

Reinstatement Audit Period: April 1, 2019 – March 31, 2020**

Que Pasa

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1. Audited Media Platforms

Print Publication:	Average Net Circulation:	24,281** (Print Edition)
Website:	Average Website Unique Users:	177,718
Social Media:	Average Facebook Likes:	116,105

Que Pasa – Total Gross Contacts

CVC Estimated Edition Readership:	70,415
Total Digital Contacts:	293,823
Total Estimated Gross Contacts:	364,238*

*Total gross contacts include CVC estimated edition readership, website unique users, social media followers, and opened e-newsletter contacts. Total gross contact estimates can include significant audience duplication. There was no attempt made to eliminate any duplication that may exist.

2. Publication Information

Number of Editions:	Three
Format / Average Page Count:	Three (3) Broadsheet / 24-28 Pages
Circulation Cycle:	Weekly (One (1) Wednesday & Two (2) Thursday)
Ownership:	Latino Communications, LLC
Year Established:	1994
Publication Type:	Hispanic Publication
	100% Controlled / 0% Paid / 0% Sponsor Paid
Content:	50% Advertising / 50% Editorial
Primary Delivery Methods:	100% Controlled Bulk
Annual Mail Subscription Rate:	\$150.00
Insert Zoning Available:	Yes - Zone
CVC Member Number:	01-0948
DMA/MSA/CBSA:	Greensboro, NC / Greensboro--Winston-Salem--High Point, NC / Winston-Salem, NC Charlotte, NC / Charlotte—Gastonia—Rock Hill, NC Raleigh, NC / Raleigh—Durham—Chapel Hill, NC
Audit Funded By:	Publisher

3. Rate Card and Mechanical Data

Rate Card Effective Date:	January 1, 2020
Mechanical Data:	Six (6) columns X 21" column depth Full page: 10" wide X 21" depth.
Open Rate:	Local: \$13.50 - \$34.89 per column inch National: \$15.88 - \$41.05 per column inch
Insert Open Rate:	\$49.00 per thousand
Classified Rate:	\$24.00 for the first three lines
Deadline Day & Time:	Thursday by 12 Noon

Additional rates may be available from the publisher.

4. Contact Information

Publisher:	Jose Isasi	EMAIL: joseisasi@quepasamedia.com
Advertising:	Marina Aleman	EMAIL: sales@quepasamedia.com
Circulation:	Amith J Arrieta	EMAIL: distribution@quepasamedia.com



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5. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 01-0948	Weeklies	Que Pasa - Consolidated Winston Salem, NC
Audit Period Summary		
Average Net Circulation	(5-H)	24,281**
Average Gross Distribution	(5-F)	25,527**
Average Net Press Run	(5-A)	25,938**
Audit Period Detail		
A. Average Net Press Run		25,938
B. Office / File		411
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		24,027
3. Mail		0
4. Requestor Mail		0
5. Waiting Rooms		0
6. Hotels		0
7. Events, Fairs, Festivals and Trade Shows		0
8. Education		0
9. Restock & Office Service		1,500
Total Average Controlled Distribution		25,527
Controlled Returns		(1,246)
TOTAL AVERAGE CONTROLLED CIRCULATION		24,281
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		0
Paid Returns		(0)
TOTAL AVERAGE PAID CIRCULATION		0
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Rooms		0
5. Education		0
Total Average Sponsored Distribution		0
Sponsored Returns		(0)
TOTAL AVERAGE SPONSORED CIRCULATION		0
F. Average Gross Distribution		25,527
G. Total Unclaimed / Returns		(1,246)*
H. Average Net Circulation		24,281

5A. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 01-1970		Wednesday	Que Pasa - Mi Gente - Charlotte Winston Salem, NC
Audit Period Summary			
Average Net Circulation	(5-H)		7,833**
Average Gross Distribution	(5-F)		8,244**
Average Net Press Run	(5-A)		8,400**
Audit Period Detail			
A. Average Net Press Run			8,400
B. Office / File			156
C. Controlled Distribution			
1. Carrier Delivery			0
2. Bulk Delivery / Demand Distribution			7,604
3. Mail			0
4. Requestor Mail			0
5. Waiting Rooms			0
6. Hotels			0
7. Events, Fairs, Festivals and Trade Shows			0
8. Education			0
9. Restock & Office Service			640
Total Average Controlled Distribution			8,244
Controlled Returns			(411)
TOTAL AVERAGE CONTROLLED CIRCULATION			7,833
D. Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			0
4. Waiting Room			0
5. Hotels			0
6. Education			0
7. Restock & Office Service			0
Total Average Paid Distribution			0
Paid Returns			(0)
TOTAL AVERAGE PAID CIRCULATION			0
E. Sponsored / Voluntary Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			0
4. Waiting Rooms			0
5. Education			0
Total Average Sponsored Distribution			0
Sponsored Returns			(0)
TOTAL AVERAGE SPONSORED CIRCULATION			0
F. Average Gross Distribution			8,244
G. Total Unclaimed / Returns			(411)*
H. Average Net Circulation			7,833



