

Reinstatement Audit Period: January 1, 2023 – December 31, 2023

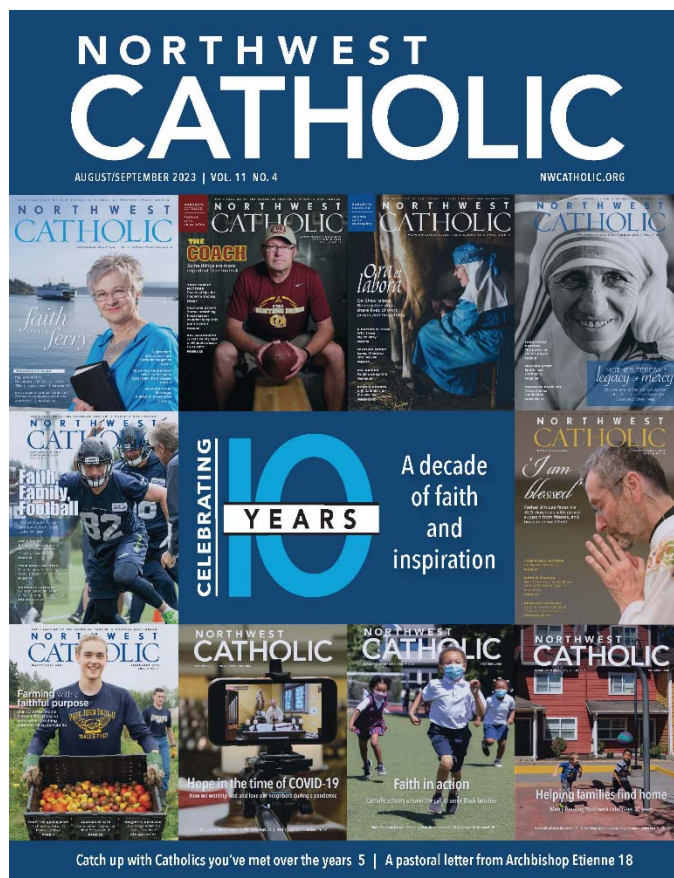
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## 1. Audited Media Platforms

Print Publication:	Average Net Circulation:	110,717 (Print Edition)
Website:	Average Website Unique Users:	9,772
Social Media:	Average Facebook Likes:	4,999
	Average Twitter Followers:	1,473
	Average Instagram Followers:	1,757
E-Newsletters:	Average E-Newsletter Subscribers:	2,478
	Average Open Rate:	46.9%



**2. Publication Information**

Number of Editions:	One
Format / Average Page Count:	Magazine / 38 Pages
Circulation Cycle:	Bi-Monthly
Ownership:	Archdiocese of Seattle
Year Established:	2013
Publication Type:	Magazine
	1% Controlled / <1% Paid / 99% Sponsor Paid
Content:	25% Advertising / 75% Editorial
Primary Delivery Methods:	99% Mail / 1% Controlled Bulk
Annual Mail Subscription Rate:	\$30.00
Cover Price:	\$3.00
Insert Zoning Available:	No
CVC Member Number:	01-3755
DMA/MSA/CBSA:	Seattle, WA / Seattle--Tacoma--Bremerton, WA / Seattle-Tacoma-Bellevue, WA
Audit Funded By:	Publisher

**3. Rate Card and Mechanical Data**

Rate Card Effective Date:	January 1, 2024
Mechanical Data:	Four (4) columns X 9.75" column depth Full page: 7.375" wide X 9.75" depth.
Open Rate:	Local: \$5,000.00 Full Page - \$535.00 Guide National: \$5,000.00 Full Page - \$535.00 Guide
Insert Open Rate:	\$3,600.00 Full Run
Classified Rate:	Online - Only - \$0.60 per word
Deadline Day & Time:	Monthly by 5 PM

Additional rates may be available from the publisher.

**4. Contact Information**

Publisher:	Archbishop Paul Etienne	EMAIL: editor@seattlearch.org
Editor:	Kate DeWeese	EMAIL: editor@seattlearch.org
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## 5. Audited Circulation, Distribution and Net Press Averages - Print Edition

CVC Account Number: 01-3755		Bi-Monthly	Northwest Catholic Seattle, WA
<b>Audit Period Summary</b>			
<b>Average Net Circulation</b>	<b>(5-H)</b>		<b>110,717</b>
Average Gross Distribution	(5-F)		110,717
Average Net Press Run	(5-A)		110,740
<b>Audit Period Detail</b>			
A. Average Net Press Run			110,740
B. Office / File			23
C. Controlled Distribution			
1. Carrier Delivery			0
2. Bulk Delivery / Demand Distribution			1,153
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			0
Total Average Controlled Distribution			1,153
Controlled Returns			(0)
TOTAL AVERAGE CONTROLLED CIRCULATION			1,153
D. Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			43
4. Waiting Room			0
5. Hotels			0
Total Average Paid Distribution			43
Paid Returns			(0)
TOTAL AVERAGE PAID CIRCULATION			43
E. Sponsored / Voluntary Paid Distribution			
1. Carrier Delivery			0
2. Single Copy			0
3. Mail			109,403
4. Waiting Rooms			0
5. Education			0
6. Restock & Office Service			83
7. Other: Sponsored Bulk			35
Total Average Sponsored Distribution			109,521
Sponsored Returns			(0)
TOTAL AVERAGE SPONSORED CIRCULATION			109,521
F. Average Gross Distribution			110,717
G. Total Unclaimed / Returns			(0)*
<b>H. Average Net Circulation</b>			<b>110,717</b>

