

2024 Distribution Summary

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

- **This added up to nearly 678,000 print impressions.** In addition, the *Post*'s Giving Tuesday section was also seen by 175,000 *Post* digital subscribers who read the "Print Edition."
- **Our print impressions went to 508,734 federal employees and members of the military.**
- **More than 427,000 were distributed by hand**, either outside military commissaries or by our own distributors near DC-area federal offices.
- **Nearly a quarter million (243,914) were distributed in the DC area.** The DC CFC is by far the largest in the country.

Total Distributed

National Guide	50,200
DC Guide	29,895
Holiday/Post Guide	<u>75,457</u>
TOTAL Guides:	155,552
Military Insert	400,000
<i>Post</i> Giving Tuesday Display Ad*	<u>122,312</u>
TOTAL Distribution	677,864

Total Distributed by Hand

Guides by hand by our distributors	12,495
Guides by hand at commissaries	65,000
Military Insert***	<u>350,000</u>
Total Hand to Hand	427,495

Who Received Them?

Federal Employees:

Guides in <i>Post</i> (17.6%* of 77,857)	13,703
Guides by hand (75% of 12,495)	9,371
<i>Post</i> Display Ad (14.6%** of 122,312)	<u>17,858</u>
TOTAL to Federal Employees	40,932

Military Personnel

Guides by hand at U.S. Commissaries	65,000
Guides in <i>Post</i> (1.4%* of 77,857)	1,090
<i>Post</i> Display Ad (1.4% of 122,312)	1,712
Military Insert	<u>400,000</u>
TOTAL to Military Personnel	467,802

Total Distributed DC

DC Guide	29,895
Holiday/Post Guide	75,457
Military Insert at five DC-area bases	16,250
<i>Post</i> Giving Tuesday Display Ad	<u>122,312</u>
TOTAL DC Distribution	243,914

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

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

*** This is the number handed out at military commissaries. The rest are placed in racks at commissaries.