5B. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 01-0544	Thursday	Que Pasa - Piedmont - Greensboro Winston Salem, NC
Audit Period Summary		
Average Net Circulation	(5-H)	9,169**
Average Gross Distribution	(5-F)	9,639**
Average Net Press Run	(5-A)	9,738**
Audit Period Detail		
A. Average Net Press Run		9,738
B. Office / File		99
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		9,383
3. Mail		0
4. Requestor Mail		0
5. Waiting Rooms		0
6. Hotels		0
7. Events, Fairs, Festivals and Trade Shows		0
8. Education		0
9. Restock & Office Service		256
Total Average Controlled Distribution		9,639
Controlled Returns		(470)
TOTAL AVERAGE CONTROLLED CIRCULATION		9,169
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
Total Average Paid Distribution		0
Paid Returns		(0)
TOTAL AVERAGE PAID CIRCULATION		0
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		0
3. Mail		0
4. Waiting Rooms		0
5. Education		0
Total Average Sponsored Distribution		0
Sponsored Returns		(0)
TOTAL AVERAGE SPONSORED CIRCULATION		0
F. Average Gross Distribution		9,639
G. Total Unclaimed / Returns		(470)*
H. Average Net Circulation		9,169

5C. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 01-0788		Thursday	Que Pasa -Triangle - Raleigh - Durham Winston Salem, NC
Audit Period Summary			
Average Net Circulation	(5-H)		7,279**
Average Gross Distribution	(5-F)		7,644**
Average Net Press Run	(5-A)		7,800**
Audit Period Detail			
A. Average Net Press Run			7,800
B. Office / File			156
C. Controlled Distribution			
1. Carrier Delivery			0
2. Bulk Delivery / Demand Distribution			7,040
3. Mail			0
4. Requestor Mail			0
5. Waiting Rooms			0
6. Hotels			0
7. Events, Fairs, Festivals and Trade Shows			0
8. Education			0
9. Restock & Office Service			604
Total Average Controlled Distribution			7,644
Controlled Returns			(365)
TOTAL AVERAGE CONTROLLED CIRCULATION			7,279
D. Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			0
4. Waiting Room			0
5. Hotels			0
6. Education			0
7. Restock & Office Service			0
Total Average Paid Distribution			0
Paid Returns			(0)
TOTAL AVERAGE PAID CIRCULATION			0
E. Sponsored / Voluntary Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			0
4. Waiting Rooms			0
5. Education			0
Total Average Sponsored Distribution			0
Sponsored Returns			(0)
TOTAL AVERAGE SPONSORED CIRCULATION			0
F. Average Gross Distribution			7,644
G. Total Unclaimed / Returns			(365)*
H. Average Net Circulation			7,279

Explanatory – Print

PARAGRAPH FIVE AUDIT PERIOD SUMMARY

****Due to the Covid-19 pandemic, Que Pasa experienced disruptions to their controlled bulk distribution locations. The averages in paragraphs five (5) – (5C) are based on the fifty week period April 1, 2019 – March 12, 2020. Que Pasa was able to continue operations. Consolidated press runs for the final two week of March averaged 15,000 copies.**

AVERAGE NET CIRCULATION: Average net circulation based on quarterly averages for the audit period indicated. (Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G)). See audit period detail (H).

AVERAGE GROSS DISTRIBUTION: Average gross distribution based on quarterly averages for the audit period indicated. (Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C)). See audit period detail (F).

NET PRESS RUN: Average net press run based on quarterly averages during the audit period indicated. The net press run average does not include press waste, or start-up copies. See audit period detail (A).

AUDIT PERIOD DETAIL

A. 1. NET PRESS RUN: Average net press run based on quarterly averages during the audit period indicated. The net press run average does not include press waste, or start-up copies.

B. 1. OFFICE / FILE: Undistributed editions maintained by the publisher for office purposes. Office / File editions do not qualify as controlled, paid, or sponsored distribution.

C. CONTROLLED DISTRIBUTION (NON-PAID): Editions distributed by the publisher free of charge.

1. CARRIER DELIVERY: Editions delivered by private carrier to single family residences, and/or multi- family residences, and/or businesses.

