

RULES
BPA Worldwide

MEMBERSHIP

B1.0 OBLIGATIONS OF MEMBERSHIP

B1.1

All members shall comply with the Bylaws and Rules of the Corporation.

B1.2

Should it be necessary for the Corporation to take any action, whether internal or by litigation, to enforce any Bylaw or Rule, or to collect any monies due it, the member or former member against whom such action is taken shall be responsible for and shall pay to the Corporation all costs and expenses incurred by the Corporation in connection with such action, including, by way of illustration and not limitation, the cost of auditor's and other staff time spent in connection with the enforcement procedure, postage, printing, supplies, reasonable attorney's fees, whether incurred in an internal enforcement procedure or in litigation in the courts or before an arbitration tribunal, and legal disbursements.

B1.3

Should it be necessary for the Corporation to participate in a legal proceeding as a witness, the member or former member for whom such action is taken shall be responsible for and shall pay to the Corporation all costs and expenses in connection with such action. This includes, by way of illustration and not limitation, the cost of auditor's and other staff time charged at a rate established by the Board of Directors, postage, reproduction, supplies, and reasonable attorney's fees. This is applicable whether incurred to respond to a subpoena, or appear for deposition, litigation in the courts, an arbitration tribunal, or any other legal proceeding.

B1.4

Should any member, or vendor to a member providing information for the member's audit, employ BPA personnel within three months of having conducted that member's audit, or internal audit review, the Corporation shall conduct a review of the audit at the cost of the corporation. If such review presents issues requiring a re-audit, one shall be conducted. If the re-audit results in adjustments to the previously audited circulation, the member, or associate member, involved shall pay to the Corporation all costs and expenses (travel and otherwise) in connection with conducting such re-audit.

B2.0 ELIGIBILITY

B2.1

A publication applying for membership shall qualify as stated in Section B2.0 of the Bylaws, and shall conform to the following requirements:

It shall be a business publication which is hereby defined as one where every issue is sent to one or more specific businesses, industries, trades, occupations, or professions with clearly defined limits, recognized by the industries or groups that it serves.

B2.1 (continued)

It may be a catalog independently operated and independently distributed and one which accepts competitive advertising, if otherwise qualified under the Bylaws and Rules.

It shall be a publication which includes advertising.

It shall practice qualified circulation as defined in Section B7.30 of these Rules, and shall have done so for at least three months before being eligible for an initial audit.

B2.2

When a publication has extra issues such as directories, catalogs or buyer's guides, the President shall determine whether the publication is a single qualified publication or is, in effect, two or more separate publications requiring separate memberships and separate circulation statements and audit reports for each issue on the basis of the following conditions:

The extra issue is distributed to all or a specifically designated portion of the circulation list of the regular publication.

The extra issue is identified on its cover as a special issue of the primary publication.

The masthead of each issue reflects the frequency which includes the extra issue.

B2.3

If, after consideration of the above conditions, the President determines that the publication is, in effect, a single publication, the President shall require the publication to report the extra issue (directories, catalogs or buyer's guides) in paragraph 2 of the circulation statement and audit report, but not in paragraph 1 if the extra issue is distributed to less than the identical circulation list as that of the regular publication, and a suitable explanation shall be made in paragraph 9 subject to audit.

B2.4

When a publication has separate Editions, either print or electronic, such as demographic or geographic, 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. To qualify as a single publication, the separate Editions shall meet all of the following conditions:

Shall have the same recipient qualification and shall serve the same field within a business or service market.

The qualified recipients on the lists shall be in the same business, occupation, etc.

Fifty percent of the editorial content shall be common in words, not layout, between/among all Editions. Geographic Editions require only common editorial scope. In both types of Editions, advertising need not be common between/among Editions.

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

B2.4 (continued)

If the separate Edition(s) does expand or increase the existing circulation base and frequency of issue, it shall constitute Non-Continuous circulation and shall be reported in a separate analysis in Paragraphs 2, 3a, 3b and 4.

B2.5

If, after consideration of the above conditions, the President determines that the publication is, in effect, a single publication, the publisher will be given the option to report the circulations for each edition separately. If the publisher opts to report each edition separately, the publisher shall be required to report as follows:

Separate tables may be used rather than columns to report the editions in paragraphs 3a, 3c, and 4.

Separate paragraphs 1 and 3b analyses are required for each edition.

Additions and removals shall be reported by issue, not edition, in paragraph 2.

All editions shall be reported in accordance with the above. If the frequency of the edition does not give cause to publish the edition with the analyzed issue, a reporting of the edition shall still occur in paragraphs 3a, 3b, 3c, and 4 by reporting the results of the edition's circulation selection criteria against the analyzed issue's circulation file.

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.

B2.6.2 (continued)

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.

B2.6.3

Based on US Postal regulations, US based publications shall also conform with the following:

A publication supplement shall be one or more pages formed by one or more printed sheets that are not bound into the publication.

A supplement may be devoted to a single topic and may contain material different from that in the host publication, but there shall be common editorial scope.

A loose supplement to a bound publication shall contain at least 25% non-advertising matter and bear the endorsement "Supplement to" followed by the title of the publication or the name of the publisher. A bound publication with one or more supplements not bound into the publication shall be enclosed in a wrapper. If a supplement to a bound publication is formed of more than one sheet, all sheets making up the supplement shall be bound together.

A supplement to an unbound publication shall be combined with and inserted within the publication. If the supplement is included loose outside the unbound publication, the publication and its supplement shall be enclosed in a wrapper or envelope, and the supplement shall bear the endorsement "Supplement to" followed by the title of the publication or the name of the publisher.

B2.6.4

Based on UK Presstream regulations, UK based publications shall also conform with the following:

Supplements (excluding catalogues, directories, brochures, product cards and loose inserts) which do not constitute separate periodicals-either available for purchase or distributed in their own right-shall be related to a periodical and distributed to the same address list as the periodical itself.

The supplement shall carry on its front cover the date/month/season and title of the periodical to which it is a supplement. The supplement shall be published by the same publisher as the periodical.

B2.6.5

For all other publications, local postal regulations and definitions of a "supplement" shall prevail.

B2.7

If, after consideration of the above conditions, the President determines that the publication is, in effect, a single publication, the publisher will be given the option to report the circulation and any special marketing data (i.e. Units, buying influence, etc.) of the supplement at the end of the regular circulation statement.

If the frequency of the supplement does not give cause to publish the supplement with the analyzed issue, and the publisher opts to report the supplement at the end of the regular circulation statement, an additional analysis and audit test will be required of the issue which includes the supplement.

B2.8

When the President determines that the publication is, in effect, a single publication, but the publisher wishes separate circulation statements and audit reports for each edition or supplement, separate memberships will be required. When editions or supplements are reported separately, additional audit fees shall be charged at a prorated hourly rate for all audit time spent over the allotted hours for the combined total distribution of all editions or supplements as set by the Board of Directors.

B3.0 ONSITE OVERSEAS OR OUT-OF-COUNTRY AUDITS

B3.1

Overseas or out-of-country Audits shall mean any audit 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.

B3.5 (continued)

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.

B4.0 PROCEDURE

B4.1

An applicant eligible for Business Publication Audit membership in BPA Worldwide shall, in addition to filing an application, proceed as follows:

Fill out and sign a three or six month circulation statement and file it with the Corporation. This statement shall be in conformance with Sections B8.0, B9.0 and B10.0 of these rules and shall be the basis for the initial audit report.

Provide, maintain and make available to the auditor, all requirements and records as stated in Section B10.0 of these Rules.

B4.2

On receipt of the applicant's first circulation statement, the corporation shall, as soon as possible, make an examination of the publication's records and complete an initial audit.

B4.3

For auditing single copy sales, final settlement figures shall be available for at least half the issues in the period. The balance of issues may be projected based on a historical average of the settled issues. Examples of three-month initial audit eligibility dates:

Weeklies shall have seven issues settled;

For monthly publications, one issue shall be settled;

Bi-monthlies shall have one issue settled; and, Quarterly publications shall settle one issue.

Semi-Annual and Annuals shall be settled.

An established publication may project single copy sales for any issue in the three-month initial audit period so long as a documented record of at least six prior months net sales is available.

B4.4

Upon acceptance and release of this report by a majority of the Board of Directors, the publisher shall be notified that they have been elected to membership.

B4.5

If it is found that the publisher's records are incomplete and the initial audit cannot be made, the publisher shall be required to install and maintain such auditable records as recommended by the Corporation. A publication shall not become a member until an auditable statement is submitted and the records are audited in accordance with the instructions from the Corporation. (See Bylaws, Section B2.9.2.)

B4.6

If the President finds, after a sufficient time has elapsed, that the publisher applicant's records are incomplete and an acceptable initial audit cannot be made, BPA Worldwide may release a notice to its members officially notifying them that the application has been rejected. This notice may take the form of a posting on BPA's web site and/or a mailing to the membership and BPA's press list.

B5.0 – PUBLICITY

B5.1

The Corporation has rights in the Corporation's name, trademarks and figures appearing in the Corporation's released publications, statements and reports (hereinafter referred to as "The Corporation's rights").

The Corporation owns the copyright in all statements, reports and publications either filed with or published by the Corporation including, without restricting the generality of the foregoing, all Circulation Statements, Corrected Circulation Statements, Audit Reports and Bulletins. By executing the Application for Membership, each member thereby assigns and transfers to the Corporation any right, title or interest, whether in copyright or otherwise, that such member may have now or in the future in any data or information provided to the Corporation.

The proper and widest possible use of the Corporation's rights is highly desirable. The use by a member of the Corporation's rights implies that the Corporation has approved or authorized their use in the form as used. Members should, therefore, contact the Corporation if they wish to use the Corporation's rights in a manner other than as set out in these Rules and Regulations.

As every member has an interest in protecting the Corporation's rights, the Corporation has set out the following guidelines relating to the use of the Corporation's rights. Although they are not designed or intended to restrict legitimate and proper use, they are set down to protect the integrity and reliability of the Corporation, the Corporation's rights and the audited circulation figures published by it.

B5.2

The provision of the Bylaws and Rules relating to publicity shall apply equally to applicants for membership.

B5.3

Any printed or electronic document, advertisement, promotion material, or communication (including communications and documents designed for intra- or inter-office use) which is published or distributed in any manner outside of a publisher's own staff (including information disseminated via email or the Internet/World Wide Web) is subject to the provisions of the Bylaws and Rules regarding publicity as of the time of its printing or electronic distribution.

B5.4

Any document, advertisement, promotional material or written/electronic communications that is accurate at the time of printing or electronic distribution shall not be considered in violation retroactively due to release of subsequent changes in circulation.

However, if such changes take place due to the filing of a subsequent circulation statement, it is the responsibility of a publisher to ensure that all new materials take into account such changes. The means by which these changes are noted are the option of the publisher.

B5.4 (continued)

If such changes take place due to audit, it is the responsibility of the publisher to note such changes in all material still in inventory or displayed as online promotion, within one week of receipt of the printed audit report from BPA Worldwide.

B5.5

For standard (non-special marketing) circulation data, absent changes in circulation due to audit, the maximum time any printed document, advertisement, promotional material or written communication shall be considered in compliance is 15 months from the time of printing.

The maximum time an electronic communication shall be considered in compliance is 6 months. When changes occur subsequent to issuance of a new circulation statement, an electronic promotion shall be updated immediately, but within no more than 30 days. (See B5.35)

B5.6

A member shall not make any false, fraudulent or misleading statements as to any aspect of circulation, distribution or coverage. If questions arise concerning whether a document, advertises, promotional material or written/electronic communication is misleading, a determination shall be made by the BPA Worldwide President or designated agent, based on all available information (See B5.48).

A member shall not attribute BPA Worldwide authority, stated or implied, to ancillary products, unless such products are traceable to a BPA Worldwide circulation statement or audit report.

B5.7

Rights in the logos or trademarks are owned only by the Corporation and the right to use the logos or trademarks is a privilege of membership. The use by a member of a logo or trademark carries the implication that the Corporation has approved the advertising or document in which the trademark appears. Unauthorized or improper use of the logos or trademarks may be harmful to the Corporation, the Corporation's rights and its members, and may result in the loss of the right of the Corporation to the use of the logos or trademarks. A member shall make clear that the use of the logos or trademarks by the member is only as a member of the Corporation and there shall be no suggestion or implication that the member owns any rights in the logos or trademark.

As it is not possible to set out the many different uses of logos or trademarks that could be proper or improper, a member who wishes to use the Corporation's logos or trademarks in a manner other than as set out in these Rules and Regulations or is in doubt as to proper use should contact the Corporation for advice.

B5.8

Nothing contained in these rules shall relieve a member from responsibility for the accuracy of material published or electronically disseminated, and its compliance with the rules.

B5.9

A circulation statement shall not be released until the audit report for the previous audit year has been completed and released by BPA Worldwide. A publication may promote or publicize circulation data from an unreleased circulation statement provided such data is not being withheld subject to completion of the previous year's audit. Such circulation claims shall be clearly noted as "Publisher's Data, Subject to Audit, [month/year]."

B5.10

A publisher may promote projected circulation for a future issue or issues, provided such claim is clearly noted as "Publisher's Projection for [month/year] as of [month/year]." Such projections shall also reference the appropriate figure from the most recent circulation statement or audit report. Projections may not be used as a basis for comparison with one or more audited publications, unless the other publication(s) has (have) released for the public record projections for the same time period.

B5.11

A publisher may issue an interim "Publisher's Sworn Statement" as a promotion between circulation statements. Such statements shall be clearly and visibly identified as "Publisher's Sworn Statement [month/year]" at the beginning and conclusion, and on all intervening pages. A publication may not use the BPA Worldwide logo to denote its status as a member, nor may a "Publisher's Sworn Statement" make any other reference to membership in BPA Worldwide. A "Publisher's Sworn Statement" may not be printed on a paper stock resembling a BPA Worldwide report and should not use the typeface used by BPA Worldwide (Franklin Gothic).

A Publisher's Sworn Statement may use terminology and classifications as used in circulation statements and audit reports, but only for those terms and classifications as appear in the most recent circulation statement. A Publisher's Sworn Statement may not use the term "qualified" to refer to any group of subscribers that has not been audited.

B5.12

Any member of the Corporation in good standing may publicize the fact that it is a member. It may use the BPA Worldwide logo on member specific letterheads, advertising material, mastheads, or in any other place where:

- The phrase "member of BPA Worldwide" might also be used.
- The member would be entitled to use the BPA Worldwide logo.
- The use of the BPA Worldwide logo is not detrimental to the Corporation.

A member that has indicated in writing to BPA Worldwide an intention to resign from membership must immediately cease and desist use of the BPA Worldwide name and/or logo effective six months from the cover date of the most recently released circulation statement (E.g., six months from a period ending June circulation statement is December 31.) (See Bylaw 8.0, Membership Resignation.)

B5.13

Publisher members under suspension of service may publish claims of membership only if, in connection with each such claim, the words "under suspension of service" are added. Also, any circulation data reported in the circulation statement or audit report may not be included in any promotional material while the publication is under suspension of service.

B5.14

Circulation promotions and comparisons may not promote or report only percentages of either respondents or total qualified. The qualified circulation count shall always be disclosed when reporting percentages, either as a total or for each individual number claimed. When reporting percentages of respondents, the base of respondents on which the percentage was calculated shall also be shown. (See B5.35)

B5.15

A publisher may not publicize the fact that they have contracted for any of the BPA Worldwide Special Marketing Services except to the limited extent specifically provided for hereafter:

A publisher member who has successfully completed a unit audit which has been released, may publicize new unit data reported on the interim and/or second six month circulation statement provided that the publisher member has contracted for a unit audit for the period covering the new unit data. New unit data reported in a circulation statement that is used in any promotion material shall be footnoted that it is subject to audit.