## 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).

## 6. Average Print Circulation History

YEAR	AUDIT SOURCE	Q1	Q2	Q3	Q4
01/01/23-12/31/23	CVC	111,868	108,752	111,731	111,580
01/01/20-12/31/22	No Reporting	No Reporting	No Reporting	No Reporting	No Reporting
01/01/19-12/31/19	CVC	118,023	115,715	114,461	113,563
01/01/18-12/31/18	CVC	121,480	121,668	122,916	119,701
01/01/17-12/31/17	CVC	124,493	124,382	124,000	122,940
01/01/16-12/31/16	CVC	123,041	127,685	126,539	126,539
01/01/15-12/31/15	CVC	120,347	122,337	124,555	123,084
04/01/14-12/31/14	CVC	-	122,545	122,274	120,791

## 7. Distribution by Zip Code (December 2023 Edition) Bi-Monthly

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
83854	Hauser	Kootenai	ID	0	0	16	0	16
97217	Portland	Multnomah	OR	0	0	10	0	10
97702	Bend	Deschutes	OR	0	0	10	0	10
98001	Algona	King	WA	0	0	773	0	773
98002	Auburn	King	WA	0	0	633	0	633
98003	Auburn	King	WA	0	0	1,077	0	1,077
98004	Beaux Arts	King	WA	0	0	696	0	696
98005	Bellevue	King	WA	0	0	348	0	348
98006	Bellevue	King	WA	0	0	951	0	951
98007	Bellevue	King	WA	0	0	408	0	408
98008	Bellevue	King	WA	0	0	632	0	632
98009	Bellevue	King	WA	0	0	38	0	38
98010	Black Diamond	King	WA	0	0	145	0	145
98011	Bothell	King	WA	0	0	553	0	553
98012	Bothell	Snohomish	WA	0	0	1,206	0	1,206
98014	Carnation	King	WA	0	0	126	0	126
98015	Bellevue	King	WA	0	0	29	0	29
98019	Duvall	King	WA	0	0	330	0	330
98020	Edmonds	Snohomish	WA	0	0	798	0	798
98021	Bothell	Snohomish	WA	0	0	630	0	630
98022	Crystal Mountain	King	WA	0	0	447	0	447
98023	Auburn	King	WA	0	0	1,293	0	1,293
98024	Fall City	King	WA	0	0	87	0	87
98026	Edmonds	Snohomish	WA	0	0	958	0	958
98027	Coal Creek	King	WA	0	0	742	0	742
98028	Bothell	King	WA	0	0	439	0	439
98029	Issaquah	King	WA	0	0	628	0	628
98030	Kent	King	WA	0	0	663	0	663
98031	Kent	King	WA	0	0	1,004	0	1,004
98032	Kent	King	WA	0	0	748	0	748
98033	Houghton	King	WA	0	0	862	0	862
98034	Juanita	King	WA	0	0	888	0	888
98035	Kent	King	WA	0	0	10	0	10
98036	Alderwood Manor	Snohomish	WA	0	0	1,015	0	1,015
98037	Lynnwood	Snohomish	WA	0	0	762	0	762
98038	Four Corners	King	WA	0	0	650	0	650



**7. Distribution by Zip Code (December 2023 Edition) Bi-Monthly (continued)**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
98039	Medina	King	WA	0	0	107	0	107
98040	Mercer Island	King	WA	0	0	777	0	777
98041	Bothell	King	WA	0	0	13	0	13
98042	Covington	King	WA	0	0	1,051	0	1,051
98043	Mountlake Terrace	Snohomish	WA	0	0	549	0	549
98045	Cedar Falls	King	WA	0	0	245	0	245
98046	Lynnwood	Snohomish	WA	0	0	40	0	40
98047	Auburn	King	WA	0	0	105	0	105
98051	Kanaskat	King	WA	0	0	59	0	59
98052	Adelaide	King	WA	0	0	1,111	0	1,111
98053	Redmond	King	WA	0	0	487	0	487
98055	Renton	King	WA	0	0	570	0	570
98056	Hazelwood	King	WA	0	0	782	0	782
98057	Renton	King	WA	0	0	229	0	229
98058	Cascade	King	WA	0	0	1,203	0	1,203
98059	Newcastle	King	WA	0	0	927	0	927
98062	Seahurst	King	WA	0	0	44	0	44
98063	Auburn	King	WA	0	0	31	0	31
98064	Kent	King	WA	0	0	14	0	14
98065	Snoqualmie	King	WA	0	0	320	0	320
98070	Dockton	King	WA	0	0	147	0	147
98071	Auburn	King	WA	0	0	23	0	23
98072	Cottage Lake	King	WA	0	0	588	0	588
98073	Redmond	King	WA	0	0	24	0	24
98074	Redmond	King	WA	0	0	724	0	724
98075	Issaquah	King	WA	0	0	674	0	674
98077	Woodinville	King	WA	0	0	317	0	317
98082	Bothell	Snohomish	WA	0	0	31	0	31
98083	Kirkland	King	WA	0	0	29	0	29
98087	Lynnwood	Snohomish	WA	0	0	754	0	754
98092	Auburn	King	WA	0	0	916	0	916
98093	Auburn	King	WA	0	0	41	0	41
98101	Seattle	King	WA	0	0	124	0	124
98102	Broadway	King	WA	0	0	251	0	251
98103	Greenwood	King	WA	0	0	847	0	847
98104	International	King	WA	0	0	189	0	189
98105	Seattle	King	WA	0	0	642	0	642
98106	Seattle	King	WA	0	0	540	0	540
98107	Ballard	King	WA	0	0	344	0	344
98108	Seattle	King	WA	0	0	624	0	624
98109	Queen Anne	King	WA	0	0	409	0	409
98110	Bainbridge Island	Kitsap	WA	0	0	619	0	619
98112	Madison Park	King	WA	0	0	643	0	643
98115	Seattle	King	WA	0	0	1,366	0	1,366
98116	Seattle	King	WA	0	0	868	0	868
98117	Crown Hill	King	WA	0	0	767	0	767
98118	Columbia	King	WA	0	0	1,044	0	1,044