2. CONTROLLED BULK / DEMAND DISTRIBUTION: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5G returns.

3. MAIL: Editions delivered by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses, and/or post office boxes.

4. REQUESTOR MAIL: Editions delivered on a requestor basis by United States Postal Service mail to single family residences, and/or multi-family residences, and/or businesses, and/or post office boxes. Qualified requestor circulation and other mail permit qualifications are audited by the United States Postal Service and not determined by CVC.

5. CONTROLLED WAITING ROOMS: Editions delivered to the waiting areas of local business and office buildings, including, but not limited to salons, medical and professional offices.

6. CONTROLLED HOTELS: Editions distributed to area hotels and available to individual readers. Subject to paragraph 5G returns.

7. EVENTS, FAIRS, FESTIVALS and TRADE SHOWS: Editions distributed to attendees and members of conventions, local fairs, festivals, trade shows and available to individual readers. Subject to paragraph 5G returns.

8. CONTROLLED EDUCATION: Editions distributed to area schools or educational institutions and available to individual readers. Subject to paragraph 5G returns.

9. RESTOCK / OFFICE SERVICE: Editions maintained and distributed by the publisher for restock of newsracks, newsstands, area retail businesses, office deliveries, and advertising purposes during the edition cycle. Subject to paragraph 5G returns.

CONTROLLED RETURNS: Edition distributed in the controlled distribution category, returned to the publisher unclaimed during the edition cycle *(See paragraph 10 for CVC return/unclaimed confirmation.) Publications with greater than 25% returnable source distribution must report returns or unclaimed copies to qualify for net circulation reporting.

D. PAID DISTRIBUTION: Editions distributed by the publisher through paid subscription or other monetary exchange with individual readers.

1. CARRIER DELIVERY: See C1 for explanation of carrier home delivery. See paragraph 11 for paid reporting analysis.

2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers. Subject to paragraph 5G returns. See paragraph 11 for paid reporting analysis.

3. MAIL: See C3 for explanation of mail distribution. See paragraph 11 for paid reporting analysis.

4. PAID WAITING ROOMS: See C5 for explanation of waiting room distribution.

5. PAID HOTELS: See C6 for explanation of hotel distribution.

6. PAID EDUCATION: See C8 for explanation of educational copy distribution.

7. RESTOCK / OFFICE SERVICE: See C9 for explanation of restock and office distribution.

PAID RETURNS: See section C: controlled returns for explanation of returns reporting. *(See paragraph 10 for CVC return/unclaimed confirmation.)

E. SPONSORED / VOLUNTARY PAID DISTRIBUTION: Editions distributed by the publisher that are sponsored by a third party monetary exchange or voluntary reader payment system.

1. CARRIER DELIVERY: See C1 for explanation of carrier home delivery.

2. SINGLE COPY: Editions distributed to newsracks, newsstands, and/or area retail businesses and available to individual readers on a sponsored or voluntary pay basis. Subject to paragraph 5G returns.

3. MAIL: See C3 for explanation of mail distribution.

4. SPONSORED WAITING ROOMS: See C5 for explanation of waiting room distribution.

SPONSORED RETURNS: See section C: controlled returns for explanation of returns reporting *(See paragraph 10 for CVC return/unclaimed confirmation.)

F. AVERAGE GROSS DISTRIBUTION: Average gross distribution based on quarterly averages for the audit period indicated. Total of controlled distribution (A), paid distribution (B), and sponsored distribution (C).

G. TOTAL UNCLAIMED / RETURNS: Distributed editions returned to the publisher unsold and/or unclaimed during the edition cycle. *(See paragraph 10 for CVC return/unclaimed confirmation.)

H. AVERAGE NET CIRCULATION: Average net circulation for the audit period indicated. Total of controlled distribution (C), paid distribution (D), and sponsored distribution (E) minus unclaimed / return (G).



6. Average Print Circulation History - Que Pasa - Consolidated

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/20-12/31/20	CVC	21,500	-	-	-
01/01/19-12/31/19	CVC	27,799	24,451	24,054	24,341
01/01/18-12/31/18	CVC	37,448	37,487	36,989	30,113
01/01/17-12/31/17	CVC	38,137	38,173	37,455	37,377
01/01/16-12/31/16	CVC	52,239	52,140	44,689	42,079
01/01/15-12/31/15	CVC	51,691	52,239	51,915	52,175
01/01/14-12/31/14	CVC	53,233	54,618	54,518	52,235
01/01/13-12/31/13	CVC	55,747	54,622	55,485	51,946
01/01/12-12/31/12	CVC	63,400	63,542	62,621	60,332
01/01/11-12/31/11	CVC	59,274	56,156	54,601	50,005
01/01/10-12/31/10	CVC	64,883	62,685	61,479	59,767
01/01/06-12/31/09	Prior CVC	-	-	-	-

