



**AMENDMENTS TO  
BPA WORLDWIDE BUSINESS PUBLICATION RULES**

**BULLETIN B 05-1**

**May 2005**

BPA Worldwide rules are amended as follows (~~deleted material is stricken through~~; **new material in bold italic typeface.**)

**B2.6.1**

When a publication has a supplement, as defined by local postal regulations, the President shall determine whether the publication is a single qualified publication or is, in effect, two or more separate publications requiring separate memberships, circulation statements and audit reports for each publication. In order to qualify as a single publication, the host publication and the supplement shall meet all of the following conditions:

**B2.6.2 FOR ALL PUBLICATIONS**

The supplement shall have the same recipient qualification and shall serve the same field within a business or service market as the host magazine.

The qualified recipients on the lists shall be in the same business, occupation, etc. The supplement's recipients may be a subset of the host magazine's qualified recipients.

The supplement shall be identified separately on advertising rate source material and in circulation promotion. In advertising rate source material, separate reference to each supplement's frequency, issuance and closing dates is required.

If the supplement does expand or increase the existing circulation base, it shall constitute non-continuous circulation and shall not be reported in the supplement circulation statement.

If, after consideration of the above conditions, the President determines that the supplement may be reported within the host circulation report, the publisher shall be required to report as follows:

***Separate tables shall be used to report the supplement in Paragraph 3a. Paragraph 3a shall include a footnote disclosing the recipient selection criteria.***

***Reporting of supplements shall be required in Paragraph 2 by issue date (see B9.20). Additions and removals shall be reported by issue, not by supplement.***

***All supplements shall be reported in accordance with the above. If the frequency of the supplement does not give cause to publish the supplement with the analyzed issue, a reporting of the supplement shall still occur in Paragraph 3a by reporting the results of the supplement's circulation selection criteria against the analyzed issue's circulation file.***

**B3.0 On site, Overseas or Out-of-Country Audits**

**B3.1**

Overseas or out-of-country Audits shall mean any audit be performed outside of the physical boundaries of the United States, Canada and United Kingdom (where BPA Worldwide has offices).

**B3.2**

Whenever it is necessary for an auditor to perform an overseas or out-of-country audit, the publisher member shall pay the following fees and charges for such an audit:

The normal auditing and additional hourly charges for the publication, in accordance with Section B3.1.3 of the Bylaws.

An additional charge of 50% of the regular auditing charge, to compensate for the travel time and lost time to the auditor.

For multiple publishing companies whose audits are conducted at the same time, this 50% surcharge shall be levied against only the highest audit charge.

The "economy or coach" air travel costs of the auditor, computed from the auditor's departure point to the actual location where the audit is conducted.

**B3.3**

A member requesting an overseas or out-of-country audit shall make an advance payment to BPA Worldwide of the estimated charge, computed in accordance with the formula set forth in B3.2 of this Section.

**B3.4**

BPA Worldwide may also require a publisher member requesting an overseas or out-of-country audit to sign a contract for such audit, the form of which may be fixed by the Board of Directors from time to time, but in any event shall include the substantive provisions of this Section.

**B3.5**

***Effective July 1, 2006, should any member in the United States request an auditor to perform their audit on site or at a third-party location, the member shall pay the following fees and charges for such an audit:***

***The normal auditing and additional hourly charges for the publication in accordance with Section B3.1.3 of the Bylaws.***

***The "economy or coach" air travel costs of the auditor, computed from the auditor's departure point to the actual location where the audit is made.***

***Hotel and car rental expenses incurred during the course of conducting the audit.***

***The above does not pertain to U.S. applicants for membership who request an auditor to perform the initial audit on site or at a third-party location.***

**B5.29**

When comparisons between two or among more publication’s BPA Worldwide statements or audit reports are made, only the most recently released statements or audit reports for the same time period and as of the same date may serve as the basis for comparison.

***Members reporting on the June/December cycle and members reporting on the January/July (medical) cycle may compare circulation for the period ending June with July, and for the period ending December with January, even though there is a one-month variance in the report date.***

A publisher may extend the comparison back in time, if comparable figures exist for all publications.

If statements from the current and same time period are not available for all publications in the comparison, the basis should be the preceding six-month circulation cycle. The comparison shall include the current time period for those publications whose circulation statements are available, with the notation “not available as of [month/year]” for appropriate publications.

**B7.7 Back Copies**

Any issue of the publication dated prior to the current issue shall be considered a back copy, whether served to a new or requalified/renewed recipient. The “current issue” is defined as the most recent issue **(print and digital) mailed distributed** or placed on sale, whichever comes first.

Back copies may be counted as either qualified paid or non-paid circulation only for one issue immediately preceding the issue current at the time the recipient is **mailed distributed** the back copy for publications other than weeklies, or for two issues for weekly publications.

When the recipient has specifically requested back copies of a publication, such copies may be counted as qualified circulation up to three issues preceding the date of the subscription order for all publications. If a publisher wishes to back-start a controlled publication beyond one issue, the publisher shall separately ask the recipient if he/she wishes to begin the subscription with the back copy, and the recipient shall respond affirmatively.

This question shall be separate from the original “request” to receive the magazine, for example:

Do you wish to receive XYZ publication? Yes\_\_\_ No\_\_\_  
 If yes, do you wish to begin your subscription with the (back copy) issue? Yes \_\_\_ No\_\_\_

All subscribers to receive back copies shall have qualification sources dated within the three-year qualification period for the audit of the issue served. (See B7.31.)

Special issues such as director’s or buyers guides are not considered when determining the numbers of back copies sent to qualified recipients.

To illustrate, XYZ monthly publication ~~mailing~~ **distribution** analysis for the May issue (with a stated date of mailing of the seventh of the previous month):

Issue	1 <sup>st</sup> Copy Placed On Sale	1 <sup>st</sup> Copy <u>Mailed Distributed</u>	Subsequent <u>Mail Distribution Dates</u>
May	April 1	April 7	May 9*, June 11**, July 20**
June	May 11	May 12	NA
July	June 1	June 16	NA

- \* Late ~~mailing~~ **Distribution** (See Section B9.20 of these rules.)
- \*\* Late ~~mailing~~ **Distribution** and ineligible back-copy distribution; back copies of the May issue were ~~mailed~~ **distributed** after the July issue was placed on sale, and are therefore non-qualified, regardless if copies are for paid or non-paid, new or renewed circulation.

**B9.17**

~~Publications with qualified circulation reporting a renewal percentage may, as an option, not report additions and deletions for the paid portion of the circulation.~~

**B9.20-19**

If 15% or more of the total copies ~~mailed~~ **distributed (printed and digital)** for an issue reported in Paragraph 2 are ~~mailed~~ **distributed** on or after the stated ~~mailing~~ **distribution** date of the next issue, the completion date of ~~mailing~~ **distribution** for that issue shall be reported in paragraph 11. (See B7.7.)