7. Distribution by Zip Code (December 2023 Edition) Bi-Monthly (continued)

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
98119	Interbay	King	WA	0	0	404	0	404
98121	Seattle	King	WA	0	0	120	0	120
98122	East Union	King	WA	0	0	333	0	333
98124	Seattle	King	WA	0	0	10	0	10
98125	Lake City	King	WA	0	0	825	0	825
98126	Seattle	King	WA	0	0	544	0	544
98133	Bitter Lake	King	WA	0	0	1,068	0	1,068
98136	Seattle	King	WA	0	0	479	0	479
98139	Seattle	King	WA	0	0	11	0	11
98144	Beacon Hill	King	WA	0	0	539	0	539
98146	Burien	King	WA	0	0	764	0	764
98148	Burien	King	WA	0	0	268	0	268
98155	Forest Park	King	WA	0	0	812	0	812
98165	Seattle	King	WA	0	0	14	0	14
98166	Burien	King	WA	0	0	984	0	984
98168	Burien	King	WA	0	0	819	0	819
98175	Seattle	King	WA	0	0	12	0	12
98177	Bitter Lake	King	WA	0	0	719	0	719
98178	Bryn Mawr	King	WA	0	0	689	0	689
98188	Duwamish	King	WA	0	0	426	0	426
98198	Des Moines	King	WA	0	0	1,020	0	1,020
98199	Fort Lawton	King	WA	0	0	939	0	939
98201	Everett	Snohomish	WA	0	0	468	0	468
98203	Everett	Snohomish	WA	0	0	902	0	902
98204	Eastmont	Snohomish	WA	0	0	805	0	805
98206	Everett	Snohomish	WA	0	0	27	0	27
98208	Everett	Snohomish	WA	0	0	1,349	0	1,349
98213	Everett	Snohomish	WA	0	0	13	0	13
98221	Anacortes	Skagit	WA	0	0	503	0	503
98223	Arlington	Snohomish	WA	0	0	582	0	582
98225	Bellingham	Whatcom	WA	0	0	425	0	425
98226	Bakerview	Whatcom	WA	0	0	708	0	708
98227	Bellingham	Whatcom	WA	0	0	18	0	18
98228	Bellingham	Whatcom	WA	0	0	16	0	16
98229	Bellingham	Whatcom	WA	0	0	417	0	417
98230	Birch Bay	Whatcom	WA	0	0	204	0	204
98231	Blaine	Whatcom	WA	0	0	18	0	18
98232	Allen	Skagit	WA	0	0	81	0	81
98233	Alger	Skagit	WA	0	0	482	0	482
98236	Clinton	Island	WA	0	0	82	0	82
98237	Concrete	Skagit	WA	0	0	29	0	29
98238	Conway	Skagit	WA	0	0	10	0	10
98239	Coupeville	Island	WA	0	0	138	0	138
98240	Custer	Whatcom	WA	0	0	44	0	44
98241	Darrington	Snohomish	WA	0	0	17	0	17
98244	Deming	Whatcom	WA	0	0	51	0	51
98245	Eastsound	San Juan	WA	0	0	37	0	37

**7. Distribution by Zip Code (December 2023 Edition) Bi-Monthly (continued)**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
98247	Everson	Whatcom	WA	0	0	144	0	144
98248	Ferndale	Whatcom	WA	0	0	371	0	371
98249	Freeland	Island	WA	0	0	74	0	74
98250	Friday Harbor	San Juan	WA	0	0	134	0	134
98251	Gold Bar	Snohomish	WA	0	0	36	0	36
98252	Granite Falls	Snohomish	WA	0	0	118	0	118
98253	Greenbank	Island	WA	0	0	35	0	35
98257	La Conner	Skagit	WA	0	0	97	0	97
98258	Hartford	Snohomish	WA	0	0	751	0	751
98260	Langley	Island	WA	0	0	81	0	81
98261	Lopez Island	San Juan	WA	0	0	38	0	38
98264	Lynden	Whatcom	WA	0	0	324	0	324
98266	Maple Falls	Whatcom	WA	0	0	28	0	28
98270	Marysville	Snohomish	WA	0	0	1,026	0	1,026
98271	Marysville	Snohomish	WA	0	0	463	0	463
98272	Monroe	Snohomish	WA	0	0	482	0	482
98273	Mount Vernon	Skagit	WA	0	0	1,109	0	1,109
98274	Mount Vernon	Skagit	WA	0	0	610	0	610
98275	Mukilteo	Snohomish	WA	0	0	547	0	547
98276	Everson	Whatcom	WA	0	0	27	0	27
98277	Ault Field	Island	WA	0	0	560	0	560
98279	Doebay	San Juan	WA	0	0	10	0	10
98282	Camano Island	Island	WA	0	0	289	0	289
98284	Sedro Woolley	Skagit	WA	0	0	349	0	349
98290	Clearview	Snohomish	WA	0	0	581	0	581
98291	Snohomish	Snohomish	WA	0	0	18	0	18
98292	Camano City	Snohomish	WA	0	0	369	0	369
98294	Sultan	Snohomish	WA	0	0	90	0	90
98295	Clearbrook	Whatcom	WA	0	0	23	0	23
98296	Snohomish	Snohomish	WA	0	0	507	0	507
98303	Anderson Island	Pierce	WA	0	0	15	0	15
98310	Bremerton	Kitsap	WA	0	0	382	0	382
98311	Bremerton	Kitsap	WA	0	0	644	0	644
98312	Brem	Kitsap	WA	0	0	399	0	399
98315	Bangor	Kitsap	WA	0	0	17	0	17
98321	Buckley	Pierce	WA	0	0	199	0	199
98322	Burley	Kitsap	WA	0	0	11	0	11
98324	Carlsborg	Clallam	WA	0	0	19	0	19
98325	Chimacum	Jefferson	WA	0	0	21	0	21
98327	Dupont	Pierce	WA	0	0	151	0	151
98328	Alder	Pierce	WA	0	0	90	0	90
98329	Gig Harbor	Pierce	WA	0	0	88	0	88
98331	Bogachiel	Clallam	WA	0	0	64	0	64
98332	Gig Harbor	Pierce	WA	0	0	517	0	517
98333	Fox Island	Pierce	WA	0	0	96	0	96
98335	Arletta	Pierce	WA	0	0	688	0	688
98337	Bremerton	Kitsap	WA	0	0	116	0	116