6A. Average Print Circulation History - Que Pasa - Mi Gente - Charlotte

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/20-12/31/20	CVC	7,324	-	-	-
01/01/19-12/31/19	CVC	7,839	7,837	7,836	7,828
01/01/18-12/31/18	CVC	13,099	13,090	13,126	9,457
01/01/17-12/31/17	CVC	13,083	13,823	13,126	13,061
01/01/16-12/31/16	CVC	17,013	16,960	14,674	13,136
01/01/15-12/31/15	CVC	17,101	17,013	16,905	16,992
01/01/14-12/31/14	CVC	17,638	18,181	18,183	17,457
01/01/13-12/31/13	CVC	19,354	18,317	18,227	16,790
01/01/12-12/31/12	CVC	20,745	21,206	21,647	20,744
01/01/11-12/31/11	CVC	15,816	17,477	18,319	16,407
01/01/10-12/31/10	CVC	19,929	18,678	17,196	16,617
01/01/06-12/31/09	Prior CVC	-	-	-	-

6B. Average Print Circulation History - Que Pasa - Piedmont - Greensboro

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/20-12/31/20	CVC	7,368	-	-	-
01/01/19-12/31/19	CVC	10,731	9,347	8,931	9,229
01/01/18-12/31/18	CVC	12,991	13,085	13,069	10,706
01/01/17-12/31/17	CVC	13,273	13,020	13,055	13,041
01/01/16-12/31/16	CVC	17,613	17,535	15,823	14,781
01/01/15-12/31/15	CVC	17,280	17,613	17,505	17,592
01/01/14-12/31/14	CVC	17,833	18,310	18,199	17,414
01/01/13-12/31/13	CVC	18,140	18,115	19,053	17,508
01/01/12-12/31/12	CVC	21,240	21,006	20,480	19,763
01/01/11-12/31/11	CVC	18,834	18,162	17,731	16,784
01/01/10-12/31/10	CVC	19,486	18,480	19,009	18,593
01/01/06-12/31/09	Prior CVC	-	-	-	-

6C. Average Print Circulation History - Que Pasa -Triangle - Raleigh - Durham

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/20-12/31/20	CVC	6,808	-	-	-
01/01/19-12/31/19	CVC	9,229	7,267	7,287	7,284
01/01/18-12/31/18	CVC	11,358	11,312	10,794	9,950
01/01/17-12/31/17	CVC	11,781	11,330	11,275	11,275
01/01/16-12/31/16	CVC	17,613	17,646	14,192	14,162
01/01/15-12/31/15	CVC	17,310	17,613	17,505	17,591
01/01/14-12/31/14	CVC	17,762	18,127	18,136	17,364
01/01/13-12/31/13	CVC	18,253	18,190	18,205	17,468
01/01/12-12/31/12	CVC	21,415	21,330	20,494	19,825
01/01/11-12/31/11	CVC	24,070	20,517	18,551	16,814
01/01/10-12/31/10	CVC	26,195	25,527	25,314	24,535
01/01/06-12/31/09	Prior CVC	-	-	-	-

7A. Distribution by Zip Code (12/25/2019 Edition) Wednesday - Que Pasa - Mi Gente - Charlotte

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
28025	Concord	Cabarrus	NC	0	108	0	0	108
28027	Concord	Cabarrus	NC	0	36	0	0	36
28079	Indian Trail	Union	NC	0	54	0	0	54
28104	Matthews	Union	NC	0	18	0	0	18
28105	Matthews	Mecklenburg	NC	0	36	0	0	36
28110	Monroe	Union	NC	0	702	0	0	702
28112	Monroe	Union	NC	0	12	0	0	12
28134	Pineville	Mecklenburg	NC	0	72	0	0	72
28202	Charlotte	Mecklenburg	NC	0	126	0	0	126
28204	Charlotte	Mecklenburg	NC	0	36	0	0	36
28205	Charlotte	Mecklenburg	NC	0	864	0	0	864
28206	Charlotte	Mecklenburg	NC	0	12	0	0	12
28208	Charlotte	Mecklenburg	NC	0	84	0	0	84
28209	Charlotte	Mecklenburg	NC	0	60	0	0	60
28210	Charlotte	Mecklenburg	NC	0	36	0	0	36
28211	Charlotte	Mecklenburg	NC	0	78	0	0	78
28212	Charlotte	Mecklenburg	NC	0	1,074	0	0	1,074
28213	Charlotte	Mecklenburg	NC	0	990	0	0	990
28215	Charlotte	Mecklenburg	NC	0	582	0	0	582
28217	Charlotte	Mecklenburg	NC	0	1,956	0	0	1,956
28227	Charlotte	Mecklenburg	NC	0	252	0	0	252
28262	Charlotte	Mecklenburg	NC	0	18	0	0	18
28270	Charlotte	Mecklenburg	NC	0	12	0	0	12
28273	Charlotte	Mecklenburg	NC	0	204	0	0	204
Misc.	Assorted	Assorted	-	0	6	0	816	822
TOTAL				0	7,428	0	816	8,244