In the absence of a stated ~~mailing~~/**distribution** date for a publication on either its rate card or in Standard Rate & Data Service or in British Rates and Data, the cover date shall be used to determine if copies of the publication are mailed late, i.e.:

- Monthlies*      Copies would be late if ~~mailing~~/**distributed** on or after the first day of the next issue month (a January issue would be late if mailed on or after February 1st).
- Bimonthly*      Copies would be late if ~~mailing~~/**distributed** on or after the last day of the second month of the issue (a January/ February issue would be late if mailed on or after February 28th).
- Semi-Monthly*      Copies would be late if ~~mailing~~/**distributed** on or after the last day prior to the next issue date (a January 1st issue would be late if mailed on or after January 14th).
- Weeklies*      Copies would be late if ~~mailing~~/**distributed** on or after the last day prior to the next issue date (a January 1st issue would be late if mailed on or after January 7th).

Paragraph 11 shall report the percentage and number of copies which are ~~mailing~~/**distributed** late.

When publications report separate editions in Paragraph 2, this rule shall be applied separately to each edition.

If the publication serves special issues (See B2.2), the special issue reported in Paragraph 2 shall mail before the stated mailing date of the next regular issue. In the absence of a stated date of mailing, the special issue shall mail prior to the actual mailing date of the next regular issue.

**B9.22 21**

Publication members reporting print and digital versions shall report such circulation in the following columns:

**Total Qualified Circulation**  
**% of Total Qualified Circulation**  
 Print Version Only  
 Digital Version Only  
 Both Print and Digital Versions

The column "Both Print and Digital Versions" shall include each subscriber only once. The classifications for such subscribers shall be based upon the most recent qualification source for each piece of demographic information used to qualify subscribers of the print and digital versions. (See B7.13.)

#### **B9.31.1 30.1**

Only wording appearing in the current NAICS government manuals and reports may be used.

Publisher members reporting under NAICS shall ~~use the 1997~~ **disclose which** NAICS government manual **was used (1997 or 2002) to collect/report NAICS data**. Copies of the NAICS manuals can be purchased from the National Technical Information Service, US Department of Commerce, www.ntis.gov/naics.

#### **B9.37.5 36.5**

Publication members reporting print and digital versions shall report such circulation in the following columns:

**Total Qualified Circulation**  
**% of Total Qualified Circulation**  
 Print Version Only  
 Digital Version Only  
 Both Print and Digital Versions

The column "Both Print and Digital Versions" shall include each subscriber only once. The classifications for such subscribers shall be chosen by the publisher as long as the print source is personal direct request or request from recipient's company. If the print source is something other than personal direct request or request from recipient's company, the digital source shall be used. (See B 7.13.)

#### **B9.50 49**

Publication members reporting qualified circulation for digital versions shall report under "digital version," "print version" and "both print and digital version" classification headings. The column representing "both" shall be an unduplicated count. (See B7.13.) **Digital copies shall be reported by country. Reporting in greater detail, including state/province, is at the option of the publisher.**

#### **B10.19.4**

Multiple publication written request circulation forms or letters are acceptable and may be counted as written request circulation provided the following requirements are met:

Publications offered shall be homogeneous, in that they have similar definitions of recipient qualification and serve businesses, industries, trades, occupations or professions with clearly defined limits.

A separate ~~signature~~ **initialing** from the subscriber is necessary to establish a request for each publication.

***The questionnaire must be signed.***

The text of the solicitation shall disclose that multiple publications are being offered.

A description of the editorial content that differentiates the publications offered shall be included on the qualification card. The offer form shall display the different publication logos to increase differentiation among titles.

A question approximating the following shall be asked on the form:

**INITIAL SIGN** HERE IF YOU WISH TO RECEIVE PUBLICATION XXX

**INITIAL SIGN** HERE IF YOU WISH TO RECEIVE PUBLICATION YYY

**INITIAL SIGN** HERE IF YOU WISH TO RECEIVE PUBLICATION ZZZ

\_\_\_\_\_  
**Signature**

\_\_\_\_\_  
Date

**B10.20.3**

A telephone interview form shall be submitted to BPA Worldwide for approval prior to its use. BPA Worldwide's approval will be given to any telephone interview form which:

Contains adequate instructions (script) to the telephone interviewer (outbound calls) or to the recipient (inbound calls) including a statement at the outset of the telephone call if it is to be recorded.

Contains the name, title, company address and telephone number of the recipient.

Contains an acceptable request question with a personalized data question coupled to the request (as defined in Section B10.20.2 above).

Is consistent with the "Field Served" and "Definition of Recipient Qualification."

Is signed and dated by the interviewer for outbound calls and for inbound calls, is properly recorded by the receiver, signed and dated.

***With the exception of name, address, title, email, fax, and phone number, prior-year demographic information shall not be confirmed during the telephone interview. Telemarketing vendors/agents shall not have access to the prior demographic information of a campaign.***

**B10.21.2**

***Multiple publication internet requests are acceptable and may be counted as internet/email request circulation, provided the following requirements are met:***

***Publications offered shall be homogeneous, in that they have similar definitions of recipient qualification and serve businesses, industries, trades, occupations or professions with clearly defined limits.***

***A separate request from the subscriber is necessary to establish a request for each publication.***

***The text of the solicitation shall disclose that multiple publications are being offered.***

***A description of the editorial content that differentiates the publications offered shall be included on the qualification card. The offer form shall display the different publication logos to increase differentiation among titles.***

***A question approximating the following shall be asked:***

***Please check here if you wish to receive publication  
XXX***

***Please check here if you wish to receive publication  
YYY***

***Please check here if you wish to receive publication  
ZZZ***

***The forms must contain a personalized data question to confirm the request (as defined in Section B10.20.2).***

**B10.22.1**

Questionnaires or letters on a company letterhead from firms, ***including franchises***, requesting copies of a publication for employees identified by name, title and/or function may be reported as written request from recipient's company.

**B10.24**

Publishers electing to use telecommunications for company request shall comply with the following conditions:

A question approximating the following shall be asked and answered during the telecommunication: "Please send this publication to the following employees," or "Do you want this publication sent to any other employees? Yes ... No ... To permit future verification of your request, please give us your month and/or date of birth - Month ... Day ... or mother's maiden name or high school graduated from." Other forms of personalized questions which only the interviewee and not the publisher is likely to know, may be asked as an alternate should the interviewee not provide an affirmative response to the original question. Once a particular question is used and the answer is stored, a different question shall be used for future request questions. If the respondent refuses to answer any and all personal questions, the interview may be considered a request if the interview is tape-recorded and the respondent indicates affirmative to the request question.

The names and titles and/or functions of the employees shall be provided.

The name and title and/or function of the authorized requestor shall be provided along with the company, address, and telephone of the company.

