad (14.6%*** of 137,004)	<u>20,003</u>
TOTAL to Federal Employees	155,174

Military Personnel

Guides by hand at U.S. Commissaries	55,000
Guides in <i>Post</i> (1.4%* of 79,074)	1,107
Guides in <i>Rec News</i> (5%** of 51,985)	2,899
CFC Section in <i>Rec News</i> (5%** of 63,954)	3,198
<i>Post</i> Display Ad (1.4% of 137,004)	1,989
Military Insert	<u>400,000</u>
TOTAL to Military Personnel	464,193

Total Distributed by Hand

Guides by hand by our distributors	14,816
Guides by hand at commissaries	55,000
Military insert	<u>350,000</u>
Total Hand to Hand	419,816

Total Distributed DC

DC Guide	67,911
Holiday/Post Guide	79,074
CFC Special Section <i>Rec News</i> **	70,065
Military Insert at five DC-area bases	25,232
<i>Post</i> Giving Tuesday Display Ad	<u>137,004</u>
TOTAL DC Distribution	379,286

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

** Of the 78,955 copies of *Rec News*, 81% (63,954) went to CFC donors. Of these, 95% went to federal employees (60,756) and 5% went to military personnel (3,198).

*** This % is the average number of federal employees in *all* *Post* zones.

*The *Post*'s Giving Tuesday section was also seen by 185,000 *Post* digital subscribers who read the "Print Edition."