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7B. Distribution by Zip Code (12/26/2019 Edition) Thursday - Que Pasa - Piedmont - Greensboro

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
27012	Clemmons	Forsyth	NC	0	84	0	0	84
27101	Winston Salem	Forsyth	NC	0	330	0	0	330
27102	Winston Salem	Forsyth	NC	0	114	0	0	114
27103	Winston Salem	Forsyth	NC	0	186	0	0	186
27104	Winston Salem	Forsyth	NC	0	108	0	0	108
27105	Winston Salem	Forsyth	NC	0	288	0	0	288
27106	Winston Salem	Forsyth	NC	0	498	0	0	498
27107	Winston Salem	Forsyth	NC	0	1,344	0	80	1,424
27108	Winston Salem	Forsyth	NC	0	216	0	0	216
27127	Winston Salem	Forsyth	NC	0	450	0	0	450
27215	Burlington	Alamance	NC	0	192	0	0	192
27216	Burlington	Alamance	NC	0	120	0	0	120
27217	Burlington	Alamance	NC	0	432	0	0	432
27253	Graham	Alamance	NC	0	252	0	0	252
27260	High Point	Guilford	NC	0	54	0	0	54
27262	High Point	Guilford	NC	0	210	0	0	210
27263	High Point	Guilford	NC	0	12	0	0	12
27265	High Point	Guilford	NC	0	384	0	0	384
27284	Kernersville	Forsyth	NC	0	300	0	0	300
27360	Thomasville	Davidson	NC	0	348	0	0	348
27401	Greensboro	Guilford	NC	0	108	0	0	108
27403	Greensboro	Guilford	NC	0	210	0	0	210
27404	Greensboro	Guilford	NC	0	36	0	0	36
27405	Greensboro	Guilford	NC	0	438	0	0	438
27406	Greensboro	Guilford	NC	0	180	0	0	180
27407	Greensboro	Guilford	NC	0	1,212	0	200	1,412
27408	Greensboro	Guilford	NC	0	294	0	0	294
27409	Greensboro	Guilford	NC	0	72	0	0	72
Misc.	Assorted	Assorted	-	0	798	0	0	798
TOTAL				0	9,270	0	280	9,550

7C. Distribution by Zip Code (12/26/2019 Edition) Thursday - Que Pasa -Triangle - Raleigh - Durham

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
27107	Winston Salem	Forsyth	NC	0	36	0	0	36
27510	Carrboro	Orange	NC	0	12	0	0	12
27511	Cary	Wake	NC	0	264	0	0	264
27514	Chapel Hill	Orange	NC	0	186	0	0	186
27516	Chapel Hill	Orange	NC	0	12	0	0	12
27529	Garner	Wake	NC	0	216	0	0	216
27560	Morrisville	Wake	NC	0	24	0	0	24
27601	Raleigh	Wake	NC	0	108	0	0	108
27603	Raleigh	Wake	NC	0	840	0	0	840
27604	Raleigh	Wake	NC	0	1,530	0	0	1,530
27605	Raleigh	Wake	NC	0	36	0	0	36
27606	Raleigh	Wake	NC	0	90	0	0	90

7C. Distribution by Zip Code (12/26/2019 Edition) Thursday - Que Pasa-Triangle-Raleigh-Durham (cont.)