A publisher member who has successfully completed a supplementary audit which has been released, may publicize new supplementary data reported on the interim and/or second six-month circulation statement provided that the publisher member has contracted for a supplementary audit for the period covering the new supplementary data. New supplementary data reported in a circulation statement that is used in any promotion material shall be footnoted that it is subject to audit.

B5.16

A publisher applicant may publicize the fact that they have applied for membership, provided that the type proof of such announcement has first been submitted to and approved by the President. Such promotion is at the publisher's option. If a publication chooses to publicize its applicant status, the only language permitted is as follows:

"BPA Worldwide Business Publication Audit Membership Applied For (insert month and year BPA Worldwide accepted application)"

B5.17

If a publication chooses to promote its applicant status, all circulation claims shall be clearly identified as "Publisher's Own Data." No reference may be made to the pending initial audit, even if it has been scheduled or is underway at the time the promotion is released.

B5.18

An applicant may compare its unaudited total circulation figures with competitors' audited data on the basis of an applicant's equivalent issue, versus a competitor's previous analyzed or audited issue, e.g., May or November. The comparison shall clearly note the difference between the two publications' data, e.g., "publisher's own data" versus "audited" or "subject to audit". In such a comparison an applicant shall clearly note the month/year of application to BPA Worldwide.

B5.19

An applicant may also compare the unaudited future circulation of a "launch" issue with the most recent analyzed issue of a competitor. The circulation of the launch issue shall be clearly noted as a projection.

B5.20

Applicants may not use the BPA Worldwide Business Publication Audit logo until they have successfully completed their initial audit and have been voted into membership by the Board of Directors. (See B5.16).

B5.21

A publisher whose membership in BPA Worldwide has been terminated for violation of Section B10.0 of the Bylaws and who reapplies for membership may not publicize the fact that they have reapplied for membership, and shall complete their initial audit within six months of the reapplication date.

B5.22

A publisher applicant whose application for membership has been rejected by the Corporation in accordance with Section B2.8 of the Bylaws and who reapplies for membership within one year of date of rejection, may not publicize the fact that they have reapplied for membership and shall complete their initial audit within six months of the reapplication date.

If a publisher reapplies for membership after the one-year anniversary of the rejected application, the publisher shall use the term "re-applied for membership mm/yy," and will have the full twelve-month term to complete their initial audit.

If a publisher applicant reapplies for membership three years after the application rejection date, no reference to reapplication is required.

B5.23

Any member may reprint, fax and/or publish (See B5.46) verbatim any paragraph, in whole or in part, from any publication's latest circulation statement or audit report released by the Corporation except paragraph 9, Additional Data.

B5.24

If portions of a paragraph are quoted, it shall be clearly stated that only portions are being used. If a single issue's circulation is quoted and that issue exceeds 10% variance from the average qualified circulation, then the average circulation for the period shall be footnoted.

B5.25

The period covered by the statement or audit report from which the paragraph is quoted shall be stated.

B5.26

Portions of Paragraph 9, Additional Data, may be quoted subject to prior written approval of the President.

B5.27

A publication member may not "overprint" promotional material on any circulation statements or audit reports.

B5.28

A publication member may not use the terms "reader" or "readership" in any promotion or other material in a manner that claims or implies BPA Worldwide authority in reference to any aspect of circulation, distribution or coverage. e.g., interchangeably with "subscriber," "recipient," or "circulation." However, a publication may make general references to its readership, e.g., the way editorial content responds to readers' interests. If a publisher wishes to promote readership data, such information shall be clearly noted as to its source, e.g., "Publisher's Own Data" or "Readership Survey," with the appropriate month and year, so as to distinguish it from audited circulation or circulation subject to audit.

B5.29

When comparisons between two or among more publications 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. A publisher may extend the comparison back in time, if comparable figures exist for all publications.

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.

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.

B5.30

A comparison shall be construed to include a comparative or absolute claim against unnamed competitors, e.g., "more circulation than any other publication," or "most circulation of any publication serving the market."

B5.31

Circulation data from an initial audit should be compared with audited circulation or circulation subject to audit from the same time period. The average circulation reported in a three-month mid-cycle initial audit may be compared with average circulation from a competitor's existing six-month circulation statement or audited data. All other comparisons shall be based on the next and same six-month circulation statements for both/all publications, e.g. December or June.

B5.32

A member publication may compare un-audited "Publisher's Own Data" with audited circulation or data reported in a circulation statement and subject to audit for another publication, provided such "Publisher's Own Data" neither negates nor supersedes the most recent circulation statement. This includes comparisons incorporating "Publisher's Sworn Statements." Any comparisons including "Publisher's Own Data" and audited data subject to audit shall clearly distinguish between the two.

B5.33

When making comparisons between two publications, continuous circulation shall be compared separately from non-continuous circulation.

B5.34

When making circulation comparisons, print circulation shall be compared separate from electronic circulation. Comparisons of total qualified circulation must include both print and electronic circulation.

B5.35

Special marketing audit data (e.g., Unit, Supplementary, Pass-Along, etc.) may be used for three years from the date of the analyzed issue included in the special marketing audit.

B5.36

When comparing special marketing data, only the most recently released data may be used, but not necessarily from the same time period. (See B13.12)

B5.37

Publishers wishing to compare circulation data to industry benchmark data may do so in a supplementary audit report. The industry benchmark data, e.g., U.S. Census, published rankings of corporations, etc. may be more than three years old but shall be the most recently released data at the time of the audit, but not necessarily for the same time period as the audit.

B5.38

A member may claim or imply BPA Worldwide Business Publication Audit authority only for the actual figures, classifications, breakouts, or statements as they appear in BPA Worldwide statements and audit reports. A publisher may, for the purpose of editorial brevity or clarity, use language similar but not identical to that in a publication's circulation statement or audit report, provided such editorial changes do not affect the type of circulation reported. Should questions arise as to whether such changes are permissible, a determination will be made by the BPA Worldwide President.

B5.39

A member may regroup BPA Worldwide figures, classifications, breakouts or statements without the literal reproduction of relevant circulation statement(s), provided the methodology is clearly noted.

B5.40

In any promotional piece, even when not using the BPA Worldwide logo, but reporting recognizable language and/or data traceable to a BPA Worldwide circulation statement or audit report - e.g., "qualified", or "personal direct request" - it can be implied or inferred that such language or data is BPA Worldwide audited.

B5.41

A publication may use and promote unaudited circulation figures if clearly noted as "Publisher's Own Data". This includes proprietary but independent market research regarding readership and circulation information gathered by a publisher but not audited by BPA Worldwide. Such data shall have a factual basis and shall be available to BPA Worldwide on request. Such data may augment, but shall not supersede or negate audited circulation data or that subject to audit. If such data is used in the same promotion and intermingled with audited data, such differences shall be clearly distinguished and discernible.

B5.42

A publication may use its own "Publisher's Own Data" as the basis of comparison with another publication's audited data or data subject to audit. (See B5.32).

B5.43

Unless otherwise noted as "Publisher's Own Data" or the equivalent thereof, all circulation data and information is presumed to be traceable to and supported by a publication's most recent circulation statement or audit report, irrespective of whether BPA Worldwide is mentioned by name as the source, or whether the BPA Worldwide logo is displayed.

B5.44

Absent any indication as to “Publisher’s Own Data,” or any source other than BPA Worldwide, any circulation claim that is not supported by a circulation statement or audit report shall be considered in violation of these rules.

B5.45

At all times, BPA Worldwide authority shall neither be claimed nor implied for any unaudited figures, data or statements.

B5.46

A publication may not refer to non-qualified distribution or circulation as qualified circulation, nor may it imply so. If a publication wishes to promote the sum of its non-qualified distribution and qualified circulation, such a figure shall be noted as comprising the two, with individual breakouts for the two components. A publication may not imply or impute to non-qualified distribution or circulation the same demographic and geographic breakouts as exist in its qualified circulation, unless clearly noted as “Publisher’s Own Data.” Such a claim shall have a factual basis.

B5.47

A member shall not reproduce entire BPA Worldwide Business Publication Audit statements or audit reports, or simulate the format and/or typeface used in BPA Worldwide Business Publication Audit statements or audit reports, without permission of the BPA Worldwide President.

Electronic distribution, (including faxing, and email, posting to the Web,) of entire BPA Worldwide circulation statements or audit reports is permissible. Print-on-demand media kits incorporating an entire circulation statement or audit report are also permissible.

For all Printing-on-demand where the stock of paper used is not the designated color of the BPA report, the following comment must be included in the print-on-demand copy: “AN ORIGINAL OF THIS [TYPE OF STATEMENT] IS PRINTED ON [COLOR] STOCK. FOR AN ORIGINAL GO TO www.bpaww.com.”

B5.48

A member shall not reproduce correspondence with or literature of the Corporation, or excerpts there from, unless specific written permission to do so is obtained from the President. This includes correspondence between BPA Worldwide and the parties to a formal complaint.

B5.49

All formal publicity complaints are considered confidential between the parties involved and BPA Worldwide, unless and until such complaints are resolved in a manner that calls for public notice either by BPA Worldwide or the complaine. Members are enjoined not to reproduce any correspondence pertaining to a formal complaint without prior written permission of BPA Worldwide. It is the responsibility of a publisher to ensure that the publisher’s staff does not publicize a complaint beyond the scope allowed by these rules.

B5.50

To initiate a complaint, a complainant shall:

Submit to the President a written statement of the facts upon which the complaint is based and the Section of the Bylaws and Rules claimed to have been violated. A complaint shall only be lodged concerning a promotion distributed within the 12 months preceding the date of the complaint.

This statement shall be limited to the actual facts and shall include copies of all documents upon which the complainant relies including copies of circulation statements or audit reports when pertinent.

The complaint shall be accompanied by a non-refundable filing fee of \$230.00 to help cover BPA Worldwide's processing costs. No complaint shall be considered or acted upon unless the fee is paid in advance.

An appeal from the President's decision provided for in Section B9.2.3.3 of the Bylaws shall be accompanied by a filing fee of \$865.00 to cover the additional costs of preparing the file for review by the Publicity Policies Subcommittee of the Board of Directors. No appeal shall be considered or acted upon unless the fee is paid in advance.

B5.51

Upon receipt of a complaint, the President shall deliver or send to the complainee a copy of the complaint and of all the documents upon which the complaint is based.

B5.52

To answer a complaint, the complainee shall submit to the President, within five business days of the receipt of the complaint, a statement of the facts upon which they rely to rebut or to mitigate the complaint. The answering statement shall be limited to the actual facts and shall include copies of all documents upon which the complainee relies, including copies of circulation statements or audit reports when pertinent.

B5.53

Upon receipt of the answering statement, the President shall deliver or send to the complainee a copy of the complaint and of all the documents upon which the complaint is based.

B5.54

Investigation and action on publicity violation complaints shall be accomplished expeditiously and in accordance with provisions of the Bylaws.

B5.55

Violation of any provision of the Bylaws, or of the Rules pertaining to publicity may be brought to the attention of the entire membership. To cover the cost to BPA Worldwide of processing and administering the complaint and of the printing and distribution of the correction bulletin, a publication member found to be in violation of the publicity rules shall reimburse BPA Worldwide for its expenses.

B5.56

In lieu of the correction bulletin, the President may authorize the issuance (at the publisher's expense) of a letter by the publisher containing the substantive comments which would be included in a correction bulletin issued by BPA Worldwide. The text of the letter shall be approved by the President and may not contain any statements deemed promotional. It shall be mailed by BPA Worldwide to the publication's entire promotion list, and/or to the recipients of the offending document, and/or to the entire BPA Worldwide membership.

B5.57

Complainants have the option of having BPA reprint a complaine'e's letter of correction and distribute the letter to the complainant's advertiser/agency list. This shall be at the expense of the complainant. The reprint will carry an imprint informing recipients that the notice has been reprinted at the request of the complainant.

B5.58

When violations of a serious nature are found within promotional materials, wide distribution will be assumed unless the publisher can provide to BPA Worldwide, evidence to the contrary. When proper evidence cannot be provided, BPA Worldwide will require distribution of a letter of correction from the publisher to the publisher's entire advertiser and advertising agency sales and promotion list.

B5.59

If a publisher claims a promotion found to be in violation had limited distribution, but evidence later proves wider distribution in fact existed, a letter of correction shall be mailed by the publisher to the publication's entire advertiser/agency promotion list. BPA Worldwide may, if instructed by the President, distribute a notice of violation to the BPA Worldwide membership.

B5.60

If an advertisement on behalf of a publication is found to be in violation of these rules and warranting public correction, the appropriate remedy shall be a correction in the medium as the original ad, e.g., SRDS, BRAD, CARD, or the publication itself. Insertion orders of the corrected advertisement shall be placed within 30 days of the staff decision.

B5.61

If a circulation promotion by a publication on the Internet or a World Wide Web site is found to be in violation, the appropriate remedy shall be a correction on the Internet or same Web site for the greater of a period of thirty days or the same time period as the promotion was available.

B5.62

BPA Worldwide shall post all violations of Section B5.0 of these rules on its Web site bpaww.com for a period of one month following the deadline for appeal, or resolution by the Publicity Policies Subcommittee or Board of Directors. There shall be no further distribution of a downloaded and printed version of this notice without permission of BPA Worldwide. (See B5.55 and B5.56).

B5.63

Any bulletin regarding publicity violations released by the Corporation may be reprinted by the Corporation at the request of any member who shall be billed the charges incurred for the reprint. Reprints shall have a special imprint at the top of the notice to identify the member distributing it. The imprint shall read as follows:

"This exact copy of an original Notice to Correct the Record which has been sent to the entire BPA Worldwide membership is now being distributed by"

B5.64

Any member may distribute the reprints described in Section B5.62 subject to the following conditions:

No covering letter or printed material may accompany the Notice to Correct the Record when distributed by a member of the Corporation.

No comment about the Notice shall be made by a member of the Corporation in any letter or literature that may be distributed separately from the Notice.

The reprint may not be distributed by any member after thirty days of the date of its issuance by BPA Worldwide.

B6.0 APPEALS FROM ADMINISTRATIVE DECISIONS

B6.1

All appeals from or requests for reconsideration of any decision by the Board of Directors, any committee, administrative officer or staff member shall be in writing. Such appeals shall be submitted to the President no later than fourteen days after such earlier decision was announced.

B6.2

Such appeals shall present new facts and include such information or circumstances which justify reconsideration by the Board of Directors.

B6.3

If the decision was the result of a complaint or request made by a member or members other than the member for or against whom the decision was made, a copy of the appeal or request for reconsideration shall be circulated to the member or members who initiated the complaint or request and to such other members as the President or the Board shall determine may be directly affected by any reversal or modification of the decision. Prior to the consideration and action by the Board of Directors, all such parties shall be given ten business days to respond.

B6.4

The Board of Directors may, on its own initiative or on request from a member, reconsider a decision made by it after giving all parties, referred to in Section B6.3, notice and an opportunity to respond, in writing and, if the Board in its discretion so chooses, in person at a meeting at which the appeal will be considered. Upon such reconsideration the Board may affirm, modify, or reverse its prior decision.

B6.5

Any member in good standing may request the further distribution of censure, probation or expulsion notices by the Corporation subject to the following conditions:

The release of the Notice shall be under the direct control of the Corporation.

Any member who requests further distribution of the Notice shall be billed the charges incurred for the reprinting and distribution of the Notice.

The reprint of the Notices of Censure, Probation, or Expulsion shall have a special imprint at the top of the notice to identify the member distributing it. The imprint shall read as follows:

"This exact copy of an original Notice of Censure, Probation or Expulsion which has been sent to the entire BPA Worldwide membership is now being distributed by. .".

No covering letter or printed material may accompany the Notice of Censure, Probation or Expulsion when mailed by the Corporation at the request of a member.

