



news release

contact: Rodney Perry
CCAB/BPA Worldwide
+1.416.487.2418
rperry@bpaww.com

FOR IMMEDIATE RELEASE

CCAB releases concurrent circulation data for Canadian community newspapers

Toronto, ON November 18, 2011 – Following the success of its [Daily Newspaper TRAC Report](#) published every March, the Canadian Circulations Audit Board (CCAB) today released its Community Newspaper TRAC (Trend Report About Circulation) analysis of top-line circulation data for the six-month period ended September 30, 2011. The report is available in PDF and Microsoft® Excel formats for easy data analysis.

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Today's release of the Community TRAC report has been well-received in the marketplace. "The new CCAB Community TRAC report is going to give national advertisers and publishers all the information they require in one easy to navigate report," explained Sue Borthwick, VP National Sales at Black Press, which publishes several community papers throughout British Columbia. "This is a huge step for the industry and I am confident it will prove to be a success and widely used. We at Black Press are looking forward to these changes."

Circulation data from a total of 73 Canadian community newspapers from across the country is analyzed in the report. Categories include: Total Paid Circulation; Voluntary Paid Circulation; Total Non-Paid Circulation; Total Bulk Distribution; and Householder figures, and allows both media owners and marketers to view trends in community newspaper circulation over time.

[Click here to download the full CCAB Community TRAC analysis.](#)

"CCAB is excited about launching the Community TRAC analysis," said Rodney Perry, Vice President of CCAB. "All of the stakeholders will benefit from the concurrent release of this data. In addition, user will appreciate the easy-to-use Excel format that allows for in-depth data analysis via a well-known platform."

About CCAB/BPA Worldwide. A not-for-profit organization since 1931 and headquartered in Shelton, CT, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. The organization conducts 2,600+ audits for media brands in print, online/digital and live events. Additionally, under the iCompli brand, BPA documents compliance to defined standards including data protection, provides assurance of sustainability reporting, and verifies technology, service and privacy claims. BPA is supported by 2,700 advertiser and agency members.

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