***With the exception of name, address, title, email, fax, and phone number, prior year demographic information shall not be confirmed during the telephone interview. Telemarketing vendors/agents shall not have access to the prior demographic information of a campaign.***

**B10.28.2**

The following standardized questionnaires from another magazine shall be reported as "Communication from Recipient" or "Recipient's Company (Other than Request)": Written provided the other Magazine is of the same parent publishing company:

Personal written request forms direct from the recipient.

Written request forms from the recipient's company.

Written communication forms from the recipient or from the recipient's company.

These sources shall age based on the qualification date of the original source document.

***Whenever 5% or more of the total circulation is qualified through questionnaires from another magazine, the number of sources used and the amount of circulation from those sources shall be disclosed in Paragraph 11 as follows:***

***"Communication from Recipient or Recipient's Company (Other than Request): Written" includes [#] sources of circulation for quantities of [#] copies or [#]% to [#] copies or [#]%. "***

***The source shall be identified by name in a footnote in Paragraph 11 whenever 10% or more of the circulation is qualified through questionnaires from a single magazine.***

**B10.29.1**

The following telecommunication questionnaires from another magazine shall be reported as "Communication from Recipient" or "Recipient's Company (Other than Request)": Telecommunication provided the other magazine is of the same parent publishing company:

Personal telecommunication request forms direct from the recipient.

Telecommunication request forms from the recipient's company.

Telecommunication communication forms from the recipient or from the recipient's company.

These sources shall age based on the qualification date of the original source document.

***Whenever 5% or more of the total circulation is qualified through questionnaires from another magazine, the number of sources used and the amount of circulation from those sources shall be disclosed in Paragraph 11 as follows:***

***"Communication from Recipient or Recipient's Company (Other than Request): Telecommunication" includes [#] sources of circulation for quantities of [#] copies or [#]% to [#] copies or [#]%. "***

***The source shall be identified by name in a footnote in Paragraph 11 whenever 10% or more of the circulation is qualified through questionnaires from a single magazine.***

**B10.30.6**

The following standardized questionnaires from another magazine shall be reported as "Communication from the Recipient" or "Recipient's Company (Other Than Request)": internet and e-mail, provided the other Magazine is of the same parent publishing company:

Personal internet/email request forms direct from the recipient.

Internet/email request forms from the recipient's company.

Internet/email communication forms from the recipient or from the recipient's company.

These sources shall age based on the qualification date of the original source document.

***Whenever 5% or more of the total circulation is qualified through questionnaires from another magazine, the number of sources used and the amount of circulation from those sources shall be disclosed in paragraph 11 as follows:***

***"Communication from Recipient or Recipient's Company (Other than Request): Internet and Email" includes # sources of circulation for quantities of # copies or #% to # copies or #%."***

***The source shall be identified by name in a footnote in paragraph 11 whenever 10% or more of the circulation is qualified through questionnaires from a single magazine.***

**B11.6**

As a result of an audit, whenever there has been a substantial change in the circulation data as reported originally in the circulation statement, a ~~corrected statement~~ **Membership Advisory of correction** shall be issued by BPA Worldwide which shall bear the legend "~~Corrected Copy (See Paragraph 11).~~" ***It shall be posted to the BPA Worldwide website ([www.bpaww.com](http://www.bpaww.com)) and distributed to members that request copies of printed circulation statements.*** Prior to the issuance of a ~~corrected statement~~ **membership advisory**, however, the publisher shall be notified by registered mail or other courier mail (return receipt requested) of the auditor's findings, and shall have 10 days to appeal the auditor's findings prior to the release of a ~~corrected circulation statement~~ **Membership Advisory of correction**. In the event of an appeal, the auditor's findings will be reviewed by the President. If the publisher disagrees with the decision of the President, they may, within 10 days, request a further review by the Board of Directors.

~~In addition, BPA Worldwide may post on its web site or release in some other way, a bulletin to its members whenever a circulation statement is corrected. Whenever an adjusted audit report, corrected circulation statement or bulletin is released, the publisher shall be billed for the charges incurred.~~

***The publisher shall be billed a fee for the issuance of the Membership Advisory, as set from time to time by the Board of Directors.***

**B11.7**

Whenever ~~corrected statements~~ **membership advisories** are issued for a member for two sequential years, the Corporation shall not release the subsequent circulation statement without auditing it first. The publisher shall be billed the audit charge for this special audit in accordance with rates as established from time to time by the Board of Directors. In addition the matter will be brought to the attention of the Executive Committee for a review of the membership status of the publication for possible further action as provided for under Section B10.0 of the Bylaws.

**B15.0 – Firm/Corporate Ranking Audit Procedures****B15.1**

***A publication member in good standing may apply for a Firm/Corporate Ranking Audit Report in addition to the regular circulation audit and shall proceed as follows:***

***Complete a Firm/Corporate Ranking audit contract and file it with the Corporation, together with the fee for the Firm/Corporate Ranking audit. The Firm/Corporate Ranking audit is renewable in any year, at the option of the publisher, by filing a contract with the Corporation.***

***Complete a Firm/Corporate Ranking audit form, and file it with the Corporation. The Firm/Corporate Ranking audit form shall be in conformance with these Rules and shall be the basis for the Firm/Corporate Ranking audit report.***

**B15.2**

***Upon receipt of the Firm/Corporate Ranking audit form the Corporation shall make an examination of the publication's records and complete the Firm/Corporate Ranking audit. The Firm/Corporate Ranking audit will be released on a separate report.***

**B15.3**

***A publication member who has successfully completed a Firm/Corporate Ranking audit shall have the option of reporting Firm/Corporate Ranking data in their circulation statement as follows:***

***The initial reporting of Firm/Corporate Ranking data for the demographic breakout of qualified circulation shall be in a Firm/Corporate Ranking Audit Report or combined with the regular circulation audit report. Thereafter, the publisher may elect to report new Firm/Corporate Ranking data in their interim circulation statement and/or second circulation statement.***

***A publisher may elect to report new Firm/Corporate Ranking data on a Firm/Corporate Ranking circulation statement at the time they file their regular interim circulation statement and/or second circulation statement.***

***New Firm/Corporate Ranking data reported on the interim circulation statement or second circulation statement shall be within one year from the date of the latest Firm/Corporate Ranking Audit Report.***

***New Firm/Corporate Ranking data may be reported on a circulation statement, provided these data are subject to audit at the time of the next regular annual circulation audit. The publisher shall file the Firm/Corporate Ranking audit contract and fee at the same time they file their circulation statement with the Corporation.***

***A publisher who elects to report new supplementary data on their interim and/or second six-month circulation statement shall report their demographic break-out of qualified circulation as a separate analysis in addition to the secondary or multiple analysis of the supplementary data reported.***