No comment about the Notice shall be made by a member of the Corporation in any letter or literature that may be distributed separately from the Notice, nor shall any employee of such member distribute the Notice independently.

The member publication to which the Notice refers shall be notified in advance by BPA Worldwide of any additional distribution of the Notice.

The request of any member to distribute the reprint of the Notice shall be received in writing by the Corporation within thirty days from the date of its issuance by BPA Worldwide.

B7.0 – DEFINITIONS AND REPORTING REQUIREMENT

B7.1 Additions and Removals

An Addition shall be defined as a new name, either individual or company, appearing on the qualified continuous circulation list for the first time.

A removal shall be counted when an individual or company is permanently removed from the qualified continuous list.

B7.1.1

On labels addressed to individuals, with or without titles, any replacement of one individual's name with another shall constitute a removal and an addition.

A change in an individual's title shall not constitute a removal and an addition.

B7.1.2

On labels addressed to a title only, the inclusion of an individual's name with or without a title shall constitute a removal and an addition.

B7.1.3

The deletion of an individual's name from a label shall constitute a removal and an addition.

B7.1.4

In the case of labels addressed to titles only (no individual's name), the change of, or deletion of a title shall constitute a removal and an addition.

B7.1.5

On company-name only addressed labels, the inclusion of an individual's name, or the inclusion of a title, or both, shall constitute a removal and an addition. Labels addressed to a department only, shall be considered the same as a label addressed to a title only, for determining whether or not a removal and an addition are required.

B7.1.6

The following individual or company names already appearing on the qualified Continuous circulation list shall NOT constitute a removal and an addition when:

Moving from one location to another.

Changing from one qualified classification status to another.

Changing from qualified non-paid to qualified paid circulation status or vice versa.

An electronic subscriber receives an issue/issue delivery alert, but does not download the issue.

B7.2 Advanced Renewals

A subscription renewed prior to expiration date of previous subscription.

B7.3 Advertiser and Agency Copies

Includes checking copies and prospective advertising copies and shall be reported as non-qualified distribution on the first page of the circulation statement.

B7.4 Allocated for Shows and Conventions

Non-qualified copies distributed at shows, conventions or by the publisher's salespeople to prospects. They may be reported separately, or with "*All Other*" on the first page of the circulation statement.

B7.5 Arrears (Post-Expire Copies Included In Qualified Paid Circulation)

Subscriptions reported as paid that are retained on the circulation list after their expiration date, for up to 25% of the original term ordered, with a maximum of three months. The numbers of arrears copies over total qualified circulation for the analyzed issue, expressed as a percentage, shall be reported in Paragraph 9 (Five Calendar-Year Analysis) as "Post-Expire Copies included in Total Qualified Circulation."

Multi-copy to the same addressee subscriptions cannot be reported as paid circulation after the expiration dates.

Publications issued on a regular frequency but less often than monthly or have a break in service, e.g., published seasonally, may serve arrears as paid circulation subject to the approval of the President (See B7.31).

B7.5 (continued)

Publications 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 publication, the following comment shall be included in paragraph 9:

“This publication 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, and are not reported as such.

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.

B7.6 Audit Report

An annual report released by the corporation consolidating the interim and second six months circulation statements. (See B8.5). The audit report attests to the accuracy and validity of the publisher's circulation claims in the circulation statements.

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 (printed and electronic) 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 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 directors or buyers guides are not considered when determining the numbers of back copies sent to qualified recipients.

B7.7 (continued)

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

<u>Issue</u>	<u>1st Copy Placed On-Sale</u>	<u>1st Copy Distributed</u>	<u>Subsequent 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 distribution (See Section B9.19 of these rules.)

** Late distribution and ineligible back-copy distribution; back copies of the May issue were 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.

B7.8 Base Prices

Subscription Sales - The established prices for each subscription term as defined in the masthead of a publication. Only one base price per country may be established for each subscription term.

Single Copy Sales - The suggested retail cover price shall be the base price.

B7.9 Benefit-of-Membership Subscriptions

Deductible Benefit-of-Membership subscriptions: Individual subscriptions paid for out of membership dues, where recipients have the option of deducting the subscription price from their dues if they do not wish to receive the publication.

Non-deductible Benefit-of-Membership subscriptions: Individual subscriptions paid for out of membership dues, where recipients do not have the option of deducting the subscription price from their dues, and automatically receive the publication.

Non paid subscriptions can only be reported as benefit of membership if the board of directors of the association/membership passes a board resolution stating the publication is a benefit of membership. The association/society does not need to own the publication for it to be a benefit of membership.

Associations/memberships purchasing subscriptions for their members shall not be reported as benefit of membership, such subscriptions shall be reported as sponsored sales (see rule B7.43).

Deductible and non deductible membership benefit subscriptions need not be the "official" publication of the association/membership.

The non-deductible offer may be for an electronic version of a publication without receiving a specific request to receive the publication electronically. (See section B10.19.14.) However, with each delivery of an electronic copy (or its email alert), the member must be given the opportunity to opt out of receiving the copy in electronic format. Those opting out shall be removed from the qualified circulation list within 90 days of receipt of the communication.

If you are reporting Paragraph 3b for source and age, deductible subscriptions are sourced as request circulation; non-deductible are sourced as Benefit-of-Membership circulation.

B7.9 (continued)

An annual membership communication (e.g., dues invoice, membership packet, promotional letter) shall clearly state the amount of dues allocated for payment of the subscription, and whether the subscription amount is deductible or non-deductible. If the magazine is to be sent in electronic format, the communication must also include this disclosure.

B7.10 Combined Sales

Subscriptions to multiple publications or publications and products or services sold together at a special rate. (See B9.56).

Comment shall be made in paragraph 9, cross-referenced to paragraph 8, providing details of the number of copies of each publication sold in combination with another publication/product/service.

A publisher may disclose the value of each item of the combination sale. In the absence of individual item disclosures, the value of the subscription will be calculated as follows:

In order to determine the value of the subscription you shall first sum the recognized retail value (base value) of all the individual elements of the combination offer. The ratio of the bundled offer price to the sum of the individual elements determines the discount rate. This rate is applied to the base rate of the publication to determine the "Average Annual Subscription Order Price for the Period Reported."

Example offer:

12-month subscription to XYZ (base rate \$20.00)
1 widget (value \$15.00)
3 Months Risk Free access to a Web site (base value \$25.00)
Combination Rate: \$25.00

Calculation: $\$20.00 + \$15.00 + \$25.00 = \60.00
Offer = $\$25.00/\$60.00=41.6\%$
Discounted Magazine Price: $.416 \times \$20.00 = \8.33

The value of \$8.33 would then be used in calculating the "Average Annual Subscription Order Price for the Period Reported."

Publication subscriptions sold in combination with other publication subscriptions shall be reported within paragraph 8, How Ordered, in accordance with how they were sold, e.g. to individuals or sponsors, or as a membership benefit, etc.

Publication subscriptions sold in combination with other products or services shall be reported within paragraph 8, How Ordered, as "ordered with other product or service."

B7.11 Credit Subscriptions

A subscription that is ordered for which no payment has been received. Credit subscriptions shall adhere to qualification requirements per paid circulation. (See B7.31)

B7.12 Definition of Recipient Qualification

A statement by the publisher describing one or more specific groups of recipients who have common interest with clearly defined limits, to whom the publication is directed. (See B9.9)

B7.13 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 only at the same address shall be considered duplication. All such copies may be reported as Multi-Copy Single Addressee circulation or the duplicated copies shall be removed from the qualified circulation list. A Multi-Copy Same Addressee Distribution agreement is required for more than two copies sent to a single addressee.

B7.14 Electronic Editions

Multiple pages of content containing articles, graphics, or other features that are distributed electronically, as a unit and are subject to the rules governing separate Editions and the approval of the President. (Enewsletters and Web sites do not qualify as electronic editions.)

Electronic Editions may be further classified as “Versions” or “Editions.” A Version must include the complete editorial of the original publication, but not the same advertising, layout or pagination. By comparison, a demographic Edition must contain at least 50% common editorial content with the original publication, and a geographic Edition must only have common editorial scope. For either type of Edition, layout, pagination and advertising do not need to be common. (See section B2.4 for additional requirements for Editions.)

Circulation for electronic editions shall be audited to ensure that the systems of the media owner companies and their vendors are in compliance with BPA Worldwide rules and policies before such data can appear on a circulation statement. A special audit may be undertaken to verify the electronic distribution.

The printing and release of an audit report shall be at the media owner’s option. In all audit reports and circulation statements, electronic circulation shall be detailed separately throughout the report. Individuals receiving both the print and electronic edition shall be included only once within Paragraphs 1, 2, 3a, 3b, 3c, 4, and 9.

If an alert to a qualified subscriber (paid and non-paid) is undeliverable, the media owner shall have no more than 90 days to remove said subscriber from their circulation file, or ensure that the delivery details are corrected. (See Sections B7.24, B7.29, B9.13, B9.15, B9.16, B9.22, B9.22, B9.37.5, B9.47, B9.50, B9.73, B10.4.)

Electronic editions with a frequency less than daily may provide the subscriber with an opportunity to “opt-out” of receiving an email alert notification of availability. If a publisher offers an opt-out to receiving the email alert, the publisher shall separately offer an opt-out of receiving the electronic magazine. Subscribers who opt-out of receiving the email alert but have not opted-out of receiving the electronic edition, need not receive an alert to be reported as qualified distribution all others must receive an alert for each issue.

Electronic editions with a daily frequency may provide the subscriber with the option to “opt-in” to receiving an email alert of availability. An email alert is not required for publications with a daily frequency.

Electronic non-qualified advertiser and advertiser agency copies and non-qualified paid electronic copies (excluding sponsored) may be reported on the BPA worldwide circulation statements, and audit reports; all other non-qualified electronic edition copies shall not be reported on BPA Worldwide circulation statements and audit reports.

B7.14 (continued)

Only one copy of an electronic edition may be considered qualified circulation per single addressee. Electronic Edition Site Licenses and Seats (individuals) served as part of the license shall not be reported as qualified circulation. A publisher may disclose the number of electronic edition site licenses and authorized seats, including paid and non-paid data, demographic data, license source and age data, and geographic data, using standard BPA Worldwide tables. Reporting the name of the company to which the content has been licensed shall be optional. Licenses may be reported for definitive amounts only, "global" or "companywide" license agreements may not be reported. Qualified circulation and site license seats may not be summed on the BPA reports.

B7.15 Expiration Date - Terminating the Date of Subscription.

Publications issued weekly may use a common monthly expire date.

B7.16 Extension

Advancing the expiration date of a subscription because of a reduction in the frequency of issues or a reduction in the subscription price. (See B10.56 – B10.59).

B7.17 Field Served

A statement by the publisher describing one or more specific businesses, industries, trades or professions with clearly defined limits. (See B9.9).

B7.18 Final Settlement Date

The date by which single copy sales accounts for an issue shall be closed after which copies may no longer be counted as paid.

The "*final settlement*" date may be no longer than twelve months from the on-sale date of the subsequent issue for domestic sales and eighteen months from the on-sale date of the subsequent issue for international single copy sales.

If returns are received following the final settlement date, they shall be reported as unsold copies.

Example of final settlement dates for domestic circulation of various frequencies are as follows:

Weekly: The first issue in January has a final settlement date of up to the second week in January of the following year, which is twelve months from the on-sale date of the second issue in January.

Monthly: The January issue of a monthly publication with an on-sale date of the week prior to issue date has a final settlement date of up to the last week in January of the following year, which is twelve months from the on-sale date of the February issue.

Bi-monthly: The January/February issue which goes on sale for the last week of the first month has a final settlement date of up to the last week in March of the following year, which is twelve months from the on-sale date of the March/April issue.

Quarterly: The Winter issue (January-March) of a quarterly publication issued on the 1st of each quarter but placed on sale two weeks prior (mid-December), has a final settlement date of up to the third week of the following March, which is twelve months from the on-sale date of the Spring issue.

Semi-Annual: The Winter/Spring issue which goes on sale January 1 has a final settlement date of up to July of the following year which is twelve months from the on-sale date of the Summer/Fall issue.

B7.18 (continued)

Annual: The current edition of an annual publication issued on the 1st of each year but placed on sale six weeks prior (mid-November), has a final settlement date of up to the third week in May of the year following the subsequent edition, which is six months from the on-sale date of that subsequent issue.

B7.19 Gift Subscriptions

Purchased for persons other than the purchaser's employees.

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. (See B7.5).

"Gift Subscriptions" shall be reported as "Sponsored Individually Addressed" 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".

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 B10.8.)

B7.20 Group Subscriptions

Purchased in lots of two 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 two or more, 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".

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 B10.8.)

B7.21 Initial Audit Report

May be released for any consecutive three or six-month period. A publication shall transfer to the standard six-month reporting periods ended June or December with its first circulation statement following the initial audit and include whatever issues were previously audited during the period reported. (See B8.4 and B8.5).

B7.22 Interim Circulation Statement

The circulation statement covering the circulation for the first six months of the audit year, which may end with either June or December. (See B8.5.)

B7.23 Merged Publication

Two or more publications which have merged due to suspended publication. A merged publication shall be identified as such on the front page of two circulation statements and one audit report. Request circulation, which has been combined as a result of the merger, shall be footnoted in paragraph 3b and identified separately for each publication. (See B9.8).

B7.24 Multi-Copy Same Addressee Circulation

Two or more copies of the printed publication (whether or not individually wrapped and addressed) sent to a single addressee. This circulation shall be reported separately in paragraphs 1, and 3a of the circulation statement.

Only one copy of a electronic edition may be considered qualified circulation per single addressee. (See B7.13) A publisher may disclose in "Additional Data" (Paragraph 9) of BPA reports, the number of authorized site licenses and users served as part of a site license agreement. However, one shall not be reported without the other. Reporting the name of the company to which the content has been licensed shall be optioned. Licenses may be reported for definitive amounts only, "global" or "companywide" license agreements may not be reported.

Multi-Copy Single Addressee circulation representing three or more copies sent to a single addressee shall be supported by a distribution agreement that is not more than three years old. Agreement may be: written and signed or emailed (with personal identifying question) or tape-recorded telecommunication. The document or tape recording shall indicate that the recipient agrees to accept the publication in bulk for redistribution to employees of the recipients' company. The document shall include the signatory's printed name in addition to the signature, the personal identifier or tape recording as appropriate. (See B9.9).

In those countries such as the People's Republic of China, Cuba, Vietnam, etc., where it is documented that the normal or required method of distribution is Multi-Copy, Same Addressee Subscription for redistribution through an official government department or designated organization, the publisher shall submit an official written request or communication from the government department specifying the number of copies of the publication for distribution.

Qualified Non-Paid Multi-Copy 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 Single Addressee Circulation - May be classified as "Sponsored Individually Addressed" subscriptions in paragraph 1 and reported as single copies in paragraph 3a of the circulation statement only when the publisher has documentary evidence showing that the copies are redistributed to qualified recipients.

If the copies are purchased and the purchaser has a financial interest in the publication, 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 publication.

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 B10.8.)

Multi-Copy Single Addressee subscriptions cannot be reported as paid circulation after the expiration date.

B7.25 Non-Deductible Subscriptions

Individual subscription paid for as part of a reservation fee for conferences, meetings, seminars, etc., where the recipient does not have the option of deducting the subscription price and automatically receives the publication. The offer shall clearly state the amount of money allocated for payment of the subscription.

B7.25 (continued)

Such offers shall qualify as paid circulation and shall be reported as written communication from recipient or recipient's firm in paragraph 3b (when reported) of the circulation statement and shall have a footnote reading "See Paragraph 9." Paragraph 9 shall include a comment describing the offer and the number of copies so reported.

B7.26 Non-Qualified Circulation

That circulation which does not conform to the field served and definition of recipient qualification. This distribution is reported on the first page of the circulation statement.