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
27607	Raleigh	Wake	NC	0	12	0	0	12
27609	Raleigh	Wake	NC	0	234	0	0	234
27610	Raleigh	Wake	NC	0	390	0	0	390
27611	Raleigh	Wake	NC	0	72	0	0	72
27612	Raleigh	Wake	NC	0	66	0	0	66
27613	Raleigh	Wake	NC	0	54	0	0	54
27615	Raleigh	Wake	NC	0	126	0	0	126
27616	Raleigh	Wake	NC	0	96	0	0	96
27617	Raleigh	Wake	NC	0	24	0	0	24
27620	Raleigh	Wake	NC	0	18	0	0	18
27701	Durham	Durham	NC	0	240	0	0	240
27702	Durham	Durham	NC	0	24	0	0	24
27703	Durham	Durham	NC	0	420	0	0	420
27704	Durham	Durham	NC	0	1,134	0	0	1,134
27705	Durham	Durham	NC	0	108	0	0	108
27706	Durham	Durham	NC	0	12	0	0	12
27707	Durham	Durham	NC	0	516	0	0	516
27713	Durham	Durham	NC	0	108	0	0	108
Misc.	Assorted	Assorted	-	0	30	0	606	636
TOTAL				0	7,038	0	606	7,644

8A. Distribution by County (12/25/2019 Edition) Wednesday - Que Pasa - Mi Gente - Charlotte

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Cabarrus	Concord	NC	0	144	0	0	144
Mecklenburg	Charlotte Matthews Pineville	NC	0	6,492	0	0	6,492
Union	Indian Trail Matthews Monroe	NC	0	786	0	0	786
Misc.	Assorted	-	0	6	0	816	822
TOTAL			0	7,428	0	816	8,244

8B. Distribution by County (12/26/2019 Edition) Thursday - Que Pasa - Piedmont - Greensboro

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Alamance	Burlington Graham	NC	0	996	0	0	996
Davidson	Thomasville	NC	0	348	0	0	348
Forsyth	Clemmons Kernersville Winston Salem	NC	0	3,918	0	80	3,998
Guilford	Greensboro High Point	NC	0	3,210	0	200	3,410
Misc.	Assorted	-	0	798	0	0	798
TOTAL			0	9,270	0	280	9,550

8C. Distribution by County (12/26/2019 Edition) Thursday - Que Pasa -Triangle - Raleigh - Durham

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Durham	Durham	NC	0	2,562	0	0	2,562
Forsyth	Winston Salem	NC	0	36	0	0	36
Orange	Carrboro Chapel Hill	NC	0	210	0	0	210
Wake	Cary Garner Morrisville Raleigh	NC	0	4,200	0	0	4,200
Misc.	Assorted	-	0	30	0	606	636
TOTAL			0	7,038	0	606	7,644

9. Verification of Distribution – Carrier Delivery and Mail Distribution

Que Pasa did not report significant carrier delivery or mail distribution during the audit period. Carrier delivery is verified through the review of carrier statements and/or additional publisher support documents. Mail distribution is verified through the review of postal mail statements and/or additional publisher support documents.

10. Verification of Distribution – Controlled Bulk / Demand Distribution / Single Copy

The Circulation Verification Council performed delivery verification in the primary market areas indicated in paragraph nine. Delivery verification is performed using multi-source methodologies considered necessary under the circumstances of the audit. Delivery verification can include, but is not limited to, on-site verification, business phone verification, online, email, and/or social media contact. Delivery verification source data can include, but is not limited to, business and cell phone listings, delivery lists, opt-in email, online, and/or social media databases. Circulation Verification Council performed the delivery verification from locations chosen randomly from the publication’s delivery list(s).

CVC verification substantiates Que Pasa’s claim of 1,246 returnable source distributed editions returned to the publisher unclaimed after the edition cycle.

11. Paid Reporting Analysis – Not Applicable

12A. Audited Average Website Reporting - www.charlotte.quepasamedia.com

	Monthly Audit Period Average
Website Unique Users	45,121
Website Sessions	72,505
Percent New Users	80.7%
Website Page Views	99,742
Pages Per Visit	1.38
Average Time Spent on Website	00:01:26
Bounce Rate	29.48%

12A2. Audited Average Website Reporting - www.greensboro.quepasamedia.com

	Monthly Audit Period Average
Website Unique Users	21,744
Website Sessions	37,531
Percent New Users	71.3%
Website Page Views	51,211
Pages Per Visit	1.37
Average Time Spent on Website	00:01:22
Bounce Rate	27.28%

12A3. Audited Average Website Reporting - www.raleigh.quepasamedia.com

	Monthly Audit Period Average
Website Unique Users	110,853
Website Sessions	197,198
Percent New Users	82.8%
Website Page Views	262,550
Pages Per Visit	1.33
Average Time Spent on Website	00:01:18
Bounce Rate	31.17%

Explanatory – Website

PARAGRAPH TWELVE (A)

UNIQUE USERS: A unique user to a website where the user registers or where the user is identified or marked by a cookie, IP address, or other ID that is attached to the browser within the defined cycle. Limitations apply to the measurement of unique users. Please see CVC Rules & Regulations for further information.

