



news release

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FOR IMMEDIATE RELEASE

CLB Media sites take BPA's Interactive audit tool over 200-website mark

An additional 300 sites preparing to provide "live" traffic data to the market

Shelton, CT 5 January 2010 – Another major milestone in web metrics was reached today as BPA Worldwide announced that, with the addition of five sites from CLB Media, its Interactive web traffic tool now includes data from more than 200 websites that have made their data publicly available to media buyers and advertisers.

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The five newest "live" sites include CLB Media's Electrical Business, Manufacturing Automation, PEM (Plant Engineering & Maintenance), Security Product & Technology News and Woodworking.

"More and more media owners are recognizing the importance of standardized and reliable measurement of audience reach within the interactive marketplace," commented Glenn Hansen, BPA's President and CEO. "We expect to see a continued 'snowball effect' with more and more participants as the number of 'live' sites continues to grow and demand from the marketplace increases."

BPA's Interactive tool, utilizing Nielsen Online's tagging technology, provides advertisers and media buyers with audited web traffic data that applies a single set of standards across all sites. The BPA Interactive audit ensures every page contains only one tag and that tag is located at the bottom of each page.

"We are excited that it was the CLB Media sites that pushed the BPA Interactive tool past this historic threshold," reported Niel Hiscox, CLB Media Vice President, Publishing. "As media owners move ever more into the digital space, standardized and reliable measurement of audience reach is a must. Adding our websites to the BPA Interactive tool will guarantee a high degree of credibility to advertisers and buyers of online media when assessing audience reach across multiple platforms."

Due to a recent rule change, BPA members will now report "live" traffic on their circulation statements thereby providing media buyers with a broader scope of their brand. Members' traffic data also appears in SRDS' (Standard Rates & Data Service) online reports.

"The BPA Interactive tool has quickly become the ultimate pre-buy resource for buyers of interactive media who wish to make like comparisons of websites," Hansen explained. "As digital advertising budgets increase, it is imperative for sites to provide not only timely, accurate web traffic data, but data that has been audited to a single standard by a global auditor of media."

In addition to the 200 sites already providing “live” data to the marketplace, BPA reports another 290 sites are tagged and receiving web traffic data in preparation for making their information publicly available. Healthcare (101 sites), Manufacturing & Processing (99 sites) and Building & Construction (42 sites) are those market segments with the greatest number of participating sites.

More than 380 media buyers and advertisers have registered to access the web traffic data.

Launched in September 2008, BPA offers audited web traffic data at no additional charge to its print and event audit members. Web traffic metrics, available in near real-time, include page impressions, unique browsers, user sessions and more.

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 2,500 media properties—including over 1,700 B-to-B publications, more than 300 consumer magazines, 150 newspapers, 380+ 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.