B7.27 Post Expiration Copies Included in Paid Circulation Up To Three Months - See: Arrears, Section B7.5.

B7.28 Promotional Incentive

Any inducement offered to a subscriber for free with their own subscription.

When subscriptions are sold with promotional incentive, the value of the incentive cannot exceed 50% of the total offer price of the subscription(s).

The value of the promotional incentive is considered to be the actual cost to the publisher plus 25% or the recognized retail value or the represented value, whichever is highest.

If a back copy is included in a subscription offer, it will be considered a promotional incentive unless the subscription is put on a retroactive basis.

Details regarding offers with promotional incentives shall be reported in paragraph 9 of the circulation statement.

For single copy sales, a promotional incentive is any inducement offered by the last agent in the chain of distribution (point-of-purchase). Any inducement attached to, or polybagged with, a single copy at the point-of-purchase is considered a promotional incentive.

The promotion, on the cover of a publication, of an advertiser's coupon within the publication is not considered a promotional incentive.

When single copies are sold with a promotional incentive, the value of the incentive cannot exceed 50% of the cover price. The value of the promotional incentive is considered to be the actual cost to the publisher plus 25% or the recognized retail value or the recognized retail value or represented value, whichever is highest.

Single copies sold in Europe with a promotional incentive (cover mount), shall report copies sold as "qualified paid," regardless of the value of the promotional incentive offered.

During a temporary study period single copies and subscriptions sold in the Middle East with a promotional incentive shall report the subscription as "qualified paid," regardless of the value of the promotional incentive.

Details regarding promotional incentive offers, and the number of single copy sales sold to consumers with a promotional incentive shall be reported in paragraph 9 of the circulation statement. (See B9.72).

Free promotional incentives, the contents of which have been published, either in print or electronic medium, are reported as "sold with editorial promotional incentive (including reprints)."

B7.28 (continued)

Editorial promotional incentives include:

Editorial promotional incentives include:

- Reprints of publication Sections,
- Books,
- Other printed reference matter (paid annual periodicals excluded)
- Pamphlets,
- Disks containing items such as compilations of publication editorials, software demonstrations, clip art, fonts, etc.

For additional rules regarding services or products sold in combination with a publication, see rules regarding Combination Sales. (See B7.10)

B7.29 Qualified Circulation

That circulation for which the mailing address conformance to the Field Served and Definition of Recipient Qualification, and correct classification in Paragraph 3a, are verified by auditable documentary evidence dated as shown in Paragraph 3b of the circulation statement. (Reporting Paragraph 3b is required for non-paid circulation and optional for paid circulation.)

For circulation to be identified as qualified "Continuous" circulation, publications shall serve recipients at least three months of continuous service of the publication, subject to normal removals and additions. Up to 5% of total qualified circulation may be served less than three months without further disclosure; over 5% must be reported as non continuous circulation (see 7.36)

Normal addition and removal activity includes removing subscribers that indicate they no longer wish to receive the publication and non deliverable addresses.

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

Individuals receiving copies of an electronic version may only be considered as qualified circulation if such copies are elicited either through personal or company request, or a non-deductible benefit-of-membership subscription. (See section 7.9.)

B7.30 Qualified Non-Paid Circulation

That circulation which meets the requirements of the above definition and which is distributed free of charge to the recipient.

B7.31 Qualified Paid Subscription Circulation

That circulation which is not for resale, meets the above definition for qualification and the requirements listed below.

Subscription payment orders shall conform to the following conditions:

B7.31.1

It may be paid for at any price, and shall not be free of charge.

B7.31.2

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.

B7.31.3

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

B7.31.4

A subscription that is ordered for which no payment had been received 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 qualified paid circulation for all copies served during this period.

B7.31.5

A subscription sold on a "renew until forbid" 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 meets the arrears criteria may be reported in paid circulation. (See Arrears, B7.5).

B7.31.6

No promotional incentive or other inducement may be offered which has an advertised value, or cost to the publisher, of more than 50% of the subscription offer price.

B7.31.7

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 publication.

B7.31.8

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

- 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 and purchase of air travel, hotel stays, or car rentals, etc. qualify.
- Points earned without transaction activity (no financial transaction occurs) do not qualify for redemption as paid circulation;
- Points shall be accruable towards future redemptions;
- Points awarded upon enrollment shall be less than 50% of the lowest valued product/service offered in the program;

B7.31.8 (continued)

- All affinity point programs shall offer non-magazine products/services. Magazines may not represent more than 75% of each 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 shall have a recognizable and accepted monetary value.
- Adequate documentation of the transfer or redemption of frequent flyer miles and points 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.

B7.32 Qualification Period

The age of documents used to qualify circulation in paragraph 3b of the circulation statement. The maximum qualification period is three years ended with any day of the month of the issue analyzed.

In other words, the qualification period would be three years (or two years, or one year) ended May 31st or November 30th or any other day in May or November. Once the cutoff date has been selected by the publisher, it may not be changed without approval of the President. The auditor shall not accept any qualification source dated outside the qualification period. (See B7.7).

B7.33 Qualified Recipients

Recipients who meet the publisher's definition of recipient qualification within the field served (See B9.9).

B7.34 Renewal

A subscription which has been renewed within six months of its expiration date and paid for within six months following receipt of the renewal order.

B7.35 Renewal Rate

The number and percentage of expiring subscriptions which have been renewed within six months of their expiration date and paid for within six months following receipt of the renewal order. (See B9.53)

B7.36 Rotated Distribution

Copies distributed on an occasional basis reported as an average on the first page of the circulation statement.

Non-continuous circulation which meets the publication's definition of recipient qualification within the field served may be reported as qualified circulation and reported separately from qualified continuous circulation in paragraphs 1, 2, 3a, 3b, 3c and 4 in a circulation statement or audit report.

Non-continuous circulation which does not meet the definition of recipient qualification within the field served shall be reported as "Average Non-Qualified Circulation: Rotated or Occasional" on the first page of the circulation statement.

B7.36 (continued)

When making comparisons between two publications, continuous circulation shall be compared separately from non-continuous circulation (See B5.0).

If a separate edition(s) expands or increases the existing circulation base and frequency of issue, it shall constitute non-continuous circulation and shall be reported in a separate analysis in paragraphs 2, 3a, 3b, and 4 (See B2.4).

B7.37 Samples

Non-qualified copies distributed at shows, conventions or by the publisher's salespeople to prospects. They are reported on page one of the circulation statement as non-qualified circulation. At the option of the publisher, "samples" may be reported separately in paragraph 9 as "Allocated for trade shows and conventions".

B7.38 Second Circulation Statement

The circulation statement which covers the circulation of the second six-month half of the audit year which may end with either June or December. (See B9.69-B9.72)

B7.39 Single Copy Sales

Those copies of a publication sold through newsstands and other retail outlets and reported throughout a BPA Worldwide circulation statement or audit report. These sales shall be reported separately below paragraphs 1, 3a, 3b, 3c, and 4, and, when required, in paragraph 9 (See B9.63).

Any unsold or returned copies intended for single copy sales shall not be included in Average Non-Qualified Circulation. Unsold or returned copies are not included in BPA reports.

B7.40 Single Copy Sales (Multi-Copy)

Copies of an issue purchased in quantities of two or more which promote the interest of the purchaser and otherwise conform to the definition of paid circulation shall be reported as Single Copy Sales and shown on an issue-by-issue basis in paragraph 9.

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/consumer.

B7.41 Single Copy Sales (Non-Returnable)

Copies provided to wholesalers/retailers for resale for which returns will not be accepted, shall be reported as qualified non-returnable Single Copy Sales identified and shown on an issue-by-issue basis in paragraph 9.

Single Copy Sales shall conform to the following conditions:

Copies shall be paid for by the last agent in the chain of distribution (point-of-purchase) at any price and payment shall be remitted to the publisher by the final settlement date.

Single Copy Sales - Non-returnable: The publisher shall provide signed affidavits from the last agent of sale, supporting the number of copies sold to consumers.

If a publisher does not wish to collect non-returnable single copy sale affidavits they may use the following formula:

B7.41 (continued)

The total possible sale (draw) shall be reduced by a prorated amount calculated on the basis of whatever discounted price is actually remitted by the agent at point-of-purchase. The total amount paid to the publisher from the vendor shall be divided by the cover price to yield copies "sold". For example, a publisher allows a 50% discount off cover price for vendors on a non-returnable system. If the vendor draws 100 copies at 50% of the \$2.00 cover price, \$100.00 would be paid to the publisher. Dividing this by the \$2.00 cover price yields 50 copies that may be claimed as "single copy sales".

No promotional incentive or other inducement may be offered which has a recognized retail value or represented value, or cost to the publisher, of more than 50% of the publication's suggested retail cover price.

B7.42 Site License

A contract or agreement between a publisher member and a company/association to provide multiple individuals access to an electronic edition of the magazine hosted on the subscribing organization's intranet. The contract/agreement shall require the subscriber/administrator of the site license notify all the individual seats (individuals) of the availability of each issue. Licenses may be reported for definitive amount of seats only, "global" or "companywide" license agreements may not be reported.

Paid site licenses shall adhere to rule B7.31, paid circulation.

Non-paid site licenses shall adhere to "Request from Recipient's Company," rules B10.22, B10.23, and B10.26.

The publisher may disclose throughout the BPA Worldwide reports the number of authorized Electronic Edition Site Licenses and Seats (individuals) served as part of the license. Electronic Edition Site licenses and Seats shall not be reported as qualified circulation. A publisher may disclose the number of electronic edition site licenses and authorized seats, including paid and non-paid data, demographic data, license source and age data, and geographic data, using standard BPA Worldwide tables. Reporting the name of the company to which the content has been licensed shall be optional. Licenses may be reported for definitive amounts only, "global" or "companywide" license agreements may not be reported. Qualified circulation and site license seats may not be summed on the BPA reports.

B7.43 Sponsored Individually Addressed Circulation

Individually addressed subscriptions which promote the interests of the sponsor/donor and which otherwise conform to the definition of qualified paid circulation shall be reported as "Sponsored Individually Addressed" circulation. This includes sponsored, group and gift subscriptions that are not multi-copies to the same addressee.

If the purchaser has a financial interest in the publication, 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 publication.

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 B10.8.)

B7.44 Standard Industrial Classification (SIC)

A numerical coding system of manufacturing and non-manufacturing establishments developed by the Statistical Policy Division of the Office of Management and Budget. (See B9.31)

B7.45 Subscriptions

Contractual agreement by an individual or a firm to purchase one or more copies of a publication for a given period at a price.

B7.46 Supplementary Question

A supplementary question is defined as a question eliciting any data regarding respondents' purchasing authority and/or multiple response categories, or any data which relates to purchasing authority of only a specific portion of the qualified subscriber file.

Any question which contains purchasing authorization but is a qualifying question for the entire qualified list (e.g. to be qualified you shall respond affirmatively) shall not be considered a supplemental question. (See B13.0).

B7.47 Sweepstakes, Prize Draws or Contests

Any subscription offer in which a prize is offered by lottery shall be considered as sold using a sweepstakes, prize draw or contest.

Details regarding these offers shall be reported in paragraph 9 of the circulation statement, regardless of whether or not paragraph 3b is reported. (See B10.34.2).

B7.48 Term of Subscription

Length of time a publisher contracts with a subscriber to send issues of the publication, usually one, two or three years.

B7.49 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. Having a "doing business as" (DBA) name is not sufficient to establish an agent's DBA operation as a sponsor.

B8.0 - CIRCULATION STATEMENT - GENERAL

B8.1

Publisher members shall report their circulation on forms supplied by the Corporation.

The filing of the publisher's circulation data shall operate as an automatic grant to the Corporation of a perpetual and irrevocable right and license to use, publish, distribute and market, solely or in conjunction with others, circulation data and other data, in any form and manner authorized by the Board of Directors.

B8.2

In the interests of uniformity in the appearance and typographical setup of the BPA Worldwide Business Publication circulation statements and audit reports, BPA Worldwide will process all paragraphs which require special typesetting, ruling and extra pages. Where additional costs are incurred in setting up special paragraphs the publication member shall be billed those costs.

B8.3

Time required to process a circulation statement or audit report shall be charged for at a uniform flat rate to be set from time to time by the Board of Directors.

B8.4

Publisher Applicant - An applicant shall file a three or six month circulation statement as the basis for his initial audit for the consecutive three or six month period specified by the President during which qualified circulation has been practiced. Upon completion of the audit and approval by a majority of the Board of Directors, the publisher will be admitted to membership and the statement shall be released as an initial audit report to Standard Rate and Data Service (SRDS) or Canadian Rates and Data (CARD), and/ or British Rates and Data (BRAD) or other similar services and BPA Worldwide members.

B8.5

Publisher Members - With the exception of publications issued annually and semi-annually, BPA Worldwide Business Publication Audit Members will release two circulation statements each year for the six months ended June and for the six months ended December. These two six months circulation statements will be covered by one twelve-month annual audit report. For publications on a calendar year basis, the procedure is as follows:

An interim circulation statement for the six-month period January - June inclusive.

A second circulation statement for the six-month period July - December inclusive.

A twelve-month circulation statement for the period January - December inclusive, which is the basis for the annual audit report.

For publications on a fiscal year basis, the procedure is as follows:

An interim circulation statement for the six-month period July - December inclusive.

A second circulation statement for the six-month period January - June inclusive.

A twelve-month circulation statement for the period July - June inclusive, which is the basis for the annual audit report.

The six-month statements will be checked and released as circulation statements (green tint stock) upon receipt and completion of processing. The twelve-month circulation statement forms the basis for the annual audit report (buff stock). The audit will be completed after the auditor's examination of the publisher's records. The audit period covered shall be no more than twelve months subsequent to the previous audit report.

A publication issued annually or semi-annually shall file one twelve month circulation statement, which will be checked upon receipt and, at the option of the publisher, printed (green stock) and released by BPA Worldwide upon completion of processing. It shall be the basis for the twelve-month audit report (salmon stock). The audit will be completed after the auditor's examination of the circulation records.

The audit will be made in the publisher's office and/or wherever the records can be properly checked.

B8.5 (continued)

A publication applicant, which has chosen a period ended with a month other than June or December for its initial audit report, shall transfer to the standard June or December schedule with its first circulation statement following the initial audit report and include whatever previously audited issues are necessary to complete the six month period.

B8.6

Statements as outlined in the preceding sections shall be filed with the Corporation within fifteen days after the period which they cover. Publication members reporting 50% or more average qualified paid circulation in paragraph 1 shall be granted a 15-day extension to this date. No member shall be granted an extension of time to file except with the consent of the President of the Corporation, who shall not grant an extension greater than thirty days for publications reporting less than 50% average qualified paid circulation in paragraph 1 or forty-five days for publications reporting 50% or more average qualified paid circulation in paragraph 1 without a showing that the filing delay is a result of extenuating circumstances clearly beyond the publication member's control.

Failure to file a statement on or before the due date or the end date of an authorized extension, shall result in a suspension of services to the publication member and will subject the publication member to disciplinary action as outlined in Section B10.0 of the Bylaws.

At any time after the end date of an authorized extension, if the required circulation statement has not been filed, BPA Worldwide shall post an advisory to the BPA Worldwide website notifying the membership of the publication's failure to file. All costs incurred in creating and posting an advisory, if any, shall be paid for by the subject publication member.

No later than sixty days after the close of each reporting period, the web site, www.bpaww.com, will display the status of producing each circulation statement that has not been posted to the web site. For example, status reports for statements with the period ended June will be posted September 1st. These status reports will only include standard terminology approved by the Board of Directors.

The previous period's statement would be moved to "history" at this time.