**B15.4**

*If it is found that the publication's records are incomplete and the Firm/Corporate Ranking audit cannot be made, the publisher shall install and maintain such auditable records as recommended by the Corporation if they plan to reapply for a Firm/Corporate Ranking audit at a future date. A Firm/Corporate Ranking audit report will not be released until a publication's records are audited in accordance with the instructions of the Corporation.*

**B15.5 Firm/Corporate Ranking Audit Report**

*A report released by the Corporation attesting to the accuracy and validity of the number of firms or establishments according to Firm/Corporate Ranking data.*

**B15.6 Definition of a Firm**

*A firm shall be defined within the Firm/Corporate Ranking audit by the member parent company. All affiliates, subsidiaries, branches and divisions will carry the rankings of the member parent company.*

**B15.7**

*Publisher members shall report their Firm/Corporate Ranking breakout on forms supplied by the Corporation. In the interests of uniformity in appearance and typographical set-up of the Firm/Corporate Ranking Audit Report, BPA Worldwide will process all paragraphs requiring special typesetting, ruling, and extra pages. The publication member shall be billed the production, services, and distribution costs.*

**B15.8 Printed Copies of Firm/Corporate Ranking Audit Report**

*Distribution of the Firm/Corporate Ranking Audit Report shall be made only after an official release is made by the publisher.*

*Thereafter, printed copies may be purchased by any member from the Corporation at a price fixed by the Board of Directors. A member shall not reproduce entire Firm/Corporate Ranking Audit Reports and any publicity shall be in conformance with these Rules.*

**B15.9**

*The Firm/Corporate Ranking Audit Report shall contain the name of the publication; publishing company; address of publishing company; telephone and fax numbers; email address, Web site URL, whether or not an official association publication; year of the publication's establishment; number of issues per year; field served; definition of recipient qualification; report expiration date; and the purpose of the report. The same field served and definition of recipient qualification as used in the regular circulation audit for this period shall be reported in the Firm/Corporate Ranking Audit Report. The source of firm/corporate ranking must be disclosed in the purpose, including the published date of the firm/corporate ranking data.*

***B15.10 Industry and Size Breakout of Firm/Corporate Ranking Data***

***Shall contain a breakout of Firm/Corporate Ranking by one or more of the following types of classifications, either as separate totals or in a cross-tabulation break-out:***

***Type of Business  
Size or Volume or Number of Employees  
Job Titles  
Job Functions***

***Classifications reported as subtotals will be arranged in such a way that no confusion can occur about the exact number of firms being reported.***

***B15.11***

***Qualified recipients at the same unit shall have all their location specific data uniformly classified based on a methodology approved by the President.***

***B15.12***

***Qualification evidence shall be available to the auditor to support any additional data reported in the Firm/Corporate Ranking Audit, as well as the qualification material required for the regular annual circulation audit. This proof may be no older than three years.***

***B15.13***

***A cross-reference filing system may be required for each recipient assigned to a firm/corporate ranking. The publisher must demonstrate linkages of parent companies to affiliates, subsidiaries, branches or divisions.***

***B15.14***

***The preparation, maintenance and availability of all requirements and records necessary for a Firm/Corporate Ranking audit, as stated in these Rules, shall be the responsibility of the publisher. The employment of outside agents for firms for any or all Firm/Corporate Ranking audit work does not relieve the publisher member of their responsibility.***

***All records necessary for an audit shall be retained by the publisher until the next Firm/Corporate Ranking audit has been completed or for a period of not less than three years.***

**AMENDMENTS TO BPA WORLDWIDE  
CONSUMER MAGAZINE RULES****BPA WORLDWIDE BULLETIN 05-1  
May 2005**

Effective January 1, 2006, BPA Worldwide rules for consumer magazines are amended as follows (~~deleted material is stricken through~~; ***new material in bold italic typeface***):

**C7.3 Arrears (Post-Expire Copies included in Qualified Paid Circulation)**

Subscriptions retained on the list for up to ***25% of the original term ordered, for a maximum of*** three months after expiration date, and reported as paid.

***Post-expire copies, if served, must be distributed prior to the distribution of the next regularly scheduled issue.***

An average number of Arrears copies for the period, expressed as a percentage, shall be reported in Paragraph 7 ("Five Calendar-Year Analysis") as "Post-Expire Copies included in Total Qualified Circulation."

Multi-copy Same Addressee ***and Sponsored Public Place*** subscriptions cannot be reported as paid circulation after the expiration dates.

Magazines issued on a regular frequency but less often than monthly, and magazines that have a break in service (e.g., published seasonally), may serve arrears as paid circulation subject to the approval of the President (See C7.22).

Magazines issued weekly may use a common monthly expire date. Following this common expiration date, service of arrears is permissible for the full three months.

If a common expire date by month is used by a weekly magazine, the following comment shall be included in Paragraph 8, referencing Paragraph 7:

*"This magazine has a weekly frequency and uses a common expire date in each production month. Therefore, a subscriber may receive one to three additional copies beyond the three months of service permitted as 'arrears' after the subscription expired. These additional copies are not reported as Arrears.*

Gift Subscriptions may be served copies in arrears as paid circulation for three months after the expiration date for domestic circulation, and six months after the expiration date for international circulation.

The following two rules are restated for informational purposes only, as they relate to other rules that have been changed. There have been no changes to C7.10 and C7.14.

**C7.10 Duplication**

The same individual appearing on the qualified circulation list more than once shall be considered Duplication. Two or more copies sent to the same company name at the same address shall be considered Duplication. All such copies may be reported as "Multi-Copy Single Addressee" (Rule C7.19) circulation, or the duplicated copies shall be removed from the qualified circulation list.

### C7.14 Gift Subscriptions

Subscriptions purchased for persons who are friends or family and not the purchaser's employees. (See Rule 7.37.)

"Gift Subscriptions" shall be reported as "Individual" in Paragraph 1 only when the publisher has documentary evidence showing that the copies are individually addressed. If not, they shall be reported as "Multi-Copy Same Addressee."

Gifts from a single donor in excess of 50 copies must be noted in Paragraph 8. (See Rule C9.51).

If a donor has a financial interest in the magazine copies purchased, these may not be included in qualified circulation, unless it can be proven to the satisfaction of the President that the sale was made for the benefit of the donor and not for the benefit of the magazine.

### C7.15 Group Subscriptions

Purchased in lots of ~~two~~ **11** or more, paid for by an employer for their employees and mailed by the publisher to individual addresses furnished by the employer. These subscriptions shall be reported as "Sponsored Individually Addressed."

***Copies purchased in lots of 10 or fewer, paid for by an employer for their employees and mailed by the publisher to individual addresses furnished by the employer shall be reported as "Individual."***

Copies purchased in lots of ~~two~~ **11** or more, paid for by an employer for their employees and mailed by the publisher to the same addressee shall be reported as "**Sponsored** Multi-Copy Same Addressee."