## 7. Distribution by Zip Code (December 2023 Edition) Bi-Monthly (continued)

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
98338	Graham	Pierce	WA	0	0	294	0	294
98339	Hadlock	Jefferson	WA	0	0	29	0	29
98340	Hansville	Kitsap	WA	0	0	37	0	37
98342	Indianola	Kitsap	WA	0	0	26	0	26
98346	Eglon	Kitsap	WA	0	0	138	0	138
98349	Herron Island	Pierce	WA	0	0	46	0	46
98353	Manchester	Kitsap	WA	0	0	32	0	32
98354	Milton	Pierce	WA	0	0	148	0	148
98358	Fort Flagler	Jefferson	WA	0	0	10	0	10
98359	Fragaria	Kitsap	WA	0	0	71	0	71
98360	Crocker	Pierce	WA	0	0	159	0	159
98362	Agnew	Clallam	WA	0	0	364	0	364
98363	Port Angeles	Clallam	WA	0	0	193	0	193
98365	Port Hadlock	Jefferson	WA	0	0	68	0	68
98366	Annapolis	Kitsap	WA	0	0	607	0	607
98367	Port Orchard	Kitsap	WA	0	0	496	0	496
98368	Adelma Beach	Jefferson	WA	0	0	144	0	144
98370	Breidablick	Kitsap	WA	0	0	607	0	607
98371	Alderton	Pierce	WA	0	0	510	0	510
98372	Edgewood	Pierce	WA	0	0	387	0	387
98373	Puyallup	Pierce	WA	0	0	350	0	350
98374	Puyallup	Pierce	WA	0	0	730	0	730
98375	Puyallup	Pierce	WA	0	0	493	0	493
98376	Center	Jefferson	WA	0	0	12	0	12
98380	Maple Beach	Kitsap	WA	0	0	59	0	59
98382	Blyn	Clallam	WA	0	0	515	0	515
98383	Olympic View	Kitsap	WA	0	0	445	0	445
98384	South Colby	Kitsap	WA	0	0	22	0	22
98385	South Prairie	Pierce	WA	0	0	10	0	10
98386	Southworth	Kitsap	WA	0	0	10	0	10
98387	Bethel	Pierce	WA	0	0	720	0	720
98388	Ketron Island	Pierce	WA	0	0	184	0	184
98390	Bonney Lake	Pierce	WA	0	0	268	0	268
98391	Bonney Lake	Pierce	WA	0	0	811	0	811
98392	Suquamish	Kitsap	WA	0	0	37	0	37
98393	Tracyton	Kitsap	WA	0	0	24	0	24
98394	Vaughn	Pierce	WA	0	0	24	0	24
98395	Wauna	Pierce	WA	0	0	14	0	14
98401	Tacoma	Pierce	WA	0	0	15	0	15
98402	Tacoma	Pierce	WA	0	0	53	0	53
98403	Tacoma	Pierce	WA	0	0	206	0	206
98404	Tacoma	Pierce	WA	0	0	533	0	533
98405	Tacoma	Pierce	WA	0	0	279	0	279
98406	Tacoma	Pierce	WA	0	0	588	0	588
98407	Ruston	Pierce	WA	0	0	573	0	573
98408	Tacoma	Pierce	WA	0	0	265	0	265
98409	Lakewood	Pierce	WA	0	0	269	0	269