Once the statement is received by BPA Worldwide and a proof copy created, the publisher shall advise BPA of the acceptance of the proof copy within ten business days after the proof copy has been issued. Final approval shall be received within twenty business days of receipt of the first proof. The President of the Corporation shall not grant an extension without a showing that the delay in approving the proof copy is a result of extenuating circumstances clearly beyond the publication member's control.

Failure to advise BPA of the acceptance of the proof copy by this date shall result in suspension of services to the publication member and will subject the publication member to disciplinary action as outlined in Section B10.0 of the Bylaws. BPA Worldwide shall post an advisory on its website, notifying the membership of the publication's failure to approve the proof copy. All costs incurred in creating and posting an advisory to the website, if any, shall be paid for by the subject publication member.

All signatures on circulation statements submitted to the Corporation shall be over the individual's typewritten name and title.

B8.7

The publisher has the option of submitting the special SRDS or CARD or BRAD or similar form supplied by BPA Worldwide and an additional copy of their six-month circulation statement. When the statement has been processed, typeset and approved for printing by the publisher, the SRDS or CARD and/or BRAD or similar form will be forwarded by BPA Worldwide to Standard Rate and Data Service or Canadian Rates and Data and/or British Rates and Data or similar company for inclusion in its next issue. The additional circulation statement which has been approved by BPA Worldwide will be returned to the publisher in advance of their printed copies for their use in preparing promotional material.

B8.8

Printed copies of circulation statements and audit reports may be purchased by a member of the Corporation at a price established by the Board of Directors.

B8.9

All language and terminology shall be factual and auditable.

B8.10

No facts, figures or statements shall appear in the circulation statement other than those expressly authorized in these Rules.

B8.11

In the event of a disagreement with a decision of the President, a publisher member may request a hearing before an appropriate committee of the Board of Directors.

B9.0 - CIRCULATION STATEMENT – CONTENTS

B9.1 General

All publication members are required to report their average qualified non-paid circulation and average qualified paid circulation separately in paragraph 1 of their circulation statement and audit report.

B9.2

All publication members shall report their total qualified circulation in paragraphs 2 through 4 of the circulation statements and their qualified non-paid circulation in paragraph 3b of the circulation statement. The reporting of qualified paid in paragraphs 5-8 and 10 are optional.

B9.3

Publication members with 50% or more average qualified paid circulation in paragraph 1 shall report their qualified non-paid and qualified paid circulation separately in paragraphs 2 through 9 of the circulation statement; however reporting paid in paragraph 3b is optional. Only paid circulation is reported in paragraphs 5-8 and 10.

Publishers shall report the average subscription price for the period.

Average price shall be calculated by totaling the gross dollar value of all orders received during the reporting period and dividing this total by the gross total number of copies ordered. The resulting average unit price would then be multiplied by the basic annual term to yield the average subscription price for the period.

B9.3.1

Publications with less than 50% average qualified paid circulation in paragraph 1, who choose to report paid and non-paid circulation separately, have the following conditional options for reporting qualified non-paid and qualified paid separately:

Shall be reported in Paragraph 2-4.

May be reported in paragraphs 5-8.

Shall be reported in paragraph 9.

Shall report Average Annual Subscription Order Price, Issues per Year, and Single Copy Sales Prices in paragraph 10. Reporting the renewal rate is optional.

Paragraphs 5-8 and 10 pertain to paid circulation only.

B9.3.2

Publications with 50,000 or less average total qualified circulation and less than 5% average qualified paid circulation in paragraph 1, which choose to report paid and non-paid circulation separately, have the following conditional options for reporting qualified non-paid and qualified paid separately:

Shall be reported in paragraphs 2-4.

May be reported in paragraphs 5-8.

Shall be reported in paragraph 9, excluding average price and post expire copies.

May be reported in paragraph 10.

B9.3.3

Publications with more than 50,000 average qualified circulation in paragraph 1, have the same reporting requirements as above when the average qualified paid circulation is less than 2%. (See B9.53 through B9.63)

B9.4

All records supporting qualified and non-qualified paid circulation, non-qualified request circulation, and single copy sales as required by the Rules, shall be maintained and shall be available to BPA Worldwide.

B9.5

A member may not claim or imply that BPA Worldwide audits:

Readership or intent to read.

B9.6 Name of Publication

The first page of the statement shall contain the name of the publication; publishing company; principal telephone number; fax number; email address; Web site URL; address of publishing company; whether or not an official association publication; year of publication's establishment and number of issues per year.

B9.7

A publisher member shall notify BPA Worldwide of any change in the name of their publication. At this time the publisher shall declare whether or not they wish to change the date the publication was established.

Any change in the date of establishment should be consistent with the volume number appearing in the masthead of the publication. If the date of establishment and volume numbers are changed, the publication will be considered a new publication and subject to the rules requiring application for membership.

B9.8

Whenever two or more publications are merged into one publication, or when one publication is merged with more than one publication, the following comment shall appear in the upper right hand corner of two consecutive circulation statements and one audit report of the surviving publication(s): "Merged Publication - See Paragraph 9." Paragraph 9 shall report the date of merger and other applicable information.

B9.9 Field Served and Definition of Recipient Qualification

Shall contain a factual statement by the publisher of (a) Field and, (b) Recipient Qualification.

The statement shall describe in auditable terms the standards or qualifications employed by the publisher in determining who will receive the publication. Paid subscribers and single copy sales may be standards to establish qualification. If paid circulation without demographics is reported as qualified circulation throughout the BPA Worldwide circulation statement, this shall be disclosed in the Definition of Recipient Qualification.

Whatever the qualification standards may be, they shall be reported in classification breakouts in paragraph 3a of the statement. Only recipients who conform to these standards shall be included in the qualified circulation.

If Multi-Copy Single Addressee circulation of more than two copies to the same addressee is 25% or more of the average qualified circulation, disclosure in the Definition of Recipient Qualification shall occur. The following comment shall be stated:

"Also qualified are copies shipped in Multi-Copy Single Addressee to companies within the Field Served. A written distribution agreement not more than three years old has been obtained indicating that the recipient of the Multi-Copy Single Addressee copies agrees to accept the publication for redistribution to employees of the recipient's company."

If 10% or more, but less than 25% of the circulation is of this condition, the comment shall be included under paragraph 9, Additional Data, cross-referenced to "Definition of Recipient Qualification".

These notations may contain additional explanations regarding the character and nature of the circulation and any other amplification necessary. (See B9.68).

B9.10

A regional publication shall include a description of the geographical area in the Field Served, if this information is not apparent in the title of the publication.

B9.11

Field Served and Definition of Recipient Qualification may NOT contain any reference to:

Requests to receive the publication.

Recipient's reading or intent to read the publication.

Recipient's buying authority or influence, unless supported by auditable documentary evidence. Questionnaire forms used to elicit buying authority or influence shall be submitted to BPA Worldwide for approval.

Any claim that all people of a certain category receive the publication.

Function, unless supported by auditable documentary evidence.

Selection of recipients by franchise distributors unless that circulation is reported separately from other circulation in paragraphs 3a, 3b and 4 of the circulation statement.

A classification which is not reported in paragraph 3a of the statement.

B9.12

A member may not claim or imply that BPA Worldwide audits readership or intent to read.

B9.13

Publishers may report BPA Worldwide audited web traffic data, event attendance data, email newsletter data, RSS feed data, and mobile data in the integrated data table page one of BPA Worldwide audit reports and circulation statements.

The audited data shall be within the period reported on the BPA audit report or circulation statement. Event audits and pass along audits may be for a period other than the circulation report as long as it is of the most recent event or study.

B9.14 Average Non-Qualified Circulation

Shall report the distribution for the period covered in the following categories:

Advertiser and agency.
Rotated or occasional.
Allocated for shows and conventions.
All other.

Any unsold or returned copies intended for single copy sales shall not be included in Average Non-Qualified Circulation. Unsold or returned copies are not included in BPA reports.

B9.14 (continued)

Electronic non-qualified advertiser and advertiser agency copies and non-qualified paid electronic copies (excluding sponsored) may be reported on the BPA worldwide circulation statements, and audit reports; all other non-qualified electronic publication copies shall not be reported on BPA Worldwide circulation statements and audit reports.

B9.15 Paragraph 1 (Average Qualified Circulation Breakout for Period)

All copies listed in the main section of Paragraph 1 fall in the Field Served and are directed to recipients qualified under the provisions of the Field Served and Definition of Recipient Qualification. This Paragraph will report Individual, Sponsored Individually Addressed, Benefit-of-Membership, Multi-Copy Same Addressee, and total qualified circulation. Separate columns will list qualified non-paid, qualified paid, qualified uninterrupted service, qualified interrupted and total qualified circulation.

For publications reporting electronic versions, separate Paragraphs 1 shall be included for individuals subscribing to the print Version only; individuals subscribing to the electronic version only; and, if applicable, individuals receiving both the print and electronic versions. (See B7.14)

B9.16 Paragraph 2 (Qualified Circulation by Issues with Removals and Additions for Period)

Shall report the total qualified circulation for each issue, with additions and removals for each issue being reported for non-paid Continuous circulation only.

Shall report qualified uninterrupted service and qualified uninterrupted circulation separately for each issue.

Shall report qualified print and electronic Version circulation separately for each issue. Individuals receiving both the print and electronic Versions shall be counted only once. If applicable, a separate count of such subscribers shall be included for each issue. (See B 7.14)

B9.17

Those publications that have over 90% qualified paid circulation and reporting the renewal percentage, may also be exempt from reporting additions and removals for the entire qualified circulation.

Publications with less than 90% qualified paid circulation and reporting the renewal percentage, are required to report additions and removals for the non-paid portion of the qualified circulation.

In either case, a footnote will indicate the reason for the omissions of this data.

B9.18

Those publications that obtain their list from a national medical association, i.e. American Medical Association, American Osteopathic Association, American Dental Association, or any other national medical association that does not allow the publisher access to the member's information may waive the reporting of additions and removals for recipients from those lists. A footnote in the "Additional Data" section of BPA reports (Paragraph 9) will indicate how many recipients originate from national medical association lists, i.e. AMA, ADA, and AOA, including individuals that have subsequently requested the magazine. If the national medical association provides the publisher with access to the member's information they shall report additions and removals in accordance with rule B9.16.

B9.18 (continued)

Those publications that obtain over 90% of their list from a national medical association that does not allow access to the members' information may waive the reporting of additions and removals for the entire qualified file.

If a publisher uses copies of the same list for more than one issue, it shall be so noted in paragraph 9.

B9.19

Total copies distributed (print and electronic) must be equal to, or exceed the sum of total qualified circulation, advertiser/agency circulation, non-qualified paid/request circulation, and rotated/occasional circulation, each issue.

If 15% or more of the total copies distributed (print and electronic) for an issue reported in Paragraph 2 are distributed on or after the stated distribution date or placed on sale date, which ever comes first, of the next issue, the completion date of distribution for that issue shall be reported in Paragraph 9. (See B7.7.)

In the absence of a stated 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 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 distributed on or after the first day of the next issue (a January/February issue would be late if mailed on or after March 1st).
- Semi-Monthly* Copies would be late if distributed on or after the first day of the next issue (a January 1st issue would be late if mailed on or after January 15th).
- Weeklies* Copies would be late if distributed on or after the first day of the next issue (a January 1st issue would be late if mailed on or after January 8th).

Paragraph 9 shall report the percentage and number of copies which are 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.

B9.20 Paragraph 3a (Business/Occupational Breakout of Qualified Circulation for Issue Analyzed)

B9.20.1

Publication members reporting print and electronic Versions shall report such circulation in the following columns:

- Total Qualified Circulation
- % of Total Qualified Circulation
- Print Version Only

B9.20.1 (continued)

Electronic Version Only

Both Print and Electronic Versions (if applicable)

If applicable, the column "Both Print and Electronic 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 electronic Versions. (See B7.14.)

B9.20.2

Business and industry classifications shall be listed vertically in the left-hand column of this paragraph if or when reported. Classifications by size, volume, job titles or job functions shall only be listed in one of the following ways:

Horizontally in a cross-tabulation breakout.

Separately.

As a subdivision of a business or industry classification.

B9.20.3

Only classifications included in the Field Served and Definition of Recipient Qualification may be included in the qualified circulation breakout. A publication may report classifications not covered by the circulation provided the publication conforms to the uniform business/occupational breakout developed for the primary market classification for the publication.

B9.20.4

Each subscription sale comprising 1% or more of the total qualified circulation and lacking qualifying demographic information, (Other Paid Circulation) shall report the details of the subscription sale (number of copies, price, and percent of total qualified, etc.) in a footnote under paragraph 3a, and in paragraph 9.

B9.21

Publication members reporting print and electronic editions shall report such circulation in the following columns:

Total Qualified Circulation
% of Total Qualified Circulation
Print Publications Only
Electronic Editions Only
Both Print and Electronic Editions (if applicable)

If applicable, the column "Both Print and Electronic Editions" 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 electronic editions. (See B7.14.)

B9.22

Publication members reporting qualified continuous and qualified non-continuous circulation shall contain separate columns for these circulations which are cross tabulated to the different types of classifications reported. In addition, a separate column for non-continuous circulation shall be included comparing the average non-continuous circulation of the other issues reported in the period to the issue analyzed.

B9.23

If Multi-Copy Same Addressee circulation, including duplication, is 10% or more of the analyzed issue's qualified circulation, this circulation shall be identified separately in paragraph 3a as "Multi-Copy Same Addressee" or eliminated from the total qualified circulation.

B9.24

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

- Single.
- Multi-Copy Same Addressee.
- Non-Returnable.
- Electronic Editions (See B 7.14)

An analysis of single copy sales by type of outlet, such as newsstand 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 shall be provided in paragraph 9.

The quantity of Single Copy Sales sold to consumers with a promotional incentive shall be reported in paragraph 9.

B9.25

The analysis shall be of the May/November issues. A statement for the six-month period ended June would analyze the May issue while a statement for the six-month period ended December would analyze the November issue. Publications having more than one issue per month shall analyze any issue in May and November.

B9.26

The analysis of physician journals shall be of the January and July issues. The statement for the six-month period ended January would analyze the January issue while the statement for the six-month period ended July would analyze the July issue.

B9.27

In an initial audit, the issue analyzed shall be one that has been published within the last two months of the audit period.

B9.28

Classifications which are reported with subtotals will be arranged in paragraph 3a with the total reported beneath the subtotal in such a way that no confusion can occur about the exact number of copies being reported. The BPA Worldwide staff shall arrange this breakout in accordance with this instruction.

B9.29

The issue analyzed for continuous and non-continuous circulations shall be compared separately with the average of the other issues reported in the statement to reveal how typical the issue is, as compared with all the others.

Whenever the issue analyzed is 10% or more, above or below the average of the other issues reported for continuous or non-continuous circulation, an appropriate comment shall be made in paragraph 9.

An additional analysis of non-continuous circulation is required when any one of the business/industry, title and/or function categories reported in paragraph 3a for the analyzed issue is in excess of +/- 10% of the grand total qualified average of the other issues in the period. The information reported in the additional analysis shall include an issue-by-issue circulation breakout by classification for the issues in the period.

B9.30

Publication members electing to analyze their circulation by North American Industrial Classification System (NAICS) shall abide by the following special rules:

B9.30.1

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

Publisher members reporting under NAICS shall 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.

B9.30.2

All qualified circulation shall be classified by North American Industry Classification System (NAICS), as defined by NAICS manuals on the basis of the processes used to produce goods or services.

B9.30.3

All qualified recipients in each establishment shall be uniformly classified in accordance with the North American Industry Classification System (NAICS) for the establishment. The method used in the uniform assignment of North American Industry Classification System data shall be approved by the President.

B9.30.4

Central administrative offices and auxiliary units shall be assigned the NAICS classification of the primary business activity.

B9.31

Publication members electing to analyze their circulation by the recipients' job functions shall obtain approval of the President to ensure that acceptable qualification proof is available for a functional analysis.