***Copies purchased in lots of 10 or fewer, paid for by an employer for their employees and mailed by the publisher to the same addressee shall be reported as "Multi-Copy Same Addressee."***

### C7.19 Multi-Copy Same Addressee Circulation

#### C7.19.1 Multi-Copy Same Addressee Circulation

Two or more **non-sponsored** copies of the print version of the magazine (whether or not individually wrapped and addressed) sent to a single addressee. This circulation shall be reported separately in Paragraphs 1, 3d and 4 of the circulation statement. (See Rule C7.10.)

Only one copy of a digital version per single addressee may be considered qualified circulation.

"Multi-Copy **Same Single** Addressee" circulation representing more than two copies sent to a single addressee shall be supported by a distribution agreement that is not more than three years old.

The agreement may be signed on hard copy and mailed, emailed (with personal identifying question) or a tape-recorded telecommunication. The document shall indicate that the recipient agrees to accept the publication in bulk for redistribution. The document shall include the signatory's printed name, in addition to the signature, the personal identifier or tape recording, as appropriate. (See Rule C9.9.)

***Multi-Copy Same Addressee circulation distributed in street racks is permitted, provided that permission is obtained to place racks in public. Such permission must be provided by the municipality governing the public space.***

Multi-Copy Same Addressee circulation shall be fully explained in the circulation statement, and in Paragraphs 4 and 8, through notation. The explanation shall provide the details of the character and nature of multi-copy circulation, how it is distributed, price received (if any), and any other amplification necessary.

In countries where it is documented that the normal or required method of distribution is multi-copy, same addressee subscriptions for redistribution through an official government department or designated organization (e.g., the People's Republic of China, Cuba, Vietnam, etc.), the publisher shall submit an official written request or communication from the appropriate government department, which specifies the number of magazine copies distributed.

*Qualified non-paid Multi-Copy **Same Single** Addressee Circulation* may be reported as "Individual" copies in Paragraph 1 of the circulation statement when the publisher has documentary evidence showing that the copies are redistributed to qualified recipients.

*Qualified paid Multi-Copy **Same Single** Addressee Circulation* may be classified as—"Sponsored "Individually Addressed" subscriptions in Paragraphs 1 and ~~reported as single copies in paragraph 4~~ of the circulation statement only when the publisher has documentary evidence showing that the copies are redistributed to qualified recipients.

***Copies purchased in lots of 10 or fewer that promote the interests of the sponsor/donor and are sent to a single addressee, and otherwise conform to the definition of qualified paid circulation, shall be reported as "Multi-Copy Same Addressee." (See Rule C7.19.2.)***

~~If the copies are purchased and the purchaser has a financial interest in the magazine, those copies purchased may not be included in qualified circulation unless it can be proven to the satisfaction of the President that the sale was made for the benefit of the purchaser and not for the benefit of the magazine.~~

~~Money collected from an agent for multi-copy subscriptions to the same addressee need not be remitted to the publisher provided necessary records are in place to document the purchase and price paid by the original subscribers or sponsor.~~

#### **C7.19.2 Sponsored Multi-Copy Same Addressee Circulation**

***Copies purchased in lots of 11 or more that promote the interests of the sponsor/donor and are sent to a single addressee, and which otherwise conform to the definition of qualified paid circulation, shall be reported as "Sponsored Multi-Copy Same Addressee."***

***Qualified paid Sponsored Multi-Copy Same Addressee Circulation may be classified as "Sponsored Individually Addressed" subscriptions in Paragraphs 1 and 4 of the circulation statement only when the publisher has documentary evidence showing that the copies are redistributed to qualified recipients.***

***Copies purchased in lots of 10 or fewer that promote the interests of the sponsor/donor and are sent to a single addressee, and which otherwise conform to the definition of qualified paid circulation, shall be reported as "Multi-Copy Same Addressee." (See Rule C.7.19.)***

**C 7.19.3 Pertaining to Both Multi-Copy Same Addressee and Sponsored Multi-Copy Same Addressee circulation:**

Multi-Copy ~~Same Single Addressee~~ **and Sponsored Multi-Copy Same Addressee** subscriptions cannot be reported as paid circulation after the expiration date.

If the number of subscriptions involved in any one Multi-Copy ~~Same Single Addressee~~ **or Sponsored Multi-Copy Same Addressee** sale exceeds 5% of the total average paid subscription claim for the period in which the transaction takes place, the subscriptions involved in that sale shall be **separately and** fully explained in Paragraph 8.

***If a purchaser of such copies has a financial interest in the magazine, these copies may not be included in qualified circulation, unless it can be proven to the satisfaction of the President that the sale was made for the benefit of the purchaser, not for the benefit of the magazine.***

***Money collected from an agent for multi-copy subscriptions to the same addressee need not be remitted to the publisher, provided necessary records are in place to document the purchase and price paid by the original subscribers or sponsor. However, each sponsorship sale transaction must be without monetary recourse to the purchaser (sponsor). (See Rule C10.8.)***

**C7.24 Sponsored Public Place** (Note: This rule is an addition. Subsequent, existing sections are renumbered.)

***Copies intended for distribution to waiting rooms or reception areas, or otherwise distributed in bulk quantities to the purchaser for redistribution by the purchaser. Such copies may be individually addressed or shipped as multi-copies to the same addressee.***

***Sponsored Public Place subscriptions cannot be reported as paid circulation after the expiration date.***

***If the number of subscriptions involved in any one Sponsored Public Place subscription sale exceeds 5% of the total average paid subscription claim for the period in which the transaction takes place, the subscriptions involved in that sale shall be separately and fully explained in Paragraph 8.***

***If the copies are purchased and the purchaser has a financial interest in the magazine, these copies may not be included in qualified circulation, unless it can be proven to the satisfaction of the President that the sale was made for the benefit of the purchaser and not for the benefit of the magazine.***

***Money collected from an agent for Sponsored Public Place sales need not be remitted to the publisher, provided necessary records are in place to document the purchase and price paid by the original subscribers or sponsor. However, each sponsorship sales transaction must be without monetary recourse to the purchaser (sponsor). (see Rule C10.8).***

***All Public Place circulation (Sponsored or otherwise) shall be fully explained in the Statement of Circulation and in Paragraphs 4 and 8, through notation. The explanation shall provide the details of the character and nature of the Public Place circulation, how it is distributed, price received, if any, and any other amplification necessary.***

**C7.26 27 Qualified Paid Subscription Circulation**

Circulation that is not for resale, and meets the above definition for qualification, as well as the requirements listed below.

Subscription payment orders shall conform to the following conditions:

They may be paid for at any price, but shall not be free of charge.

~~A subscription for less than one year, the price of which was less than 50% of the base annual price, cannot be served copies after the expiration date.~~

Payment shall not be delinquent for more than six months after the beginning of the subscription service.

