



news release

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FOR IMMEDIATE RELEASE

***Campaign Asia-Pacific* releases BPA Brand Report showcasing regional website activity, e-newsletters and magazine**

Shelton, CT July 12, 2011 – Haymarket Media announced the release of its BPA Worldwide initial Brand Report for *Campaign Asia-Pacific*, which analyzes audience data across a number of channels, including print magazine, e-newsletters and websites, for the three-month period ended December 2010. With the release, Haymarket has become the first media owner in the region to report audience metrics through BPA’s Brand Report.

BRAND

BUSINESS

COMPLIANCE

CONSUMER

DATABASE

E-MEDIA

EVENTS

INTERACTIVE

NEWSPAPER

Utilizing data from the BPA Interactive traffic audit tool, the *Campaign Asia-Pacific* Brand Report breaks out unique browsers from 10 region- and industry-specific sites from markets throughout Asia, including China, India and Singapore. The analysis provides advertisers and media buyers with the audience information they require to make cross-region, multi-platform marketing decisions or more targeted buys.

“We are delighted to be the first publisher in Asia to release a Brand Report,” noted Sara Howers, Information Services Sales & Marketing Director for Haymarket. “In these days of producing multi-media multi-platform content, it makes a lot of sense to be able to report on as many of the touch points that we now have with our readership as we can”.

Campaign Asia-Pacific’s Brand Report also includes audience data for its six daily and weekly e-newsletters. The Campaign Asia: Daily News email led during the period with an average distribution of 40,147; while Campaign Asia: Weekly News had an average of more than 30,000 during the period.

[Click here to see Campaign Asia-Pacific’s full Brand Report.](#)

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 membership spanning more than 30 countries. Worldwide, BPA audits 2,600+ media properties—including business publications, consumer magazines, newspapers, web sites, 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.