B9.32

Publications serving essentially the same field should endeavor to agree upon a mutually acceptable and reasonably uniform schedule of classifications to be employed in paragraph 3a. However, no publisher member shall be required, as a condition of membership, to accept a particular method of schedule of classifications employed by other publications for the same field.

B9.33

A publication member may elect to cross-tabulate paragraph 3a by any paragraph reported on the BPA Worldwide circulation statement providing the data reported for such paragraphs are based on actual counts of the analyzed issue.

B9.34 Paragraph 3b (Qualification Source Breakout)

B9.34.1

Shall contain an analysis (count and percentage) of the qualified non-paid (and at the option of the publisher may contain an analysis of all qualified paid circulation) circulation by sources using 1, 2, and 3-year columns or any combination thereof. If, at the option of the publisher, paid circulation is reported and subscriptions sold for greater than three years have aged beyond three years, that circulation may be reported in the "three years" column with the change to "three+ years" as the column heading. Only paid circulation may be qualified for a period greater than 3 years.

Paid subscriptions older than 3 years may not report demographic information in paragraph 3a, Business/Occupational analysis. All such subscriptions shall be reported as "other paid circulation" in paragraph 3a.

An explanatory paragraph shall be included in paragraph 9, Additional Data, stating the number of paid circulation aged beyond three years.

Non-paid circulation may not be aged beyond three years.

The issue analyzed shall be the same one as analyzed in paragraphs 3a, 3c and 4, except for the interim circulation statement where the qualification figures for continuous circulation may be obtained by repeating the percentages for continuous circulation from the latest audit report.

B9.34.2

In reporting qualification, figures submitted by the publisher covering the number of recipients qualified from each source shall be determined by an actual count of the entire list for the issue analyzed. This count may be obtained from either a master card file or from the entire qualified mailing list.

B9.34.3

For those publishers exercising their option not to report qualified paid circulation by source using one, two, and three-year columns, the following paragraph 9 footnote shall be included:

"Paragraph 3b includes (xxx) qualified non-paid circulation. Qualified paid circulation of (xxx) combined with the qualified non-paid circulation equals (xxx) total qualified circulation for the analyzed issue."

B9.34.4

Also, whenever qualified paid circulation is deleted, the heading for paragraph 3b shall indicate that only qualified non-paid circulation is reported.

B9.35

A newly admitted publisher member may elect to defer reporting the number of recipients qualified from each source until the second audit. If elected, paragraph 3b of the initial audit report shall contain a statement describing the source of names on the qualified list and provisions made for keeping the list current. The number of names obtained from each source shall not be reported. This statement shall be preceded by the following:

"Since this is an initial audit report, figures for this paragraph are not required. In lieu thereof, the publisher makes the following statement concerning the source of names on the qualified circulation list."

B9.36

The initial reporting of qualified circulation figures for paragraph 3b shall be in an audit report. A publisher has the option of issuing a revised circulation statement incorporating the audited qualification source data; however, the revised statement shall be released simultaneously with or after the audit report. Thereafter, new figures for paragraph 3b are required at least annually, concurrent with the end of the publication's audit year.

The new data for paragraph 3b shall appear in the second circulation statement and in the twelve-month audit report.

B9.36.1

On the interim circulation statement, qualification figures for paragraph 3b for continuous circulation may be obtained by repeating the percentages for the continuous circulation from the latest audit report and applying them to the qualified circulation for the issue analyzed for the interim statement to arrive at the total continuous copies for each source. This option is only available when the total qualified circulation for the issue analyzed in the interim circulation statement is less than 10% above the total qualified circulation for the issue analyzed in the latest audit report.

B9.36.2

If a publication conducts a special six-month audit to change the audit year-end period (cycle), interim circulation data may only be projected from a printed/posted audit report.

B9.36.3

A publisher may report new figures in paragraph 3b in the interim circulation statement if new figures are obtained from a label printout count which shall be subject to audit.

B9.36.4

Publications reporting qualified continuous and qualified non-continuous circulation shall require separate paragraph 3b analyses. In addition, a separate column for non-continuous circulation shall be included comparing the average of the other issues reported in the period to the issue analyzed.

B9.36.5

Publication members reporting print and electronic Versions shall report such circulation in the following columns:

- Total Qualified Circulation
- % of Total Qualified Circulation
- Print Version Only
- Electronic Version Only
- Both Print and Electronic Versions (if applicable)

If applicable, the column “Both Print and Electronic 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 electronic source shall be used. (See B 7.14.)

B9.37

The following schedule of sources of qualification shall be listed in Paragraph 3b:

- I. Personal Direct Request From the Recipient.....
- II. Request From Recipient’s Company.....
- III. Membership Benefit.....
- IV. Communication From Recipient or Recipient’s Company (other than request)
- V. Total Sources other than above (listed alphabetically)
 - Association rosters and directories.....
 - Business directories
 - Manufacturer, distributor and wholesaler lists.....
 - Other sources.....
- VI. Single Copy Sales.....

Publishers may report written, telecommunication, and electronic request at their option.

B9.38

The publisher shall insert opposite each source the number of recipients for which he/she claims qualification.

B9.39

The source material shall be identified in a footnote in Paragraph 9 whenever 10% or more of the circulation is qualified through any one of the following:

- A single business directory;*
- A single association roster or directory;*
- A single “other source”*

Disclosure of the identity of Manufacturer, Distributor, Wholesaler lists shall be optional.

B9.40

Whenever 5% or more of the total circulation is qualified through any combination of Association Rosters or Directories, Business Directories, Manufacturer, Distributor and Wholesaler lists, or Other Sources, the number of sources used and the amount of circulation from those sources shall be disclosed in paragraph 9 as follows:

"Association Rosters and Directories include # sources of circulation for quantities of # copies or #% to # copies or #%".

This note is to be included for each type of source used.

B9.41

Publication members may elect to report a breakout of their qualified United States and international circulation by source and qualification time period in paragraph 3b.

B9.42 Paragraph 3c (Mailing Address Breakout of Qualified Circulation for Issue Analyzed)

B9.42.1

Shall contain a mailing address analysis (count and percentage). The issue analyzed shall be the same one as analyzed in paragraph 3a, except for the interim circulation statement where the mailing address figures may be obtained by repeating the percentages from the latest audit report.

B9.42.2

A recipient shall be counted in one of the following five categories based on the mailing data appearing on the label:

Individuals by name and title and/or function.

Individuals by name only.

Titles or functions only.

Company names only.

Multi-copies to Same Addressee.

Single Copy Sales. (See B9.43.6)

B9.42.3

However, individually addressed recipients without titles may be counted in the category "Individuals by name and title and/or function" provided the title or function is supported by auditable documentary evidence.

B9.42.4

All copies directed to "Library" or "Librarian", regardless of name and/or title, shall be reported in "Company names only."

B9.42.5

A publisher may substitute the term "Store names only" for "Company names only" whenever necessary or may make other equivalent changes in "Company name only" with the written approval of the President.

B9.42.6

At the publisher's option, paid circulation without demographics or not classified for how mailing data appears on the mailing label may be reported as "Other Paid Copies including Single Copy Sales".

B9.43

A newly admitted publisher member may elect to defer reporting the mailing address breakout until the second audit. If elected, paragraph 3c of the initial audit report shall contain the following statement:

"Since this is an initial audit report, figures for this paragraph are not required; they will be reported in the (date) audit report."

B9.44

The initial reporting of the mailing address breakout for paragraph 3c shall be in an audit report. A publisher has the option of issuing a revised circulation statement incorporating the paragraph 3c data; however, the revised statement shall be released simultaneously with, or after, the audit report. Thereafter, new figures for paragraph 3c are required, at least annually, concurrent with the end of the publication's audit year.

The new data for paragraph 3c shall appear in the second circulation statement and in the 12-month audit report.

On the interim circulation statement, figures for paragraph 3c may be obtained by repeating the percentages from the latest audit report and applying them to the qualified circulation for the issue analyzed for the interim statement to arrive at the total copies in each breakout.

This option is only available when the total qualified circulation for the issue analyzed in the interim circulation statement is less than 10% above the total qualified circulation for the issue analyzed in the latest audit report.

A publisher may report new figures in paragraph 3c in the interim circulation statement if new figures are obtained from a mailing list which shall be subject to audit.

B9.45

Publication members reporting qualified continuous and qualified non-continuous circulation shall require the analysis to contain separate columns for these circulations which is cross-tabulated to the different types of categories reported. In addition, a separate column for non-continuous circulation shall be included comparing the average of the other issues reported in the period to the issue analyzed.

B9.46

Publication members reporting qualified circulation for both print and electronic editions shall require the analysis separate columns for these circulations which is cross tabulated to the different types of categories reported. (See B7.14). Electronic copies shall be reported by country. Reporting in greater detail, including state/province is at the option of the publisher.

B9.47 Paragraph 4 (Geographical Breakout of Qualified Circulation for Issue Analyzed)

B9.47.1

Shall contain an analysis (count and percentage) of the qualified circulation by state and three-digit ZIP code prefixes, county, province, nation or other accepted geographical area. Non-qualified: paid subscriptions, non-paid request circulation and single copy sales shall be analyzed separately below the qualified analysis. Multi-Copy circulation, 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 3a.

B9.47.2

For circulation in the United States, paragraph 4 will report the following regional breakout 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, International, APO and/or FPO addressed copies shall be reported.

B9.47.3

For circulation in the United Kingdom, paragraph 4 will report the following regional breakout:

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

Publication members reporting circulation within the United Kingdom may elect to do so by county within region using the BPA Worldwide standardized breakout.

B9.47.4

International circulation shall be reported using the following regional breakout:

Asia	Caribbean
MENA (Middle East North Africa)	Central America
Europe	South America
Africa	Asia Pacific
North America	

Regions representing 0-4.9% circulation may report circulation by continent. Regions with 5.0% - 24.9% circulation shall report circulation by country. Standard country breakouts are available for each region. Countries with 25%+ circulation shall report circulation by state/province or other agreed upon market geographic breakdown within any one country, using standard BPA Worldwide tables (Canada, China, United Arab Emirates, United Kingdom, and the United States, available on BPA's website). Where BPA Worldwide has not published a standard table and a publication has over 25% of its circulation to any one

B9.47.4 (continued)

country, and the market would benefit from a standard table, BPA Worldwide will work with the publishers in the market to establish a standard table.

B9.47.5 (Effective with the June 2007 Circulation Statements and Audit Reports)

Circulation for China, paragraph 4, will report the following regional breakout which is consistent with the People's Republic of China Administrative Standard Regions:

Northeast	East China
North China	Central South
Northwest	Southwest
Other	

Publication members reporting circulation within the People's Republic of China must report by province/city using the BPA Worldwide standardized breakout.

B9.48

Publication members reporting qualified continuous and qualified non-continuous circulation shall require the analysis to contain "continuous" and "non-continuous" classification headings. Both classifications would include paid and non-paid circulation breakouts. In addition, a separate column for non-continuous circulation shall be included comparing the average of the other issues reported in the period to the issue analyzed.

B9.49

Publication members reporting qualified circulation for electronic editions shall report under "electronic editions", "print publications" and "both print and electronic editions" classification headings. The column representing "both" shall be an unduplicated count. (See B7.14.) Electronic copies shall be reported by country. Reporting in greater detail, including stat/province, is at the option of the publisher.

B9.50

In addition to reporting the standard paragraph 4, publication members may have the option of including a map to graphically display their circulation distribution.

B9.51

Publication members electing to add to paragraph 4 of their circulation statements a further breakout by Standard Metropolitan Statistical Areas (SMSA) shall abide by the following special rules:

Only wording appearing in the most current SMSA government manuals and reports may be used for area codes and area titles. Copies of the SMSA manuals can be purchased from the Geography Division, Bureau of Census, Social and Economic Statistics Administration, U.S. Department of Commerce, Washington, D.C. 20233.

All qualified circulation which is applicable shall be reported by Standard Metropolitan Statistical Areas (SMSA). Copies not included in the SMSA analysis shall be reported separately and shall be included in the total qualified circulation for the issue analyzed.

B9.52 Paragraphs 5 and 6 (Qualified Paid Subscription Sales for Period)

Shall report the gross total number and percentages of new and renewed qualified paid subscriptions ordered/sold during the period covered; this includes gross subscription sales/orders with unpaid invoices pending. Gross subscription sales as reported in these paragraphs shall be based on only the continuous circulation.

B9.52.1

Paragraph 5 (Prices) – Shall report 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) and dividing this total by the gross total number of copies ordered. The resulting average unit price would then be 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 to compute Average Annual Order Price.

For determining average annual price for combined sales, see B7.10.

B9.52.2

This paragraph shall separately report the gross number of qualified paid subscriptions sold during the period by prices and term in sequence of descending percentage of orders sold except for “All Others” which shall always be reported last. Only offers representing 5% or more of subscription sales for the period shall be disclosed showing the quantity of orders and percent of total orders. If “all others” represents 20% or more of the orders for the period, the average price of “all other” orders shall be reported.

B9.52.3

Subscriptions sold accepting redemption of affinity program points e.g., frequent flyer miles as payment, shall disclose the details of the offer, including the subscription price, redemption value of a point, and points redeemed in paragraph 9 and cross-referenced to paragraph 3a.

B9.53

Paragraph 6 (Use of Free Promotional Incentives) - Shall report the number of gross new and renewed qualified paid subscriptions ordered/sold with promotional incentives during the period covered. (See B7.28). The nature of the promotional incentive and provisions of the offer shall be described in paragraph 9.

The following categories of Promotional Incentives shall be listed in paragraph 6:

- Sold without promotional incentive.....
- Sold with editorial promotional incentive
- Sold with other promotional incentives... ..

B9.54 Paragraph 7 (Three Calendar Year Analysis)

Shall report the total audited average qualified circulation for a six month circulation intervals for the previous two years and the current unaudited circulation statement(s).

The data shall include a reporting of the Total Audited Average Qualified circulation, Qualified Paid circulation, total Qualified Non-Paid circulation. Qualified Electronic Editions and Qualified Print Publications circulation shall be reported if applicable. The percent of post expiration copies over total qualified circulation for the analyzed issue, and average annualized subscription price (inclusive of premium value) shall also be reported.

Publications with 50,000 or less average total qualified circulation, and less than 5% average qualified paid circulation in paragraph 1, are not required to report post expire copies or average order price. Publications with more than 50,000 average qualified circulation in paragraph 1, have the same reporting option when the average qualified paid circulation is less than 2%.

Also reported shall be the stated rate base, if any, a comparison between the audited average qualified circulation and the rate base.

The first mandatory reporting of this data shall be with the initial audit. With each successive year, new data will be added until five years of data is displayed.

B9.55 Paragraph 8 (Paid Circulation Data)

Shall report average annual subscription order price for the period. Publications with 50,000 or less average total qualified circulation, and less than 5% average qualified paid circulation in paragraph 1, are not required to report average order price. Publications with more than 50,000 average qualified circulation in paragraph 1, have the same reporting option when the average qualified paid circulation is less than 2%.

Shall report issues per year.

Shall report all single copy sales prices for the period.

B9.56 (Renewal Percentage of Qualified Circulation)

Publishers may opt to report the renewal rate for the qualified paid continuous circulation. All publications have the option of reporting information in this paragraph upon the availability of the necessary records to complete the percentage of the renewal formula. If a publication opts not to report this data, a renewal percentage table will not be displayed. (See B9.2)

B9.57

If the renewal percentage is reported, the analysis shall state separately the number of qualified paid Individual, Membership Benefit and Multi-Copy Single Addressee subscriptions expiring during the twelve months ended eight months prior to the end of the period covered by the report, the number of these expirations which were renewed, and the renewal percentage.