A subscription **of any category reported as "paid" in Paragraph 1**, which is not paid for at the time of ordering, is considered a credit subscription. A credit subscription shall be counted as paid circulation up to six months from the date of the first issue served. If payment for such subscriptions has not been received within six months from the date of the first issue served, such copies shall be deducted from the total qualified paid copies served during this period.

A subscription sold on a "renew until forbid" (also termed "automatic" or "continuous" renewal) basis may be reported as paid circulation until the subscriber cancels. All copies served from the moment the consumer cancels the subscription until the publisher receives notification of the cancellation shall be reported as paid circulation, as long as the publisher receives payment for the issues served (either from the consumer or agent). If the publisher is debited for unpaid copies served, then only the copies served which meet the arrears criteria may be reported as paid circulation. (See Rule C7.3.)

To qualify for reporting as paid circulation, no promotional incentive or other inducement may be offered that has an advertised value, or cost to the publisher, of greater than 50% of the subscription offer price.

Subscriptions sold with an advertising contract shall be paid in addition to the regular advertising contract, and shall give the advertiser the option of deducting the subscription price from the contract if they do not wish to receive the magazine.

Subscriptions sold via the redemption of affinity program points (e.g., frequent flyer miles, loyalty program points, etc.), shall adhere to all of the following:

- Participants shall elect to participate in the program.
- The earning of miles, points, etc., shall be transaction-based. For example, points earned for credit card purchase/borrowing activity or purchase of air travel, hotel stays, or car rentals, etc. do qualify. Points earned without transaction activity (no financial transaction occurs) shall not qualify for redemption as paid circulation.
- Points shall be accruable towards future redemptions.
- Points awarded on enrollment shall be valued at less than 50% of the lowest-valued product/service offered in the program.
- All affinity point programs shall offer non-magazine products/services. Magazines may not represent more than 75% of the products/services offered within a given program.

- The value of all products and services shall be disclosed, in both monetary values and points.
- The value of non-magazine products/ services shall be equal to or greater than the lowest-valued magazine.
- The redeemable units of measure (e.g., miles, loyalty points, etc.), shall have a recognizable and accepted monetary value.
- Adequate documentation of the transfer or redemption of the units of measure (e.g., frequent flyer miles, shall be made available to the audit staff.
- The President shall have final approval of all affinity programs prior to acceptance for use in obtaining qualified paid circulation.

#### **C7.35 36 *Sponsored Single-Copy Sales* ~~-(Multi-Copy)~~**

Copies of an issue purchased in quantities of two or more that promote the interest of the purchaser and otherwise conform to the definition of Qualified Paid Circulation, shall be reported as “**Sponsored Single-Copy Sales**” in Paragraph 1, identified separately in Paragraph 4 and shown on an issue-by-issue basis in Paragraph 8.

Money collected by an agent need not be remitted to the publisher, provided necessary records are in place to document the purchase and price paid by the original subscriber. ***However, each sponsorship sale transaction must be without monetary recourse to the purchaser (sponsor). (See Rule C10.8.)***

#### **C7.37 38 *Sponsored Individually Addressed Circulation***

Individually Addressed Subscriptions ***purchased in lots of 11 or more*** that promote the interests of the sponsor/donor and that otherwise conform to the definition of Qualified Paid Circulation shall be reported as “Sponsored Individually Addressed” circulation. This includes sponsored and group subscriptions that are not ***Sponsored Multi-Copy Same Addressee***.

***Individually addressed subscriptions purchased in lots of 10 or fewer that promote the interests of the sponsor/donor and that otherwise conform to the definition of qualified paid circulation shall be reported as “Individual” circulation.***

If the purchaser has a financial interest in the magazine, these purchased copies may not be included in qualified circulation, unless it can be proven to the satisfaction of the President that the sale was made for the benefit of the purchaser and not for the benefit of the magazine.

Money collected from an agent for Sponsored Individually Addressed subscriptions need not be remitted to the publisher, provided necessary records are in place to document the purchase and price paid by the original donor. ***However, each sponsorship sale transaction must be without monetary recourse to the purchaser (sponsor). (See Rule C10.8.)***

**C7. 42 43 Third-Party Agents**

Subscriptions sold through agencies. The agency shall be a recognized business concern. It shall be the publisher's responsibility to provide proof of qualification for such recipients.

Money collected by an agency need not be remitted to the publisher, provided necessary records are in place to document the purchase and price paid by the original subscriber.

**Agents shall not be sponsors of subscriptions or single copies.**

**C9.9**

**Statement of Circulation** shall contain a statement concerning the means of distribution of the magazine and the terms of qualification. The publisher shall describe one or more specific groups of recipients who have a common interest with clearly defined limits, to whom the magazine is directed. Auditable documentary evidence shall be available to support the conformance to the terms of qualification.

If multi-copy to the same addressee circulation is 25% or more of the average qualified circulation and delivery to the end recipient cannot be verified, the following comment shall be included as part of the Statement of Circulation:

*"Multi-Copy to the Same Addressee" circulation is audited only to the point of distribution, not to the end recipient. A distribution agreement not more than three years old has been obtained indicating that the recipient at the point of distribution agrees to accept the magazine for redistribution". **Street rack copies are distributed with the permission of the municipality governing the public space.***

If less than 25% of the circulation is of this condition, the comment shall be included under Paragraph 8, Additional Data, and not under Statement of Circulation.

These notations may contain additional explanations regarding the character and nature of the circulation and any other amplification necessary.

This paragraph shall also contain the following statement concerning the circulation of a magazine reporting qualified continuous and non-continuous circulation in circulation statements and audit reports.

*"All qualified circulation conforms to the terms of qualification as reported above. Copies are distributed to individuals on a continuous basis (at least six consecutive months) and on a non-continuous basis (up to six months service). Continuous and non-continuous circulation are reported separately throughout this report." (See Section C7.24).*

If digital version circulation exists, the method of distribution shall be fully disclosed within the "Statement of Circulation." (See C7.9)

If Trade Show, Consumer Show, and Convention distribution are reported as qualified circulation, the following comment shall be included as part of the Statement of Circulation:

*"Distribution to Trade Shows, Consumer Shows, and conventions are audited only to the event and to the end recipients. An agreement from the event management has been obtained indicating that the event will accept a specified number of copies for redistribution. When the publisher exhibits and distributes copies at a show the following shall be state: The publisher has provided a paid contract for exhibit space. Distribution to the event is supported by delivery receipts from a third party."*

(See C9.33, C10.17 and C10.24.1)

**C9.13 Summary Section (Page One)**

The Average Qualified Circulation summary table shall list:

- Average Total Qualified,
- Average Rate Base,
- Variance figure expressed as copies above or below the Average Rate Base and as a percent,
- Qualified Circulation, separated by Qualified Paid and Qualified Non-Paid, with the former further broken down by Subscriptions, **Sponsored** ~~from~~ **and** Single-Copy Sales.

