

# THE REAL NUMBERS

## AUDIT REPORTS COMPARISON

# 2024

UPDATED JULY 1, 2024

## Mail Distribution In-County <sup>1</sup>

PALM BEACH COUNTY, FLORIDA



Zip Code	City	<i>The Boca Raton Observer</i> <sup>2</sup>	<i>Boca Raton</i> <sup>3</sup>
33428	Boca Raton	1,309	331
33431	Boca Raton	1,840	1,042
33432	Boca Raton	2,399	2,097
33433	Boca Raton	3,035	645
33434	Boca Raton	1,887	717
33486	Boca Raton	1,969	1,083
33487	Boca Raton	1,732	1,099
33496	Boca Raton	6,687	2,329
33498	Boca Raton	2,272	215
33444	Delray Beach	70	704
33445	Delray Beach	407	354
33446	Delray Beach	3,261	1,685
33483	Delray Beach	1,742	1,413
33484	Delray Beach	767	259
All other zipcodes		274	204
<b>Total Annualized</b> <sup>4</sup>		<b>29,651</b> <b>326,161</b>	<b>14,177</b> <b>113,416</b>
<b>Digital Distribution</b> <sup>5</sup>			
Average Per Issue Annualized <sup>4</sup>		125,100 <b>1,376,100</b>	18,702 <b>149,616</b>
<b>Total In-County Mail and Digital Distribution Annualized</b> <sup>4</sup>		<b>1,702,261</b>	<b>263,032</b>
<b>Communities</b>		<b>260</b>	
<b>Open Rates - Full Page</b>		<b>\$3,350</b> <sup>6</sup>	<b>\$4,295</b> <sup>3</sup>

### SOURCES

1 Based on *The Boca Raton Observer* December 2023 issue, and the *Boca Raton* December 2023 issue

2 USPS 3541, December 2023

3 CVC Publication Audit Report, December 31, 2023

4 Based on publishing frequency:

- *The Boca Raton Observer* media kit, 2025, 11x annually
- *Boca Raton* media kit, 2024, 8x annually

5 Subscribers of the publication who have provided email contact information to receive magazine

6 *The Boca Raton Observer* rate card, 2025