SESSIONS: The total number of sessions, expressed as a monthly average, to a publication’s website regardless of unique status, as expressed above.

PERCENT NEW USERS: The percentage of users that have visited the publication’s website for the first time through the course of the month and are considered unique and are differentiated from multiple returning users.

PAGE VIEWS: The transmittal of a full page contained within the website to the user’s browser.

PAGES PER VISIT: The average number of page views per session, expressed as a monthly average.

AVG. TIME SPENT: The average amount of time spent on a website during a single visit, expressed in hours, minutes and seconds.

BOUNCE RATE: Bounce rate reports the percentage of visits that view only one page before exiting a site. This number is presented as a monthly average.

12B. Audited Online/Digital Edition Reporting - Not Reported

12C. Text Media - Not Reported

12D. Social Media

Social Media Source	Average Media Usage	March 2020
www.facebook.com/quepasa.migente.charlotte	36,786 Likes	40,194 Likes
www.facebook.com/quepasapiedmonttriad	12,311 Likes	12,941 Likes
www.facebook.com/quepasamedia	67,008 Likes	70,716 Likes

Explanatory – Social Media

PARAGRAPH TWELVE (D)

FACEBOOK LIKES: The average number of likes as expressed by followers of the Facebook page. Information sourced at regular intervals from the publications page on Facebook.com or third party measurement sources.

12E. Email Media - Not Reported

12F. Video & Podcast Media - Not Reported



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13. Council Audit Statement

Circulation Verification Council (CVC) reviewed the printing, distribution, circulation, technology, and general business records of this publication for the purpose of compiling this information. The review was completed using Council audit procedures considered necessary under the circumstances of the audit in compliance with CVC Rules and Regulations. In our opinion, this report fairly and accurately represents the publication's printing, distribution, circulation, and technology reporting, if applicable, for the period indicated. The publication has sworn that the information presented for this audit reporting is accurate and supplied CVC with general business records substantiating the information under audit review. This report is released subject to the provisions of the CVC Rules & Regulations which are hereby incorporated by reference. CVC Rules & Regulations may be amended from time to time without notice at the sole discretion of CVC. In no event shall CVC be liable for indirect, incidental, consequential, special, or punitive damages, or damages for lost profits, lost income, or lost savings arising by negligence, intended conduct, breach of contract, or otherwise. CVC reports and data are released for the sole use of advertising purchase evaluations and any use for valuations or determination of value is strictly prohibited. CVC reports may not be used for USPS requestor or other permit qualifications. This report is subject to copyright laws and may only be reproduced by the publisher.



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The current status of this report expires June 30, 2021.

If this report is presented after June 30, 2021 please call the toll-free number listed below.

Que Pasa - Winston Salem, NC - 01-0948 - Supplemental Readership Study

The Circulation Verification Council surveyed Que Pasa readers in the primary market areas indicated in publication's CVC audit report. The purpose was to identify the number of individuals who indicate they have read at least two of the last four issues of the publication, and gather study information solely for advertising purchase evaluations. Market statistics estimates appearing in CVC reports, when available, are obtained from EASI Software. CVC study sources can include, but are not limited to, residential and cell phone surveys, online surveys, email surveys, and/or social media surveys. Study source data can include, but are not limited to, residential phone listings, cell phone exchanges, publisher delivery lists, opt-in email, online, and/or social media databases. Residential and cell phone survey populations consist of adults age 18 and over, living in households within the survey area. Within this area, each individual had a known (or "non-zero") probability of being selected for the random sample. Surveys were conducted solely with pre-designated respondents and no substitutions were permitted. Initial survey attempts were spread evenly across all survey days (i.e., Tuesday through Saturday). A minimum of 250 completed surveys, or 2.5% of net circulation for publications under 10,000 circulation is required with no more than one survey per household. Survey Procedures: To ensure the highest degree of comparability and to facilitate the survey process, a standard, consistent, specified list of questions was asked. Surveys were conducted over a minimum period of two weeks to minimize the impact of weather and/or special circumstances. Every effort was made to ensure that surveys were assigned randomly by day and that an approximately equal number of surveys were completed on each survey day. Where appropriate, data was balanced and/or weighted by ZIP code using up-to-date known demographics: gender, age, number of adults in household and ethnicity in those cases where one minority comprised no less than ten percent of the total population. Non-responses to any single question were eliminated from the survey. In all cases, at least four attempts were made to contact all pre-designated respondents. Every effort was made to surmount language, cultural, behavioral and other barriers to a successful survey; and to the extent feasible, contact attempts were scheduled on a random basis. During the survey process, no questions were asked prior to the readership question, with the exception of a qualifying question designed to determine the ZIP code of the individual; and a general warm-up call explanation designed to put the respondent at ease. Warm-up questions did not include any reference to a publication itself or the nature of the study information. The study followed recommended guidelines developed in part from established media usage and evaluation guidelines. Survey totals may not equal 100% due to rounding. The Circulation Verification Council estimates that all the information in this survey has a maximum error margin of +/-4% at the 95% confidence level. 0 Survey respondents were interviewed during the verification of carrier delivery and mail distribution. 251 Survey respondents reported reading a minimum of two of the last four issues through single copy, controlled bulk, or pass along distribution. 156 Survey respondents responded to a geo-coded outbound email verification. This publication did not participate in the CVC online research program.

