

Audit Period: April 1, 2023 - March 31, 2025

Rhode Island Monthly	
560 Mineral Spring Avenue Pawtucket, RI 02860 (401) 649-4848	EMAIL: jpalumbo@rimonthly.com www.rimonthly.com

1. Audited Media Platforms

Print Publication:	Average Net Circulation:	33,052 (Print Edition)
Website:	Average Website Users:	126,000
Social Media:	Average Facebook Followers:	49,568
	Average X (Twitter) Followers:	70,774
	Average Instagram Followers:	44,420
	Average LinkedIn Followers:	3,632
	Average TikTok Followers:	1,060
Email Media:	Average Bluesky Followers:	320
	Average E-Newsletter Subscribers:	23,313
	Average Open Rate:	32.3%

Rhode Island Monthly – Total Gross Contacts

CVC Estimated Edition Readership:	163,607
Total Digital Contacts:	303,304
Total Estimated Gross Contacts:	466,911*
*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:	One
Format / Average Page Count:	Magazine / 132 Pages
Circulation Cycle:	Monthly
Ownership:	Rhode Island Monthly Communications, Inc.
Year Established:	1988
Publication Type:	City & Regional Magazine
	33% Controlled / 53% Paid / 14% Sponsor Paid
Content:	55% Advertising / 45% Editorial
Primary Delivery Methods:	62% Mail / 8% Controlled Bulk & Single Copy / 30% Waiting Room
Annual Mail Subscription Rate:	\$19.97
Cover Price:	\$5.95
Insert Zoning Available:	No
CVC Member Number:	01-3051
DMA/MSA/CBSA:	Providence, RI / Providence-Fall River-Warwick, RI-MA / Providence-New Bedford-Fall River, RI-MA
Audit Funded By:	Publisher



3. Rate Card and Mechanical Data

Rate Card Effective Date:	January 1, 2025
Mechanical Data - Print:	Three (3) columns X 10.5" column depth Full page: 8.125" wide X 10.5" depth.
Print Open Rate:	Color: \$5,520.00 Full Page - \$2,190.00 1/6 th Page Black & White: \$4,620.00 Full Page - \$1,290.00 1/6 th Page
Insert Open Rate:	Contact Publisher
Deadline Day & Time:	Monthly by 5 PM

Additional rates may be available from the publisher.

4. Contact Information

Publisher:	John Palumbo	EMAIL: jpalumbo@rimonthly.com
Advertising:	Kieran Keating	EMAIL: kkeating@rimonthly.com
Circulation:	Lee Healy	EMAIL: healylee@aol.com



www.cvcaudit.com

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

CVC Account Number: 01-3051	Monthly	Rhode Island Monthly Pawtucket, RI
Audit Period Summary		
Average Net Circulation	(5-H)	33,052
Average Gross Distribution	(5-F)	34,051
Average Net Press Run	(5-A)	34,745
Audit Period Detail		
A. Average Net Press Run		34,745
B. Office / File		694
C. Controlled Distribution		
1. Carrier Delivery		0
2. Bulk Delivery / Demand Distribution		200
3. Mail		56
4. Requestor Mail		0
5. Waiting Rooms		10,171
6. Hotels		274
7. Events, Fairs, Festivals and Trade Shows		113
8. Education		0
9. Restock & Office Service		306
Total Average Controlled Distribution		11,120
Controlled Returns		(0)
TOTAL AVERAGE CONTROLLED CIRCULATION		11,120
D. Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		1,762
3. Mail		16,389
4. Waiting Room		0
5. Hotels		0
6. Education		0
7. Restock & Office Service		0
8. Other: Paid Bulk		38
Total Average Paid Distribution		18,189
Paid Returns		(999)
TOTAL AVERAGE PAID CIRCULATION		17,190
E. Sponsored / Voluntary Paid Distribution		
1. Carrier Delivery		0
2. Single Copy		235
3. Mail		4,507
4. Waiting Rooms		0
5. Education		0
Total Average Sponsored Distribution		4,742
Sponsored Returns		(0)
TOTAL AVERAGE SPONSORED CIRCULATION		4,742
F. Average Gross Distribution		34,051
G. Total Unclaimed / Returns		(999)*
H. Average Net Circulation		33,052

Explanatory – Print

PARAGRAPH FIVE AUDIT PERIOD SUMMARY

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.

5. **SPONSORED EDUCATION:** See C8 for explanation of educational copy distribution.

6. **RESTOCK / OFFICE SERVICE:** See C9 for explanation of restock and office 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).