



Leading the World in Media Auditing

# Using the BPA Worldwide Trend Reports & Analysis Tool



How to Use the BPA Worldwide  
Trend Reports & Analysis Tool to Prepare  
a More Effective Print Media Schedule

## What is BPA Worldwide?

A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprising 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. Media members and applicants include more than 2,000 B-to-B publications and 500

consumer magazines and newspapers, plus events, Web sites, email newsletters, databases, wireless and other advertiser-supported media. BPA's membership also includes more than 2,600 advertiser and agency members. Visit [www.bpaww.com](http://www.bpaww.com) for the latest audit reports, membership information and industry news.

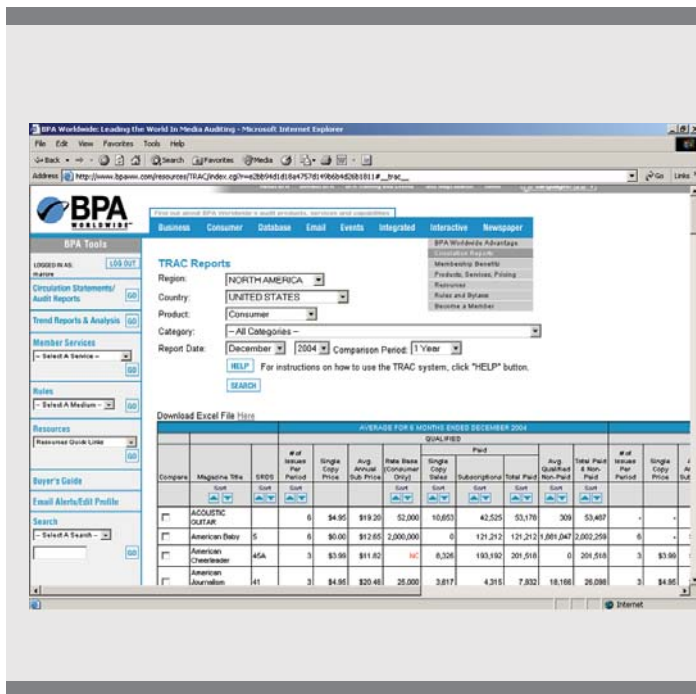
## What does BPA Worldwide do?

The key product offered by BPA Worldwide is the magazine circulation report. The circulation may be all paid, non-paid, or a combination of paid and non-paid.

magazine's circulation conforms to the target audience or desired receivership intended by the magazine. A circulation statement and annual audit report are two distinct documents.

A BPA Worldwide circulation audit is conducted each year to verify the circulation records of a magazine. Over 90% of all audit results are available within six months of the end of the audit period. The publisher must prove to the auditor that the

Copies of circulation statements and audit reports are available to all, at no charge, at [www.bpaww.com](http://www.bpaww.com).



## What is TRAC?

The Trend Report About Circulation (or TRAC) is a downloadable report providing an overview of the topline data for all media audited by BPA Worldwide. Once you've selected the titles that match your criteria, you can sort the data by the categories provided, including total qualified paid and non-paid circulation.

The TRAC report contains circulation data for the current issue and allows the user to compare against data from the previous five years, with a comparison of changes in circulation from year to year.

## Determining the Media Category (SRDS, CARD or BRAD)

TRAC reports are generated by media category. If you're not sure which category you're looking for, but you know the title of one of the publications you would like to compare, you can find the category in the BPA Worldwide Reports Library.

In the Reports Library, search for the title of the publication. Under the name of the publication, you will find the category listing that corresponds with the publication.

Title/Topic/Home Page	Current Average Qualified Circulation	Profile Current & History Reports, E-mail Alerts
<a href="#">AARC Times</a> Category: MEDICAL & SURGICAL <a href="http://www.aarc.org">http://www.aarc.org</a>	25,850 July-2005	<a href="#">View Profile</a>
<a href="#">ABM (American Business Media)</a> Category: INTERACTIVE <a href="http://www.americanbusinessmedia.com">http://www.americanbusinessmedia.com</a>	890 April-2004	<a href="#">View Profile</a>
<a href="#">ACC DOCKET formerly ACCA-American Corporate Counsel Association</a> Category: LEGAL <a href="http://www.acca.com">http://www.acca.com</a>	16,972 June-2005	<a href="#">View Profile</a>
<a href="#">Access Control &amp; Security Systems</a> Category: SECURITY	38,349 June-2005	<a href="#">View Profile</a>

## Creating a TRAC Report

On the BPA Worldwide home page, click on the **Trend Reports & Analysis** tab on the left sidebar. The following form will be displayed and is used for selecting the criteria of your TRAC report.

It is necessary to start at the top of the form and populate the fields moving downward. A value needs to be specified for each field before the criteria for the subsequent field can be selected.

### TRAC Reports

Region:

Country:

Product:

Category:


Report Date:   Comparison Period:

**HELP** For instructions on how to use the TRAC system, click "HELP" button.

**SEARCH**


### The fields you will need to fill out include:

**REGION:** The Geographic regions include Asia, Asia Pacific, Central America, Europe, Middle East, North America and South America.




**COUNTRY:** This section should be used to select where the publisher is physically located, not where the magazine is distributed.

Information on distribution for individual publications can be found in Paragraph 4 of the business publication circulation statement and Paragraph 6 on the consumer circulation statement.



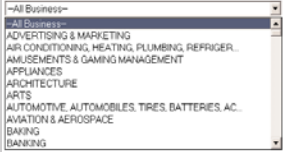
**PRODUCT:** All types of media that are audited in the region and country specified will be displayed.

Product listing will differ between business and consumer publications.



**CATEGORY:** For business and consumer publications, you will need to specify the media category for the criteria for which you are searching.

See "Determining the Media Category", previous page, for more information.




**REPORT DATE:** The month and year for the period you are researching should be specified here. You can view reports issued during a six-month or one-year period.

BPA Worldwide prints statements every six months in June or December for U.S.-based publications, so these months will yield the largest number of results. CCAB members publish statements in March, June, September or December.

Report Date:   Comparison Period:

Instructions on how to use the TRAC system, click "HELP"



Once you have generated a TRAC report, you have the option of comparing the circulation for the current year against the reported circulation for the previous five years' worth of statements. See the COMPARE section on the next page.

After you have selected all of the criteria above, click the **SEARCH** button at the bottom of the fields. All current publications matching your criteria will be displayed.