**7. Distribution by Zip Code (December 2023 Edition) Bi-Monthly (continued)**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
98411	Tacoma	Pierce	WA	0	0	13	0	13
98417	Tacoma	Pierce	WA	0	0	22	0	22
98418	Tacoma	Pierce	WA	0	0	95	0	95
98422	Browns Point	Pierce	WA	0	0	529	0	529
98424	Fife	Pierce	WA	0	0	209	0	209
98433	Fort Lewis	Pierce	WA	0	0	11	0	11
98438	McChord AFB	Pierce	WA	0	0	10	0	10
98439	Lakewood	Pierce	WA	0	0	16	0	16
98443	Tacoma	Pierce	WA	0	0	93	0	93
98444	Parkland	Pierce	WA	0	0	416	0	416
98445	Parkland	Pierce	WA	0	0	491	0	491
98446	Parkland	Pierce	WA	0	0	164	0	164
98448	Tacoma	Pierce	WA	0	0	15	0	15
98464	Tacoma	Pierce	WA	0	0	28	0	28
98465	Tacoma	Pierce	WA	0	0	223	0	223
98466	Fircrest	Pierce	WA	0	0	641	0	641
98467	Tacoma	Pierce	WA	0	0	406	0	406
98496	Lakewood	Pierce	WA	0	0	35	0	35
98498	American Lake	Pierce	WA	0	0	587	0	587
98499	Lakewood	Pierce	WA	0	0	504	0	504
98501	Boston Harbor	Thurston	WA	0	0	770	0	770
98502	Olympia	Thurston	WA	0	0	536	0	536
98503	Lacey	Thurston	WA	0	0	764	0	764
98506	Lacey	Thurston	WA	0	0	301	0	301
98507	Olympia	Thurston	WA	0	0	48	0	48
98508	Olympia	Thurston	WA	0	0	24	0	24
98509	Lacey	Thurston	WA	0	0	45	0	45
98511	Olympia	Thurston	WA	0	0	22	0	22
98512	Olympia	Thurston	WA	0	0	348	0	348
98513	Lacey	Thurston	WA	0	0	766	0	766
98516	Lacey	Thurston	WA	0	0	582	0	582
98520	Aberdeen	Grays Harbor	WA	0	0	321	0	321
98524	Allyn	Mason	WA	0	0	59	0	59
98528	Belfair	Mason	WA	0	0	176	0	176
98531	Centralia	Lewis	WA	0	0	406	0	406
98532	Boistfort	Lewis	WA	0	0	380	0	380
98537	Cosmopolis	Grays Harbor	WA	0	0	31	0	31
98540	East Olympia	Thurston	WA	0	0	14	0	14
98541	Deckerville	Grays Harbor	WA	0	0	89	0	89
98542	Ethel	Lewis	WA	0	0	11	0	11
98546	Grapeview	Mason	WA	0	0	43	0	43
98547	Grayland	Grays Harbor	WA	0	0	10	0	10
98548	Cushman Dam	Mason	WA	0	0	22	0	22
98550	Chenois Creek	Grays Harbor	WA	0	0	116	0	116
98557	Garden City	Grays Harbor	WA	0	0	19	0	19
98558	Mc Kenna	Pierce	WA	0	0	13	0	13
98563	Alder Grove	Grays Harbor	WA	0	0	96	0	96

7. Distribution by Zip Code (December 2023 Edition) Bi-Monthly (continued)

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
98564	Ajlune	Lewis	WA	0	0	44	0	44
98565	Napavine	Lewis	WA	0	0	15	0	15
98568	Cedarville	Grays Harbor	WA	0	0	14	0	14
98569	Ocean City	Grays Harbor	WA	0	0	86	0	86
98570	Alpha	Lewis	WA	0	0	39	0	39
98576	Rainier	Thurston	WA	0	0	34	0	34
98577	Firdale	Pacific	WA	0	0	80	0	80
98579	Gate	Thurston	WA	0	0	127	0	127
98580	Roy	Pierce	WA	0	0	89	0	89
98584	Harstine	Mason	WA	0	0	777	0	777
98585	Harmony	Lewis	WA	0	0	13	0	13
98586	Nemah	Pacific	WA	0	0	23	0	23
98588	Tahuya	Mason	WA	0	0	13	0	13
98589	Tenino	Thurston	WA	0	0	73	0	73
98591	Knab	Lewis	WA	0	0	51	0	51
98592	Union	Mason	WA	0	0	41	0	41
98595	Cohasset Beach	Grays Harbor	WA	0	0	50	0	50
98596	Evaline	Lewis	WA	0	0	63	0	63
98597	Five Corners	Thurston	WA	0	0	242	0	242
98601	Amboy	Clark	WA	0	0	32	0	32
98604	Battle Ground	Clark	WA	0	0	505	0	505
98606	Brush Prairie	Clark	WA	0	0	125	0	125
98607	Camas	Clark	WA	0	0	611	0	611
98610	Carson	Skamania	WA	0	0	23	0	23
98611	Castle Rock	Cowlitz	WA	0	0	65	0	65
98612	Cathlamet	Wahkiakum	WA	0	0	35	0	35
98614	Chinook	Pacific	WA	0	0	11	0	11
98624	Ilwaco	Pacific	WA	0	0	17	0	17
98625	Kalama	Cowlitz	WA	0	0	64	0	64
98626	Kelso	Cowlitz	WA	0	0	161	0	161
98629	La Center	Clark	WA	0	0	103	0	103
98631	Long Beach	Pacific	WA	0	0	40	0	40
98632	Longview	Cowlitz	WA	0	0	573	0	573
98640	Ocean Park	Pacific	WA	0	0	49	0	49
98642	Ridgefield	Clark	WA	0	0	387	0	387
98644	Seaview	Pacific	WA	0	0	13	0	13
98648	Skamania	Skamania	WA	0	0	35	0	35
98660	Vancouver	Clark	WA	0	0	146	0	146
98661	Vancouver	Clark	WA	0	0	530	0	530
98662	Orchards	Clark	WA	0	0	379	0	379
98663	Vancouver	Clark	WA	0	0	200	0	200
98664	Vancouver	Clark	WA	0	0	379	0	379
98665	Vancouver	Clark	WA	0	0	361	0	361
98666	Vancouver	Clark	WA	0	0	16	0	16
98668	Vancouver	Clark	WA	0	0	26	0	26
98671	Washougal	Clark	WA	0	0	271	0	271
98674	Woodland	Cowlitz	WA	0	0	194	0	194