- **Average estimated readers per edition during the audit period: 2.9**
*Readership estimates compiled from 2020 CVC circulation & readership study data.

1. The (appropriate Que Pasa publication) is distributed regularly in your area. Do you regularly read or look through the (appropriate Que Pasa publication)?

YES 407 Survey Respondents

2. Do you frequently purchase products or services from ads seen in the (appropriate Que Pasa publication)?

YES 282 69.3%
NO 125 30.7%

3. How long do you keep the (appropriate Que Pasa publication) before discarding it?

37% 1-2 Days
30% 3-4 Days
17% 5-6 Days
16% 1 Week or More

4. Reader Gender (Voice recognition - Gender Bias Rotation)

Reader Demographics	Market Demographics
51%	48% Male Readers
49%	52% Female Readers



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5. What range best describes your age.

Reader Demographics	Market Demographics
00%	07% 18 - 20
01%	09% 21 - 24
15%	20% 25 - 34
20%	18% 35 - 44
26%	18% 45 - 54
26%	14% 55 - 64
12%	08% 65 - 74
<01%	04% 75 - 84
00%	02% 85 years or older

6. What range best describes your combined annual household income for last year?

Reader Demographics	Market Demographics
00%	12% under \$15,000
03%	10% \$15,000 - \$24,999
08%	11% \$25,000 - \$34,999
21%	14% \$35,000 - \$49,999
25%	18% \$50,000 - \$74,999
21%	12% \$75,000 - \$99,999
13%	08% \$100,000 - \$124,999
04%	05% \$125,000 - \$149,999
03%	05% \$150,000 - \$199,999
02%	05% over \$200,000

7. What is the highest level of education you have obtained?

Reader Demographics	Market Demographics
04%	13% Some High School or Less
35%	22% Graduated High School
29%	28% Some College
26%	24% Graduated College
04%	09% Completed Master Degree
01%	02% Completed Professional Degree
01%	02% Completed Doctorate Degree

8. Which of the following products or services, if any, do you plan to purchase during the next twelve months?

- 13% New Automobile, Truck or SUV
- 19% Used Automobile, Truck or SUV
- 11% Antiques / Auctions
- 41% Furniture / Home Furnishings
- 26% Major Home Appliance
- 19% Computers, Tablets or Laptops
- 36% Home Improvements or Home Improvement Supplies
- 30% Television or Electronics
- 19% Carpet or Flooring
- 38% Automobile Accessories (tires, brakes or service)
- 41% Lawn & Garden Supplies
- 20% Florist / Gift Shops
- 13% Home Heating & Air Conditioning (service, new equipment)
- 47% Vacations / Travel
- 08% Real Estate (Sell or purchase)
- 59% Men's Apparel
- 68% Women's Apparel
- 22% Children's Apparel
- 01% Boats or Personal Watercraft
- 18% Art & Crafts Supplies
- 22% Childcare
- 13% Education or Classes
- 10% Attorney
- 28% Veterinarian
- 13% Chiropractor
- 17% Financial Planner (Retirement, Investing)
- 36% Tax Advisor / Tax Services
- 38% Health Club / Exercise Class
- 35% Cleaning Services (Carpet Cleaning, Air Duct Cleaning, Home Cleaning)
- 10% Weight Loss
- 21% Lawn Care Service (Maintenance & Landscaping)
- 30% Legal Gambling Entertainment (Lottery, Casinos, Racetracks, Bingo)
- 42% Pharmacist / Prescription Service
- 25% Cell Phone or Smart Phone (New Service or Update Service)
- 74% Dining & Entertainment
- 14% Jewelry
- 05% Wedding Supplies
- 19% Athletic & Sports Equipment
- 04% Motorcycles / ATV's
- 56% Medical Services / Physicians
- 29% Pet Supplies

(% = Positive respondents)



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