In addition to the separate reporting required, as an option, a publication may report a combined renewal percentage for Individual and Membership Benefit renewals to include the number of combined subscription expirations and renewals.

B9.58

A subscription shall be considered a renewal if it has been renewed within six months of its expiration date and paid for within six months following receipt of the renewal order.

B9.59

The initial reporting of the renewal rate shall be in an audit report.

B9.60

At the option of the publisher, international, APO and FPO addressed circulation may be omitted in calculating and reporting the renewal percentage. If this option is exercised, suitable explanation shall be made in paragraph 9 and shall read:

"At the publisher's option, the renewal percentage reported excludes international, APO and FPO circulation."

B9.61 Paragraph 9 (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.

B9.62

Publications electing to report qualified non-paid and qualified paid circulation separately in paragraphs 2 through 10, with subscription sales in lots of two or more (see B7.20), and Sponsored Individually Addressed group circulation in paragraph 1 of the circulation statement shall report an analysis of that Sponsored Individually Addressed circulation in paragraph 9 as follows:

"Qualified Sponsored Individually Addressed subscriptions averaging copies were sold to qualified business concerns at subscription prices in quantities of to The copies are individually addressed to qualified recipients who are employees of the purchaser."

B9.63

Publications electing to report qualified non-paid and qualified paid circulation separately in paragraphs 2 through 9 and reporting "Benefit of Membership" circulation in paragraphs 1 and 3a of the circulation statement shall report an analysis of that circulation in paragraph 9 as follows:

When applicable, shall state, "..... is the official publication of" "

In addition, the following shall be stated:

Qualified paid Benefit of Membership subscriptions averaging copies were sold to qualified recipients at the following subscription prices:

Members yearly subscription price is included in the dues and is ...(deductible/non-deductible)... therefrom."

The publisher may add explanatory information to these notes to better define the membership organization.

B9.64

A Benefit of Membership publication which is dependent on local chapters for collection of payment for such subscriptions may have the following statement appear in paragraph 9 if it elects to only complete the paid circulation columns in paragraphs 1 and 3a of its circulation statement:

"Since Benefit of Membership dues for this publication are collected through local chapters, qualified paid circulation data are only required to be reported in paragraphs 1 and 3a of this statement."

B9.65

Publications reporting qualified non-paid and qualified paid circulation separately in paragraphs 2 through 10 and reporting Multi-Copy Single Addressee circulation in paragraph 1 of the circulation statement shall report an analysis of that Multi-Copy Single Addressee circulation in paragraph 9 as follows:

"Qualified paid Multi-Copy Single Addressee subscriptions averaging . . . copies were sold to qualified recipients at . . . subscription prices, in quantities of . . . to . . ."

B9.66

Publications reporting Single Copy Sales in paragraph 1 and including Single Copy Sales Multi-Copy and/or Non-Returnable in that figure, shall break down in paragraph 9 Single Copy Sales Single, Multi-Copy and Non-Returnable Sales on an issue-by-issue basis.

B9.67

At the option of the publisher a breakout of Single Copy Sales by type of outlet, (for example, newsstand, retail store, etc.) and/or by U.S. and international circulation can be provided.

B9.68

Publications reporting Single Copy Sales in paragraph 1 and including Non-Returnables in that figure shall note in paragraph 9 the formula used to determine net sales. (See B7.41).

B9.69

Publications reporting any Single Copy Sales sold with a premium shall show in paragraph 9 an issue-by-issue analysis of the number of single copies sold with a premium. The nature of the premium and provisions of the offer shall be described. (See B7.28).

B9.70

Publication members reporting print and electronic copies may report at their option whether subscribers to the electronic editions have automatically received the electronic editions or manually downloaded/retrieved/received the electronic editions. (See B7.14)

If download; retrieved; received data is reported, such data shall be reported in paragraphs 1, 2, 3a, 3b, 3c, 4, and 9.

B9.71

A download; retrieved; received issue may be counted within the table as long as the issue was downloaded; retrieved; received within 60 days of the alert. At the time of circulation statement filing, any issues for which final download; retrieved; received counts are not available may be estimated based on a historical average. At the time of audit the estimation will be compared to actual data. If the variance is material, an audit report will be issued to adjust the circulation accordingly.

B9.71.1

Publications reporting the required net qualified circulation for electronic editions elsewhere throughout the statement may include a table in paragraph 9 detailing the gross number of qualified electronic subscribers and qualified print copies existing for each issue. Those recipients receiving both the print and electronic edition, shall be a gross count.

B9.72 Publisher's Affidavit

A circulation statement shall carry the publisher's affidavit containing two signatures. At least one of the two signatures shall be that of an officer of the publishing company or its authorized representative. The names and titles of the persons signing the circulation statement shall be typewritten below their signatures.

This requirement shall not apply to a corrected circulation statement issued by BPA Worldwide as provided in Section B11.6 of these Rules.

B9.73 Date Received

All circulation statements will contain the date received by BPA Worldwide.

B9.74 Method of Distribution

Shall contain one of the following statements concerning the distribution of a publication reporting electronic circulation, qualified Continuous and Non-Continuous circulation, or multi-copy same addressee circulation equal to 10% or more, but less than 25%, of average qualified circulation:

If electronic Version circulation exists, the method of distribution shall be fully disclosed as follows:

Electronic Circulation

"Print copies are distributed via postal services or other carriers. Recipients who request the electronic Version are notified via [disclose method: email, RSS, instant message, other] when the Version is available."

If Non-Continuous circulation exists, the nature of the Non-Continuous circulation shall be fully disclosed as follows:

Continuous and Non-Continuous Circulation

"Copies are distributed on a Continuous basis (at least three consecutive months) and non Continuous basis (up to three months' service). Continuous and Non-Continuous circulation are reported separately throughout this report."

If 10% or more, but less than 25%, of average qualified circulation is multi-copy same addressee, the following comment shall be included in the Method of Distribution. (If 25% or more is multi-copy same addressee, see section B9.9.)

B9.74 (continued)

"Multi-Copy Same Addressee

Multi-copy same addressee circulation is audited only to the point of distribution. An 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."

These comments may contain additional explanations regarding the character and nature of the distribution, and any other amplification necessary.

The Method of Distribution shall be reported in Paragraph 9.

B10.0 REQUIREMENTS AND RECORDS NECESSARY FOR AN AUDIT

B10.1 General

The BPA Worldwide Business Publication Audit methodology is based upon a perpetual inventory record by issue of the names on a circulation list. It is a publisher member's responsibility to insure the accurate maintenance of their circulation list and records in accordance with these Rules. The BPA Worldwide Business Publication Audit is designed to verify and authenticate the publisher's circulation claims.

B10.2 Special Three or Six Month Audit

A publication may request the President to provide a special three or six month audit ending with a month other than June or December, (July and January for physician journals) if in the President's judgment, circumstances warrant the audit and the publication meets the following conditions:

The publication's request for the special three or six month audit shall be in writing explaining the reason for the audit.

The publication shall pay a regular auditing charge for the special audit.

A publication, which has chosen a period ending with a month other than June or December (July and January for physician journals) for its special three or six month audit report, shall transfer back to the standard June or December schedule (July and January for physician journals) with its first circulation statement following the special three or six month audit report, and include whatever previously audited issues are necessary to complete the six month period.

The publication may continue to audit on its original audit cycle, or, with approval of the President, the audit cycle may be changed.

B10.2.1

A publisher may only project interim paragraphs 3b and 3c circulation data from a printed and posted report.

B10.3 Circulation List

A printout proof or electronic file of all names on the qualified circulation list for the issue analyzed shall be provided for the auditor. A physical count of the circulation list shall be made by geographical distribution, and by the classifications shown in Paragraph 3a of the circulation statements, effective July 1, 2006 (including the date the demographic data was obtained). The classification count (by types of classifications) shall be compiled by state or other geographical area unless otherwise provided for by the President. Suitable forms for the tabulation of these counts will be supplied by the Corporation.

A publisher reporting new qualification figures in Paragraph 3b in their interim circulation statement shall provide the auditor with a physical count of the mailing list.

B10.4 Records

Publisher members shall provide for the auditor's examination proof of mailing of every issue of the publication for the period being audited. This proof shall be in the form of receipts from the Post Office, or other courier if the Post Office is not used.

These receipts may be in different forms due to postal regulation. Where Multi-Copy Same Addressee, or other international circulation is claimed, suitable proof of its mailing shall be available.

In addition, receipts for monies deposited with the Post Office shall be retained for the auditor's examination.

For Electronic Editions, summary reports of alerts and distribution/downloads shall be provided to the auditor with corresponding logs. (See B7.14 and B9.73)

B10.5

A copy of each issue, cancelled checks, printer's bills, and paper consumption reports shall be available. The auditor may request access to any ledger accounts relative to circulation and such inspection shall be made with a representative of the publication present.

B10.6

An accurate count of the recipients added to and removed from the qualified circulation shall be maintained issue by issue. This count shall be supported by printout proofs of the recipients added, and/or removed (See Section B7.1, of these Rules for definitions of additions and removals.)

Proof of classification as reported in paragraph 3a shall be available for all recipients on the qualified circulation mailing list. This proof may be no older than three years from the date of the issue analyzed. If the classification in Paragraph 3a contains data that cannot change – such as year of medical school graduation – the proof may be older than three years from the date of the issue analyzed.

Whenever a questionnaire is used to elicit information from a recipient, the questionnaire and attendant material shall not improperly lead the recipient to give the desired qualification data in order to receive the publication.

Whenever a questionnaire is used to elicit specific information about a recipient's business, except the establishments North American Industry Classification System (NAICS), a question approximating one of the following shall be asked on the form:

B10.6 (continued)

"What is your primary business? (Check one only.)"

"The primary business of my firm at this location is (Check one only.)"

"Please check the one item which best describes your firm's primary business activity. (Check one only.)"

Insert
Letter

"Please indicate the primary end product (or service performed at your business location) by writing the corresponding letter of the alphabet in the box at the left."

Whenever a questionnaire is used to elicit specific information about an establishment's North American Industry Classification System (NAICS) (U.S.), a fill-in response question format approximating the following shall be asked on the form:

"What is the primary end product manufactured (or service performed) at your business location? (Please be specific.)" _____

But when eliciting information about an establishment's international Standard Industrial Classification (U.N.) a check-off response question format may be used with the above question.

Whenever a questionnaire is used to elicit specific information about a recipient's title, a question approximating one of the following shall be asked on the form:

"What is your title? (Check one only.)"

"What is your title? (Please be specific.)"

Whenever a questionnaire is used to elicit specific information about a recipient's job function, a question approximating one of the following shall be asked on the form:

"What is your primary job function? (Check one only.)"

"Please check the one category that best describes your primary job function. (Check one only.)"

"Job function (Please rank in order of importance 1, 2, 3, etc.)"

Insert
Letter

"Please indicate your primary job function by writing corresponding letter of the alphabet in the box at the left."

B10.7

Original orders, dues invoices, membership application forms and proof of payment for all qualified paid subscriptions shall be available to the auditor as to price, term, expiration date, how ordered and use of promotional incentive, if any.

B10.8

Publishers shall maintain on file for use of the auditor, copies of all subscription offers, and copies of all contracts made with solicitors, subscription agencies or any other parties through whom subscriptions are obtained for their publications 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.

B10.9

Publications shall code to denote on computer records and display on a resulting printout, price paid, demographic classification (if any), source and date of qualification, length for each subscription, how ordered, use of promotional incentive and subscription expiration date.

B10.10

For publications reporting their qualified paid circulation throughout their circulation statement, the publisher shall run tabulations separating counts of the qualified paid circulation and qualified non-paid circulation, respectively. For publications reporting qualified non-paid non-continuous circulation, the publisher shall make available separate lists of the qualified non-paid non-continuous circulation for each issue.

B10.11

Publications reporting their qualified paid circulation throughout their circulation statement are required to maintain a daily, weekly, or monthly subscription register (the journal of original entry) or a system in lieu thereof which records the following information concerning each and every subscription received: (a) price paid, (b) date of payment, (c) length of subscription, (d) how ordered, (e) promotional incentives, if any, (f) Multi-Copy Same Addressee subscriptions, (g) Membership Benefit subscriptions.

B10.12

Publications reporting Single Copy Sales in paragraph 1 shall maintain records to substantiate the claim.

A shipping manifest indicating destinations for breakout shipments and Multi-Copy Single Addressee shipping receipts for distribution of copies from the printer to the first point(s) of redistribution, either the distributor, wholesaler/ breakup agent, or outlet dealing directly with the publisher shall be maintained.

Publishers shall maintain accounts specific to each publication title for any national distributor, wholesaler or vendor with whom they conduct single copy sales transactions.

All account entries shall be documented including invoices for the draw, covers or affidavits for returns, and adequate evidence of payments received and credits issued.

B10.13

Publications reporting non-continuous non-paid circulation shall maintain records to substantiate the qualification of the recipients and the mailing of the copies.

B10.14

All documents used in verifying the qualified circulation mailing list as the issue analyzed shall be available to the auditor.

B10.15

Qualification evidence submitted by the publisher shall support all the mailing data on the label or printout. However, evidence supporting the street address or box number may be omitted whenever the Postal Service notifies the publisher of an address change.

Nothing in these rules shall be construed as requiring a publisher to include the name of a person or any other specific element on the labels or print-out, but whatever mailing data is present shall be supported by evidence, subject to the claim that the recipient is within the Field Served, conforms to the Method of Distribution, and has been correctly classified in Paragraph 3a.

B10.16

In the event that the address and the qualification of a single recipient is supported by evidence from more than one source, the publisher may choose any one, but not more than one of those sources under which to classify the recipient in reporting in paragraph 3b of the circulation statement. However, when copies of a publication are directed to specific individuals by name, the publisher shall report the sources from which the recipient's name was obtained.

B10.17

The following types of records shall NOT be acceptable as evidence of qualification:

Official Post Office change of address notification forms shall not constitute acceptable qualification proof unless they also provide proper qualifying information.

Any reports originating within the publications own organization or from the publisher's staff with the exception of telephone interviews which have been approved by BPA Worldwide. (See B10.20)

B10.18 Qualification Records - Details

Several types of records shall be acceptable as evidence of qualification:

B10.19 Personal Direct Request from Recipient: Written

B10.19.1

Letters from individually qualified recipients requesting the publication may be reported as request circulation.

B10.19.2

For those publishers electing to use a standardized questionnaire to develop request circulation, including those transmitted electronically, a question approximating the following shall be asked on the form: "Do you wish to receive (continue to receive) this publication? Yes ... No" Non-paid questionnaires shall be restricted to a specific time period only if the actual or specific period of time is indicated as part of the question: "Do you wish to receive (continue to receive) this publication for 10 months? Yes ... No...."

B10.19.3

Publishers may utilize, as an option, an alternate question approximating the following: "Please sign here if you wish to receive (continue to receive) this publication." Forms utilizing this alternate shall be signed to be reported as personal written request circulation.

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 or initial (publisher's option) 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:

SIGN OR INITIAL HERE IF YOU WISH TO RECEIVE
PUBLICATION XXX

SIGN OR INITIAL HERE IF YOU WISH TO RECEIVE
PUBLICATION YYY

SIGN OR INITIAL HERE IF YOU WISH TO RECEIVE
PUBLICATION ZZZ

Signature

Date

B10.19.5

BPA Worldwide's approval will be given to any questionnaire which is consistent with the Field Served and Definition of Recipient Qualification and the classifications reported in paragraph 3a of the circulation statement.

B10.19.6

Whenever a questionnaire is used, recipients who indicate they do not wish to receive the publication shall be removed from the qualified circulation list within 90 days of receipt of the communication.

B10.19.7

Qualification forms that are entitled or indicated as "new subscription forms" shall be counted as request circulation. These forms need not contain the question asking the recipient if they wish to receive the publication.