**7. Distribution by Zip Code (December 2023 Edition) Bi-Monthly (continued)**

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
98675	Yacolt	Clark	WA	0	0	44	0	44
98682	Vancouver	Clark	WA	0	0	748	0	748
98683	Vancouver	Clark	WA	0	0	509	0	509
98684	Vancouver	Clark	WA	0	0	403	0	403
98685	Vancouver	Clark	WA	0	0	471	0	471
98686	Vancouver	Clark	WA	0	0	306	0	306
98687	Vancouver	Clark	WA	0	0	40	0	40
98801	Appleyard	Chelan	WA	0	0	19	0	19
98802	East Wenatchee	Douglas	WA	0	0	18	0	18
98816	Chelan	Chelan	WA	0	0	21	0	21
98826	Blewett	Chelan	WA	0	0	11	0	11
98831	Manson	Chelan	WA	0	0	10	0	10
98837	Mae	Grant	WA	0	0	19	0	19
98902	Ahtanum	Yakima	WA	0	0	12	0	12
98908	Yakima	Yakima	WA	0	0	12	0	12
98922	Cle Elum	Kittitas	WA	0	0	32	0	32
98926	Ellensburg	Kittitas	WA	0	0	27	0	27
98942	Selah	Yakima	WA	0	0	10	0	10
99016	City of Spokane Valley	Spokane	WA	0	0	12	0	12
99019	Liberty Lake	Spokane	WA	0	0	17	0	17
99026	Nine Mile Falls	Spokane	WA	0	0	11	0	11
99203	Manito	Spokane	WA	0	0	14	0	14
99208	Spokane	Spokane	WA	0	0	25	0	25
99223	Manito	Spokane	WA	0	0	18	0	18
99224	Spokane	Spokane	WA	0	0	20	0	20
99301	Pasco	Franklin	WA	0	0	11	0	11
99338	Kennewick	Benton	WA	0	0	12	0	12
99352	Hanford Works	Benton	WA	0	0	25	0	25
99362	Walla Walla	Walla Walla	WA	0	0	16	0	16
AL	Assorted	Assorted	AL	0	0	12	0	12
AR	Assorted	Assorted	AR	0	0	18	0	18
AZ	Assorted	Assorted	AZ	0	0	180	0	180
CA	Assorted	Assorted	CA	0	0	225	0	225
CO	Assorted	Assorted	CO	0	0	45	0	45
CT	Assorted	Assorted	CT	0	0	14	0	14
FL	Assorted	Assorted	FL	0	0	134	0	134
GA	Assorted	Assorted	GA	0	0	37	0	37
HI	Assorted	Assorted	HI	0	0	28	0	28
ID	Assorted	Assorted	ID	0	0	103	0	103
IL	Assorted	Assorted	IL	0	0	45	0	45
IN	Assorted	Assorted	IN	0	0	23	0	23
KS	Assorted	Assorted	KS	0	0	20	0	20
MA	Assorted	Assorted	MA	0	0	12	0	12
MD	Assorted	Assorted	MD	0	0	30	0	30
MI	Assorted	Assorted	MI	0	0	24	0	24
MN	Assorted	Assorted	MN	0	0	22	0	22

## 7. Distribution by Zip Code (December 2023 Edition) Bi-Monthly (continued)

ZIP CODE	CITY / AREA	COUNTY	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
MO	Assorted	Assorted	MO	0	0	26	0	26
MT	Assorted	Assorted	MT	0	0	51	0	51
NC	Assorted	Assorted	NC	0	0	39	0	39
NJ	Assorted	Assorted	NJ	0	0	12	0	12
NM	Assorted	Assorted	NM	0	0	12	0	12
NV	Assorted	Assorted	NV	0	0	53	0	53
NY	Assorted	Assorted	NY	0	0	34	0	34
OH	Assorted	Assorted	OH	0	0	22	0	22
OK	Assorted	Assorted	OK	0	0	20	0	20
OR	Assorted	Assorted	OR	0	0	312	0	312
PA	Assorted	Assorted	PA	0	0	32	0	32
SC	Assorted	Assorted	SC	0	0	25	0	25
SD	Assorted	Assorted	SD	0	0	13	0	13
TN	Assorted	Assorted	TN	0	0	36	0	36
TX	Assorted	Assorted	TX	0	0	181	0	181
UT	Assorted	Assorted	UT	0	0	12	0	12
VA	Assorted	Assorted	VA	0	0	42	0	42
WA	Assorted	Assorted	WA	0	0	659	0	659
WI	Assorted	Assorted	WI	0	0	21	0	21
Misc.	Assorted	Assorted	-	0	0	1,161	150	1,311
TOTAL				0	0	111,095	150	111,245

## 8. Distribution by County (December 2023 Edition) Bi-Monthly

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Benton	Hanford Works Kennewick	WA	0	0	37	0	37
Chelan	Appleyard Blewett Chelan Manson	WA	0	0	61	0	61
Clallam	Agnew Blyn Bogachiel Carlsborg Port Angeles	WA	0	0	1,155	0	1,155
Clark	Amboy Battle Ground Brush Prairie Camas La Center Orchards Ridgefield Vancouver Washougal Yacolt	WA	0	0	6,592	0	6,592
Cowlitz	Castle Rock Kalama Kelso Longview Woodland	WA	0	0	1,057	0	1,057
Deschutes	Bend	OR	0	0	10	0	10
Douglas	East Wenatchee	WA	0	0	18	0	18



**8. Distribution by County** (December 2023 Edition) Bi-Monthly (continued)

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Franklin	Pasco	WA	0	0	11	0	11
Grant	Mae	WA	0	0	19	0	19
Grays Harbor	Aberdeen Alder Grove Cedarville Chenois Creek Cohasset Beach Cosmopolis Deckerville Garden City Grayland Ocean City	WA	0	0	832	0	832
Island	Ault Field Camano Island Clinton Coupeville Freeland Greenbank Langley	WA	0	0	1,259	0	1,259
Jefferson	Adelma Beach Center Chimacum Fort Flagler Hadlock Port Hadlock	WA	0	0	284	0	284
King	Adelaide Algona Auburn Ballard Beacon Hill Beaux Arts Bellevue Bitter Lake Black Diamond Bothell Broadway Bryn Mawr Burien Carnation Cascade Cedar Falls Coal Creek Columbia Cottage Lake Covington Crown Hill Crystal Mountain Des Moines Dockton Duvall Duwamish East Union Fall City Forest Park Fort Lawton Four Corners Greenwood Hazelwood Houghton Interbay	WA	0	0	47,215	0	47,215

