



news release

Are you being tricked?

BPA Worldwide unveils publishers' common tricks to mark the launch of its BuySafeMedia campaign in China

Beijing, China 3 December 2009 – BPA Worldwide, the global leader in auditing media, today announced it will launch BuySafeMedia Week on its [BuySafeMedia Chinese micro site](http://www.buysafemedia.com.cn) (<http://www.buysafemedia.com.cn>) to assist Chinese advertisers to recognize the risks of buying unaudited media. During BuySafeMedia Week, BPA Worldwide will unveil seven common tricks played by publishers—one trick per day.

With the objective of promoting best practices, BPA Worldwide brought its BuySafeMedia campaign to China. The first important initiative is the launch of the BuySafeMedia Chinese micro site. With the theme of “Are you being tricked?”, BuySafeMedia Week will offer visitors to the micro site knowledge of the common tricks publishers play. The seven tricks presented still exist today and are practiced all around the world.

“Media buyers are focusing on the ROI of their ad spend,” said Glenn Hansen, President and Chief Executive Officer of BPA Worldwide. “In a rapidly changing media environment, media buyers wish that media would provide true and transparent circulation data to enable them to prove the value of their media buying plans and increase the effectiveness of their advertising. With this in mind, we launched our BuySafeMedia campaign in China and have already set up a Chinese micro site as the pilot initiative.”

Supporting the campaign online is also a range of blogs and microblogs including:

- buysafemedia on Twitter –http://twitter.com/buysafemedia_cn
- buysafemedia on Sina micro blog –<http://t.sina.com.cn/buysafemedia>

Currently, the BuySafeMedia micro site's content is composed of both global resources and those with local relevance. Written in Chinese, several blog posts relevant to China's media have already been posted on the micro site.

About Buy Safe Media It's an industry-wide movement to protect media buyer from the risks of buying without an audit. The media buying industry has procurement standards. And just like any other business standard, it's there to protect against wasteful or inappropriate decisions. The media audit, conducted by an independent third-party, is the audience metric industry standard for buying any form of marketing media—whether it's a position in a print magazine, an on-line banner ad or a booth at a trade show.

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About BPA Worldwide A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 25 countries. Worldwide, BPA serves more than 2,800+ media properties—including over 1,700 B-to-B publications, more than 300 consumer magazines, 150 newspapers, 550+ web sites, 50 events, email newsletters, databases, wireless and other advertiser-supported media—as well as 2,700 advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

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