**C9.18 Paragraph 1 (Average Qualified Circulation Break-Out for Period)**

All copies listed in this section must be directed to subscribers or recipients as stated in the "Market Served" and "Statement of Circulation" areas. This paragraph will report: Individual; Membership Benefit; **Multi-Copy Same Addressee**; Sponsored Individually Addressed; **Sponsored Multi-Copy Same Addressee**; **Sponsored Public Place**; ~~Non-Continuous (if applicable)~~; a sub-total for Subscriptions and Single-Copy Sales; **Sponsored Single-Copy Sales**; **Non-Continuous (if applicable)**; **and a total that is the sum of the numbers shown for all of the break-out lines (not including the Subscriptions/Single-Copy sub-total line).**

Separate columns will list Qualified Paid, Qualified Non-Paid, and Total Qualified Circulation.

For magazines reporting digital versions, separate Paragraph 1's shall be included for individuals receiving the print version; for individuals subscribing to the digital version only; and for individuals who have requested or paid for both the print and digital versions. (See Rule C7.9)

**C9.22 Paragraph 3a (Prices)**

This paragraph reports the "Average Annual Order Price." Average price shall be calculated by totaling the gross dollar value of all orders received during the reporting period (inclusive of promotional incentives **but exclusive of all sponsorship orders, whether Individual, Multi-Copy or Public Place**), and dividing this total by the gross total number of copies ordered **exclusive of all sponsorship orders, whether Individual, Multi-Copy or Public Place**. The resulting average unit price is then multiplied by the basic annual term, to yield the average subscription price for the period.

When multiple currencies are collected, the publisher shall convert the multiple currencies into one home currency of choice in order to compute Average Annual Order Price.

(For determining average annual price for Combination Sales, see Rule C7.8.)

Paragraph 3a shall separately report the gross number of Qualified Paid subscriptions sold during the period by prices and terms, in sequence of descending percentage of orders sold (except for "All Others," which shall always be reported last). **The numbers of Qualified Paid subscriptions reported in this paragraph shall include any and all Sponsorship orders (including Individual, Multi-Copy, and Public Place) and other categories of subscription orders** that are yielded from offers representing 5% or more of subscription sales for the period. **However, again, no Sponsored circulation of any type shall be included in the calculation of average price.**

If paid copies under "All Others" represent 20% or more of the orders for the period, the Average Price of "All Other" orders shall also be reported.

Subscriptions sold on the basis of acceptance of redemption of affinity program points (e.g., frequent flyer miles, loyalty points, etc.) as payment, shall disclose the details of the offer, including the subscription price, redemption value of a point, and points redeemed, in Paragraph 8. These shall also be cross-referenced to Paragraph 3a.

#### **C9.25 Paragraph 3d (How Ordered)**

Paragraph 3d shall report the number of gross new and renewed Qualified Paid Subscriptions ordered/sold during the period, according to the following categories:

- Ordered by Individuals
- Membership Benefit
- Ordered as Multi-Copy Same Addressee**
- Ordered by Sponsor, individually Addressed
- Ordered as **by Sponsor and Distributed as** Multi-Copy Same Addressee
- Ordered with Other Product or Service (See Details in Paragraph 8)

#### **C9.26 Paragraph 4 (Break-Out of Qualified Circulation to Consumer Markets for Issue Analyzed)**

**C9.33** (Note: This rule is an addition. Subsequent, existing sections will be renumbered.)

**Magazine members reporting Sponsored Individually Addressed, Sponsored Multi-Copy Same Addressee, Sponsored Public Place, and Sponsored Single-Copy Sales circulation in Paragraph 1 of circulation statements and audit reports shall report each type of circulation separately in Paragraph 4 of these statements and reports.**

*Magazine members shall state, in auditable terms, the type of business or market category of the sponsor/purchaser and the specific nature/characteristics of the recipients of these sponsored magazine copies (e.g., "Sponsored Public Place: Copies purchased by a pharmaceutical manufacturer for placement in pediatrician's waiting rooms.")*

*Agents shall not be sponsors of subscriptions or single copies. (See Rule C7.42.)*

**Magazine members may aggregate sponsors/purchasers that are of the same type of business or market category (e.g., "Sponsored Individually Addressed: Five manufacturers of sporting goods sponsored copies for physical educators and sports coaches").**

*If copies are requested by the end recipient, the magazine member may disclose this (e.g., "Sponsored Individually Addressed: Copies requested by online catalog shoppers, sponsored by an online catalog retailer").*

*Reporting of the actual name of the sponsor/purchaser is optional.*

**Auditable documentary evidence shall be available to support the conformance to the magazine member claim. The terms of qualification of the recipient shall also be stated in the Statement of Circulation.**

**C9.33 34**

The reporting of Multi-Copy Same Addressee **and Sponsored Multi-Copy Same Addressee** subscriptions shall include an accompanying explanatory footnote. (See Rules C7.19 and C9.9.)

Qualified copies distributed to trade shows, consumer shows and conventions shall be identified separately within Paragraph 4, with a cross-reference to Paragraph 8 that includes the following data: Name of each show, date of each show, location of each show, and number of copies distributed at each show.

**C9.35 36**

Single-Copy Sales shall be reported separately and further broken down into:

- Single
- ~~Sponsored Multi-Copy~~
- Non-Returnable
- Digital Version

Reported Multi-Copy Retail Sales shall have an accompanying explanatory footnote.

An analysis of Single-Copy Sales by type of outlet, such as newsstands or retail outlets, may be provided at the publisher's option. If this option is exercised, the same analysis, on an issue-by-issue basis, may be provided in Paragraph 8.

The quantity of Single-Copy Sales sold to consumers with a promotional incentive (cover mount) shall be reported in Paragraph 8. (See Rules C7.22 and C9.59.)

**C9.45 46 Paragraph 6 (Geographical Break-Out of Qualified Circulation for Issue Analyzed)**

Paragraph 6 shall contain an analysis (counts and percentages) of the Qualified Circulation by state, Zip Code, and three-digit Zip Code prefixes, county, province, and nation or other accepted geographical area. Non-Continuous Circulation, including Single-Copy Sales and Subscribers, shall be analyzed separately. Multi-Copy Same Addressee subscriptions, if any, shall be included in the appropriate state or other geographic area. The issue analyzed shall be the same one as analyzed in Paragraph 4.

The analysis provided by magazine members reporting Qualified Continuous and Qualified Non-Continuous circulation shall contain Non-Continuous classification headings for Paid and Non-Paid.

Magazine members reporting qualified circulation for digital versions shall require the analysis to contain "digital version", "print version" and "both print and digital version" classification headings. The column representing "both" shall be an unduplicated count.