8. Distribution by County (December 2023 Edition) Bi-Monthly (continued)

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
King (continued)	International						
	Issaquah						
	Juanita						
	Kanaskat						
	Kent						
	Kirkland						
	Lake City						
	Madison Park						
	Medina						
	Mercer Island						
	Newcastle						
	Queen Anne						
	Redmond						
	Renton						
	Seahurst						
	Seattle						
	Snoqualmie						
	Woodinville						
Kitsap	Annapolis	WA	0	0	4,799	0	4,799
	Bainbridge Island						
	Bangor						
	Breidablick						
	Brem						
	Bremerton						
	Burley						
	Eglon						
	Fragaria						
	Hansville						
	Indianola						
	Manchester						
	Maple Beach						
	Olympic View						
	Port Orchard						
	South Colby						
	Southworth						
	Suquamish						
	Tracyton						
Kittitas	Cle Elum	WA	0	0	59	0	59
	Ellensburg						
Kootenai	Hauser	ID	0	0	16	0	16
Lewis	Ajlune	WA	0	0	1,022	0	1,022
	Alpha						
	Boistfort						
	Centralia						
	Ethel						
	Evaline						
	Harmony						
	Knab						
	Napavine						
Mason	Allyn	WA	0	0	1,131	0	1,131
	Belfair						
	Cushman Dam						
	Grapeview						
	Harstine						
	Tahuya						
	Union						
Multnomah	Portland	OR	0	0	10	0	10

**8. Distribution by County** (December 2023 Edition) Bi-Monthly (continued)

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Pacific	Chinook Firdale Ilwaco Long Beach Nemah Ocean Park Seaview	WA	0	0	233	0	233
Pierce	Alder Alderton American Lake Anderson Island Arletta Bethel Bonney Lake Bonney Lake Browns Point Buckley Crocker Dupont Edgewood Fife Fircrest Fort Lewis Fox Island Gig Harbor Graham Herron Island Ketron Island Lakewood Mc Kenna McChord AFB Milton Parkland Puyallup Roy Ruston South Prairie Tacoma Vaughn Wauna	WA	0	0	14,383	0	14,383
San Juan	Doebay Eastsound Friday Harbor Lopez Island	WA	0	0	219	0	219
Skagit	Alger Allen Anacortes Concrete Conway La Conner Mount Vernon Sedro Woolley	WA	0	0	3,270	0	3,270
Skamania	Carson Skamania	WA	0	0	58	0	58

8. Distribution by County (December 2023 Edition) Bi-Monthly (continued)

COUNTY	CITY / AREA	STATE	CARRIER DELIVERY	CONTROLLED BULK / SINGLE COPY	MAIL	OFFICE / RESTOCK	TOTAL
Snohomish	Alderwood Manor	WA	0	0	15,894	0	15,894
	Arlington						
	Bothell						
	Camano City						
	Clearview						
	Darrington						
	Eastmont						
	Edmonds						
	Everett						
	Gold Bar						
	Granite Falls						
	Hartford						
	Lynnwood						
	Marysville						
	Monroe						
	Mountlake Terrace						
	Mukilteo						
	Snohomish						
	Sultan						
Spokane	City of Spokane Valley	WA	0	0	117	0	117
	Liberty Lake						
	Manito						
	Nine Mile Falls						
Thurston	Spokane	WA	0	0	4,696	0	4,696
	Boston Harbor						
	East Olympia						
	Five Corners						
	Gate						
	Lacey						
	Olympia						
Wahkiakum	Rainier	WA	0	0	35	0	35
	Tenino						
Wahkiakum	Cathlamet	WA	0	0	35	0	35
Walla Walla	Walla Walla	WA	0	0	16	0	16
Whatcom	Bakerview	WA	0	0	2,818	0	2,818
	Bellingham						
	Birch Bay						
	Blaine						
	Clearbrook						
	Custer						
	Deming						
	Everson						
	Ferndale						
	Lynden						
	Maple Falls						
Yakima	Ahtanum	WA	0	0	34	0	34
	Selah						
	Yakima						
Misc.	Assorted	-	0	0	3,735	150	3,885
TOTAL			0	0	111,095	150	111,245

9. Verification of Distribution – Mail and Carrier Delivery Distribution

Northwest Catholic reported an average mail distribution of 109,446 during the audit period. Mail distribution is verified through the review of mail statements and/or additional publisher support documents. Northwest Catholic did not report carrier delivery distribution during the audit period. Carrier delivery is verified through the review of carrier statements and/or additional publisher support documents.

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

Northwest Catholic did not report significant controlled bulk / demand distribution, or single copy distribution during the audit cycle. Distribution locations received an average 1,188 copies per edition during the audit cycle.

**11. Paid Reporting Analysis**

<b>CARRIER DELIVERY</b>	Basic Rates: N/A
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	0
<b>MAIL</b>	Basic Rates: \$30.00 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	43
Over 75% of basic rate	0
Over 50% of basic rate	0
Over 25% of basic rate	0
1%-24% of basic rate	0
Less than 1% of basic rate*	0
<b>SPONSORED</b>	Basic Rates: \$30.00 / 1-Year
	AVERAGE NUMBER OF SUBSCRIPTIONS
Full Basic Rate	109,403
Over 75% of basic rate	0
Over 50% of basic rate	0
Over 25% of basic rate	0
1%-24% of basic rate	0
Less than 1% of basic rate*	0
<b>SINGLE COPY</b>	COVER PRICE: \$3.00
	AVERAGE WHOLESALE RATE: Contact Publisher

**12A. Audited Average Website Reporting - www.nwcatholic.org**

	Monthly Audit Period Average
Website Unique Users	9,772
Website Sessions	10,609
Percent of New Users	95.1%
Website Page Views	23,996
Pages Per Visit	2.26
Average Time Spent on Website	00:01:30
Bounce Rate	42.0%

**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	December 2023
www.facebook.com/NorthwestCatholic	4,999 Likes	5,468 Likes
Twitter - @nwestcatholic	1,473 Followers	1,483 Followers
Instagram.com/northwestcatholic	1,757 Followers	1,930 Followers

**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.

**TWITTER FOLLOWERS:** The average number of followers as expressed by members of the Twitter community. Information sourced at regular intervals from the publications page on Twitter.com or third party measurement sources.

