

## 2018 DC-Area Distribution Summary

This summary shows how we distributed our two DC-area guides plus our Special CFC Section in *Recreation News*.

- **Altogether, we distributed nearly 278,000 Guides and Special Sections.** This number is print impressions, not “readership,” which assumes each copy of a publication is seen by more than one person.
- **More than 184,500 of our Guides and Special Sections went to federal and military employees.** No one else comes close to this number of potential CFC donors. In contrast, an issue of the Post’s *Express* daily tabloid goes to 29,310 federal or military employees (22% of average daily circulation of 133,320).
- **More than 51,500 of our guides and Special Sections were distributed by hand,** most by our own distributors outside federal buildings and at Metro stations near federal buildings.

### Total Distributed

DC Guide	90,009
Holiday/Post Guide	87,821
<i>Recreation News</i> CFC Special Section	<u>100,164</u>
	<b>277,994</b>

### Total to Federal/Military

Post (19% of 69,766)	13,256
Guides by hand (67% of 41,680)	27,926
Guides in <i>Recreation News</i> (Nov & Dec)	57,584
CFC Special Section <i>Rec News</i> (Oct.)*	75,896
Guides by hand at 6 DC Commissaries	<u>10,000</u>
	<b>184,662</b>

### Total Distributed by Hand

Guides by hand by our distributors	41,680
Guides by hand at 6 DC Commissaries	<u>10,000</u>
	<b>51,680</b>

\* About 25,000 *Rec News* issues are mailed to people mostly in the DC area, including many retired federal and military employees, who can now give through the CFC.