***Magazine members reporting Sponsored Individually Addressed; Sponsored Multi-Copy Same Addressee; Sponsored Public Place; or Sponsored Single-Copy Sales circulation in Paragraph 1 of circulation statements and audit reports may, at their option, break out such circulation by geographical area served.***

For circulation in the United States, Paragraph 6 will report the following regional break-out, which is consistent with that of the U.S. Bureau of Census:

New England	East South Central
Middle Atlantic	West South Central
East North Central	Mountain
West North Central	Pacific
South Atlantic	

In addition, U.S. Territories, Canada, Mexico and other international, APO- and/or FPO-addressed copies shall be reported.

An optional break-out of the U.S. population may be provided, with an index reporting the quotient of the percentage of circulation divided by the percentage of population for that geographic area.

The source of the U.S. population data shall be footnoted.

For circulation in the United Kingdom, Paragraph 6 shall report the following regional break-out:

Northern	Greater London
Yorkshire & Humberside	South East
North West	South West
East Midlands	Wales
West Midlands	Scotland
East Anglia	Northern Ireland

Magazine members reporting circulation within the United Kingdom may elect to do so by county within region, using the BPA Worldwide standardized break-out.

Magazine members reporting international circulation by region and/or country may elect to do so, using the BPA Worldwide standardized international geographic breakout.

International circulation shall report the following regional break-out:

Asia	Caribbean
Middle East	Central America
Europe	South America
Africa	Asia Pacific
North America	

Standard country break-outs are available for each region. Regions representing 5% or more of the Total Qualified Circulation for the Analyzed Issue shall include an analysis of countries and copies served. Regions representing less than 5% may report regional sub-totals, without countries, at the publisher's option. Countries and regions without circulation may be omitted at the option of the publisher.

#### **C9.50 51 Paragraph 8 (Additional Data)**

Shall contain any additional explanatory information necessary to supplement facts reported elsewhere in the statement. Only data approved by the President shall be shown in this paragraph.

**C9.54 52**

Magazines electing to report Qualified Non-Paid and Qualified Paid circulation separately in Paragraphs 2 through 7, and those reporting gift subscriptions in excess of 50 subscriptions purchased by one donor as "Individual" circulation in Paragraph 1, shall report an analysis of that circulation in Paragraph 8, as follows:

*"Whenever more than 50 subscriptions are sold as gifts purchased by one donor and reported as "Individual" in Paragraph 1, the member must disclose the range of subscriptions sold in this manner. Accordingly, ### gift subscriptions were sold, ranging from 51 copies to a high of ## per order, at the following subscription prices: ...*

*The copies are individually addressed to recipients who are (explain the relationship between the donor and the recipient--e.g., "Friends or family of the donor").*

The publisher may add explanatory information to these notes to better define the relationship of the donor.

~~Magazines electing to report qualified non-paid and qualified paid circulation separately in paragraphs 2 through 7 and reporting Sponsored Individually Addressed circulation in paragraph 4 of the circulation statement shall report an analysis of that circulation in paragraph 8 as follows:~~

~~— "Qualified Sponsored Individually Addressed subscriptions averaging ..... copies were sold in quantities of ..... to ..... to qualified (business) concerns at the following subscription prices:...~~

~~— The copies are individually addressed to qualified recipients who are (explain the relationship between the sponsor and the recipient) e.g.~~

~~The publisher may add explanatory information to these notes to better define the relationship of the sponsor.~~

**C10.8**

Publishers shall maintain on file, for use of the auditor, copies of all subscription offers and copies of all contracts/**agreements** made with solicitors, subscription agencies or any other parties through whom subscriptions are obtained for their magazines, as well as for handlers (national distributors and/or wholesalers and/or retailers) of single-copy sales. **The auditor may request access to any ledger accounts relative to circulation, and such inspection shall be made with a representative of the magazine present.**

**C10.26.1**

The following types of records may be reported as written communication circulation:

Standardized questionnaires to an individual publication, such as:

Census forms.

Editorial survey forms.

Questionnaires which do not have the provision for the Yes/No request question.

Arrears unpaid for three months and credit subscriptions unpaid for six months where the subscriber has been transferred to controlled circulation.

Reader service cards to an individual publication (where the recipient has not signed the card and/or answered the question "Yes, I wish to receive (continue to receive) this magazine)."

Such communications shall have provisions for date and signature of recipient or by a member of the recipient's firm and shall bear evidence of the date of mailing by the recipient, or receipt by the publisher and proof of conformance to classification.

Non-deductible association or seminar subscriptions.

Expired one and two-year paid subscriptions.

Multi-Copies to the Same Addressee circulation where the recipient at the point of redistribution has agreed to accept a specified number of copies for redistribution to qualified recipients. A written and signed redistribution agreement shall indicate the specific quantities requested, as well as the date requested. Agreements shall be obtained for no less than 95% of all points of redistribution, and for no less than 95% of the copies to be distributed. ***Street rack distribution must receive the permission of the municipality governing the public space. Agreements are required for each municipality or private location, not each street rack.***

Trade Show, Consumer Shows, and Convention distribution, where a redistribution agreement as mentioned above or a paid contract for exhibit space is obtained from the event management. Distribution of such copies are verified by third party delivery receipts, and literature supporting the event is provided. (See C9.9, C9.33, C10.17).

**AMENDMENTS TO  
BPA WORLDWIDE NEWSPAPER RULES**

BULLETIN B 05-1

May 2005

Effective immediately, BPA Worldwide rules are amended as follows (~~deleted material is stricken through;~~  
**new material in bold italic typeface.**)

**N9.12**

If the circulation for any days are omitted from the averages reported in the Circulation Statement, the circulation and the reasons for omission shall be reported separately for each day in paragraph 10, and the number of omitted days shall also be reported on the front page of Circulation Statement.

Circulation on a holiday, the day before and day after the holiday, and either the Sunday before or Sunday after the holiday, ~~limited to ten holidays per audit year,~~ or on days when in the opinion of the president, a situation occurs beyond the control of the publisher, may be eliminated from the averages to be shown in Paragraphs 1, 4 and 5 and if excluded from paid circulation, shall be reported separately, in paragraph 10, provided the circulation is 5 percent or more in excess of or below the circulation for the nearest preceding corresponding day that had a normal or average circulation. If the holiday occurs on a Monday the Friday or Saturday preceding the holiday may be omitted as the day before.

***A publisher shall omit no more than 10 days during any 12-month audit period.***

If the situation beyond the control of the publisher affecting circulation exists for only one day, the circulation may be eliminated from computation of the averages if the circulation for the day affected is 10 percent or more above or below the circulation for the nearest preceding corresponding day that had a normal or average circulation.

Publisher electing to eliminate such days shall notify the president within 30 days following each day or days and the president shall notify the publisher members in the same city of such election.

Where one publisher in a city files a Circulation Statement under this rule then other publishers in the same city may do the same even though they do not qualify under the 5 or 10 percent minimum requirement.