**INSTAGRAM FOLLOWERS:** The average number of followers as expressed by members of the Instagram community. Information sourced at regular intervals from the publications page on Instagram.com or third party measurement sources.

**12E. Email Media**

Media Type	Database Recipients
Non-Subscriber Email Opt-In Database	2,478
Average Open Rate	46.9%
Average Click Rate	16.1%

**Explanatory – Email Media, E-Newsletters & E-Blasts**

**PARAGRAPH TWELVE (E)**

**NON-SUBSCRIBER EMAIL OPT-IN DATABASE:** Subscribers who have provided email contact data to receive newsletters, special content, special offers, coupons or redemption codes for use within a specified period of time, and are sourced through third party efforts such as trade shows, opt-in email newsletters or surveys.

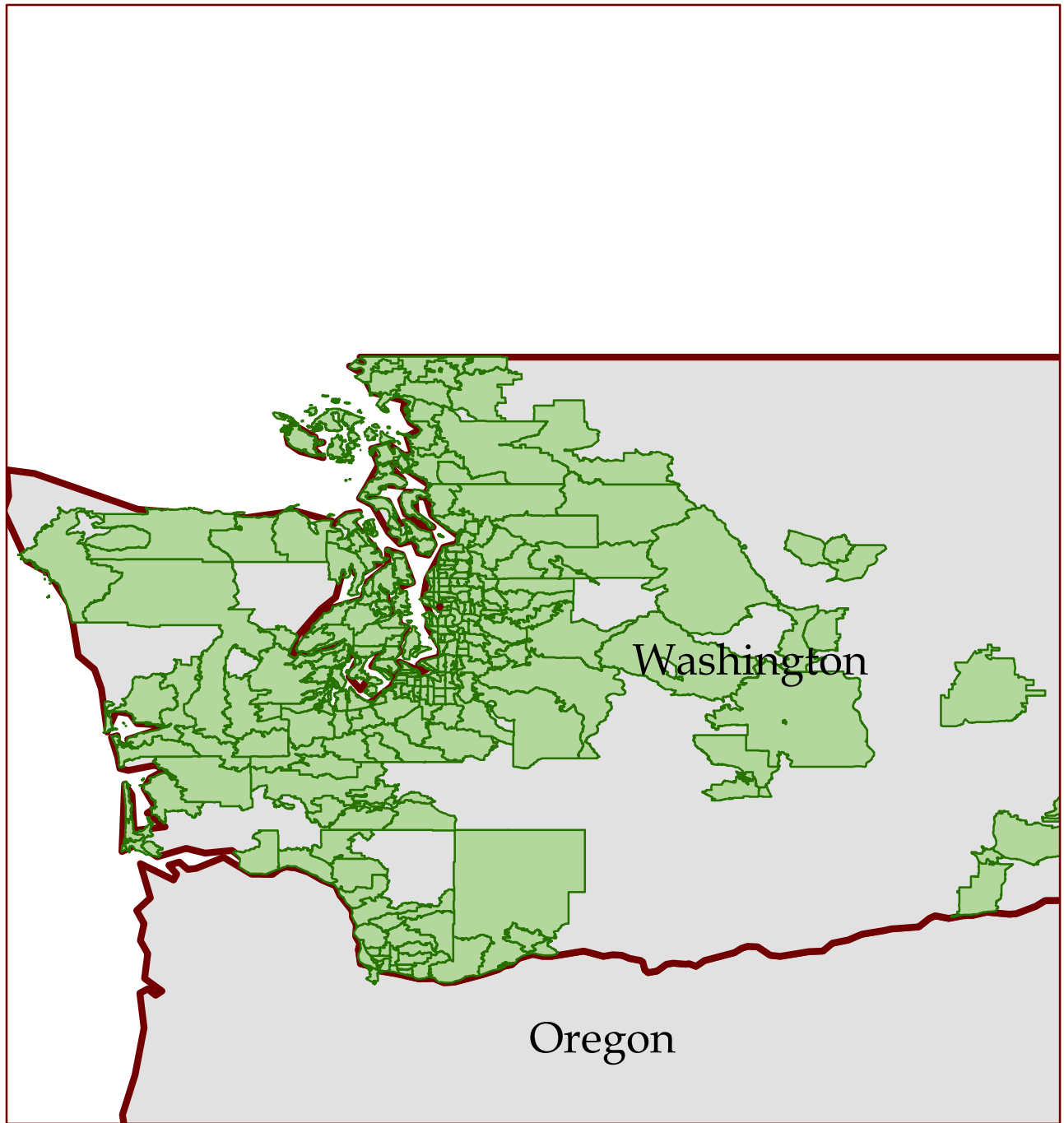
**12F. Video & Podcast Media - Not Reported**

**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.



**The current status of this report expires March 31, 2025.**

If this report is presented after March 31, 2025 please call the toll-free number listed below.



Northwest Catholic  
Seattle, Washington  
01-3755

Key to Features

-  State Boundary
-  ZIP Code Boundary