B10.19.8

Reader service cards may be counted as request circulation if the recipient has signed the card and answered the question "Yes, I wish to receive (continue to receive) this publication." (See B10.28.1)

B10.19.9

Voluntary contributions to a publication to offset production and shipping costs may be reported as request circulation if the donation is to defray costs of "continued service of the publication". Any solicitation by the publisher for a contribution to defray costs shall be very clear that the donation is for continued service. Publishers shall offer the option to continue receiving the publication without making a donation, and the option to discontinue receiving the publication.

B10.19.10

An address change may be reported as request circulation for a single publication provided such change has been initiated by the recipient.

B10.19.11

Questionnaires shall contain a provision for the recipient's signature and provision for the date.

B10.19.12

Prior testing of electronic scripts, systems and procedures for soliciting this form of request may be required to determine auditability.

B10.19.13

The following types of qualified paid circulation shall be considered as written request circulation (provision for signature is not required on paid subscription forms):

Individually paid subscriptions direct to the publisher.

Individually paid subscriptions received through third party agents.

Deductible membership benefit subscriptions.

Subscriptions sold in quantities of two or more paid for by an employer for their employees.

B10.19.14

The following types of paid circulation are NOT to be reported as request circulation:

Subscriptions sold in quantities of two or more subscriptions ordered by sponsors

Subscriptions ordered by sponsors

Non-deductible subscriptions, except in those cases where the publisher has obtained a specific request to receive the publication from the member. However, this does not apply when a non-deductible offer elicits a request to receive a electronic Version of the magazine.

Multi-Copy Same Addressee

B10.19.15

Whenever a promotional incentive is offered to individual recipients as an inducement to obtain either qualified non-paid or qualified paid request circulation, the publisher shall identify the premium and the quantity used in a footnote in paragraph 3b.

B10.19.16

Whenever two or more publications are merged, request circulation shall be footnoted in paragraph 3b indicating the percentage of request circulation from each of the merged publications.

B10.19.17

Whenever a sweepstakes, prize draw, or contest is offered to individual recipients as an inducement to obtain qualified paid request circulation, the publisher shall appropriately footnote the number of subscriptions sold through the use of these offers in paragraph 3b and provide an explanation of such offers in paragraph 9 as follows:

". . . recipients reported as request circulation in paragraph 3b were obtained through the use of sweepstakes offers . . ."

B10.19.18

Whenever a sweepstakes, prize draw, or contest is offered to individual recipients as an inducement to obtain qualified non-paid circulation, these recipients shall be reported as "Other sources". (See B10.34.2).

B10.20 Personal Direct Request from Recipient: Telecommunication

B10.20.1

Telecommunications from individually qualified recipients requesting the publication may be reported as personal telecommunications request. Effective January 1, 2008, all outbound Personal Direct Request from Recipient: Telecommunication requests, with the exception of subscriptions to individuals who refuse to be recorded, must be recorded and made available to the auditor at the time of audit.

B10.20.2

Effective January 1, 2008, subscriptions to individuals who refuse to be recorded, and inbound telecommunication requests shall comply with the following conditions:

A question approximating the following shall be asked and answered during the telephone interview: "Do you wish to receive (continue to receive) this publication? Yes ... No ... A personal identifying question must be asked and answered. Some examples..."To permit future verification or 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 recipient and not the publisher is likely to know, may be asked as an alternate should the recipient not provide an affirmative response to the original question. Once a particular question is used and the answer 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 recorded and the respondent indicates affirmative to the request question. The personalized question is not required for faxes, or if the interview is recorded.

If the call is being recorded, the publisher may use any of the following script options to obtain the request:

Option #1

Do you wish to receive this publication?

Do you wish to continue to receive this publication?

Option #2

All that I need to do is update your address information and ask you a couple of questions to send out your free subscription. We show that the subscription should go to (address). Is that correct?

All that I need to do is update your address information and ask you a couple of questions to send out your free subscription. We show that the subscription is going to (address). Is that still the correct address?

Option #3

In order to receive your free subscription to (publication name), I just need a few moments to update some information, ok? I have your name as...

In order to continue receiving your free subscription to (publication name), I just need a few moments to verify some information, ok? I have your name as...

Option #4

Hello. This is (caller's name) for/from (publication name) calling to update the information that we have on file so that we can begin sending you a free subscription to our publication, ok?

Hello. This is (caller's name) for/from (publication name) calling to update the information that we have on file so that we can continue sending you a free subscription to our publication, ok?

B10.20.2 (continued)

Option #5

Hello. This is (caller's name) from (publication name). I'd like to start your free subscription and just need to ask you a couple of questions to be able to do so. I have your address as (address). Is this correct?

Hello. This is (caller's name) from (publication name). I'd like to renew your free subscription and just need to ask you a couple of questions to be able to do so. I have your address as (address). Is this correct?

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 that:

Contains adequate instructions (script) to the telephone interviewer (outbound calls) or to the recipient (inbound calls), including a statement, in accordance with local laws, that the call is being 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 for subscribers who refuse to be recorded. (as defined in Section B10.20.2 above). The personalized data question is required only if the telephone call is not recorded;

Contains an acceptable request question with a personalized data question, coupled to the request as defined in Section B10.20.2 above (the personalized data question is required only if the telephone call is not recorded);

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

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.

B10.20.4

The qualified recipient's spouse may request the publication on behalf of the qualified recipient. This may be reported as personal telecommunication request.

B10.20.5

The qualified recipient's authorized assistant may request the publication on behalf of the qualified recipient. This may be reported as personal telecommunication request, provided the authorized assistant responds affirmatively to either one of these questions:

"Do you provide administrative support for _____
that includes the ability to request subscriptions for
him/her?"

B10.20.5 (continued)

“Do you provide administrative services for _____
and are you (allowed/eligible/permitted) to request a
publication on their behalf?”

In one telephone interview, an authorized assistant may request a publication for more than one qualified recipient, and those requests may be reported as personal request (see Rule B10.29, Communication from Recipient or Recipient’s Company (Other than Request): Telecommunication), provided the interview is recorded, and that there is a separate request question asked and answered for each recipient.

Publishers electing to contact an authorized assistant to elicit personal telecommunication request shall comply with the same conditions concerning telecommunication requests set forth in these rules. (See B10.20.5.) In addition, the publisher shall obtain the full name and job title of the authorized assistant.

B10.20.6

Multiple publication telecommunication requests obtained in a single telecommunication may be counted as telecommunication request circulation, provided the interviews are recorded, a separate request question is asked and answered for each of the publications, and such circulation is in conformance with B10.19.4 (See B10.20.9.)

B10.20.7

Prior testing of scripts, systems and procedures for soliciting telecommunications requests may be required to determine auditability.

B10.20.8

For incoming requests received through telecommunications, adequate records verifying the time and date of call shall be maintained. In addition to the personalized request question, the recipient may be instructed to provide a unique identification code taken from the publisher’s label.

B10.20.9

Publishers shall be responsible for maintaining the following records, which are to be made available to the auditor at the time of audit and/or during random visits:

All telephone company invoices

All computer-generated data, including summaries by date of calls received, telephone numbers of calls placed and received, and computer logs of tasks performed

Recordings, where permitted and available, shall be inspected by the auditor to verify adherence to the BPA Worldwide-approved interview form and the proper recording by the interviewer of the recipient’s response. Whenever conversations are recorded, the recipient shall be advised, in accordance with local laws, that he/she will be recorded. Monitoring of live interviews also may be conducted for the same purpose.

B10.20.10

The publisher shall be responsible for the documentation and accuracy of telecommunication requests, including those requests obtained through outside telemarketing firms.

B10.20.11

The auditor will compare and cross-check all records and make any other tests deemed necessary, including follow-up telephone contact and/or mail confirmations, for complete and accurate authentication of the request and qualification information. The publisher shall be billed for the costs incurred for any special confirmations conducted by BPA Worldwide or its agent.

B10.20.12

All other specific rules pertaining to the use of promotional incentives for personal written request circulation (See B10.19.15), or in the merging of publications' circulation (See B10.19.16) apply to telecommunications.

B10.21 Personal Direct Request From Recipient: Electronic

B10.21.1

For those publishers wishing to accept requests via electronic medium (Web, email, other) a transcript (screen-by-screen panels) shall be submitted to BPA Worldwide for approval prior to use. BPA Worldwide's approval will be given to any electronic transcript that meets the following conditions:

Contains adequate instruction (menu and screen panels) to the recipient end user.

Contains a provision for the name, title, and company address of the recipient.

Contains an acceptable request question with a personalized data question to confirm the request (as defined in Section B10.20.2) and a provision for the date.

Incoming email correspondence that is not Web qualification-form generated and is requesting a publication does not need a personal data question. However, out bound solicitations for email requests must include a notification that the subscriber may be contacted by a third party to verify the publication request.

Documentation of the respondent's conformance to the Field Served and Definition of Recipient Qualification shall be available either through the electronic medium or a secondary source.

Web-based, single response, qualification questions may be pre-populated with prior-year information, provided the subscriber proactively verifies the data in each question by clicking a separate "confirm" button for each question. The request question ("Do you wish to receive/continue to receive *XYZ Magazine*?") cannot be pre-populated, unless the subscriber has demonstrated through an action ("i.e. click to subscribe") prior visiting to the qualification page.

B10.21.2

Multiple publication electronic requests are acceptable and may be counted as request circulation, provided that 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 <i>Publication XXX</i>
Please check here if you wish to receive <i>Publication YYY</i>
Please check here if you wish to receive <i>Publication ZZZ</i>

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

B10.22 Request From Recipient's Company: Written

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.

B10.22.2

Publishers electing to use a standardized questionnaire to develop such company request circulation shall comply with the following conditions:

A statement approximating the following shall appear on the form:

"Please send this publication to the following employees".

B10.22.3

Such questionnaires or letters shall include instructions to the company to verify each name appearing on the list for correct mailing address information. In addition, the company shall be instructed to fill in or otherwise indicate for each name on the list the recipient's industry, title and/or functional description. Such letters of instruction shall be submitted to BPA Worldwide for approval prior to printing.

B10.22.4

Questionnaires shall contain a provision for signature and a provision for date.

B10.22.5

Each name deleted from the list by the company shall be removed from the qualified circulation within 90 days of receipt of the communication.

B10.22.6

The format and terminology used in standardized questionnaires and requalification forms to develop "written request from recipient's firm" shall be approved by BPA Worldwide prior to use. BPA Worldwide's approval will be given to standardized questionnaires and requalification lists which meet the above conditions and which are consistent with the Field Served and Definition of Recipient Qualification and the classifications reported in paragraph 3a of the circulation statement.

B10.22.7

The auditor may conduct direct mail confirmations and make any other tests considered essential to the complete and accurate authentication of this source (See B11.4).

B10.22.8

The following types of non-paid circulation may be considered as written request from recipient's firm:

Non-paid request from recipient's firm.

Non-paid multi-copy same addressee circulation.

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 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.

B10.22.9

The following types of paid subscriptions may be reported as written request from recipient's firm:

Multi-Copy Same Addressee.

B10.22.10

The following types of paid circulation are NOT to be reported as written request from recipient's firm:

Non-deductible subscriptions (except in those cases where the publisher has obtained a specific request to receive the publication from the member).

Gift subscriptions.

B10.22.11

Whenever a promotional incentive is offered as an inducement to obtain either qualified non-paid or qualified paid request circulation from recipient's firm, the publisher shall identify the premium and the quantity used in a footnote in paragraph 3b.

B10.22.12

Whenever two or more publications are merged, request circulation from recipient's firm shall be footnoted in paragraph 3b indicating the percentage of request circulation from each of the merged publications.

B10.22.13

Whenever "company name only" addressed subscriptions are purchased (paid) or requested (non-paid), this circulation shall be reported as "request from recipient's company".

B10.23 Request from Recipient's Company: Telecommunication**B10.23.1**

Telecommunications such as telephone calls from authorized individuals or from a company requesting copies of the publication for employees of that company may be reported as telecommunication request from recipient's company. Effective January 1, 2008, outbound request from recipient's company: telecommunication must be recorded and made available to the auditor at the time of audit.

B10.23.2

Telecommunications from an authorized assistant wherein that assistant has requested the publication for more than one qualified recipient in one telephone interview, may be reported as telecommunication 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 ... If the publisher chooses not to record the call (an option until January 1, 2008), a personal identifying question must be asked and answered. Some examples...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 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.

B10.24 (continued)

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.

B10.25

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.

B10.26 Request from Recipient's Company: Electronic

Electronic communications such as email, Internet and other forms, coming either from authorized individuals or from a company, which request copies of the publication for employees of that company, may be reported as "Request from Recipient's Company: Electronic."

B10.26.1

Publishers electing to use this form of company request shall comply with the following conditions (see Rules B10.22):

B10.26.2

A question approximating the following shall be asked and answered as part of the electronic communication: "Please send this publication to the following employees", or "Do you want this publication sent to any other employee? Yes ... No..."

B10.26.3

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

B10.26.4

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

B10.26.5

All other conditions pertaining to Internet outlined in Section B10.19.12 shall be followed.

B10.26.6

All other conditions pertaining to electronic as outlined in Sections B10.21, except in conditions specified for "personal," shall be followed.

B10.27 Membership Benefit

Individual and organizational memberships in associations or societies or clubs etc. where the subscription is paid for out of membership dues and the member does not have the option of deducting the subscription price from the dues (non-deductible membership benefit subscriptions).

B10.28 Communication from Recipient or Recipient's Company (Other than Request): Written

B10.28.1

The following types of records may be reported as Written Communication circulation:

Standardized questionnaires to a media company, such as:

Census forms

Editorial survey forms

Questionnaires that 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 publication." 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-Copy 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.

B10.28.2

The following standardized questionnaires from another publication shall be reported as Communication from Recipient or Recipient's Company (Other than Request): Written provided the other publication 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 9 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 [#]%."

B10.28.2 (continued)

The source shall be identified by name in a footnote in Paragraph 9 whenever 10% or more of the circulation is qualified through questionnaires from a single magazine.

B10.28.3

Questionnaires from another publication from another parent publishing company shall not be reported as Communication from Recipient or Recipient's Company (Other than Request): written. These are reported as "Other Sources".

B10.29 Communication from Recipient or Recipient's Company (Other than Request): Telecommunication

B10.29.1

The following telecommunication to a media company shall be reported as Communication from Recipient or Recipient's Company (Other than Request): Telecommunication provided the other publication 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 9 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 9 whenever 10% or more of the circulation is qualified through questionnaires from a single magazine.

B10.29.2

Telephone interview forms shall be submitted to BPA Worldwide for approval.

B10.29.3

BPA Worldwide's approval will be given to any questionnaire which is consistent with the Field Served and Definition of Recipient Qualification, and the classifications reported in paragraph 3a of the circulation statement.

B10.29.4

Questionnaires shall also contain the instructions to the telephone interviewers, the name and address of the firm to be called, the name and title of the person being interviewed, and provision for the operator's signature and date of interview.

B10.29.5

These forms shall be adequately identified and dated to permit the auditor to satisfy him/herself of their authenticity and acceptability.

B10.29.6

Whenever more than two copies of a publication are sent to the same addressee, a distribution agreement may be obtained via a telecommunication provided the agreement to distribute the copies is tape-recorded. The 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. (See B7.24)

B10.29.7

The auditor will compare and crosscheck telephone bills, interview forms, conduct confirmations and make any other tests considered essential to a complete and accurate authentication of this source. The publisher shall be billed for the costs incurred for any special tests.

B10.29.8

Telecommunication questionnaires from another publication from another parent publishing company shall not be reported as Communication from Recipient or Recipient's Company (Other than Request): telecommunication. These are reported as "Other Sources".

B10.30 Communication from the Recipient or Recipient's Company (Other Than Request): Electronic

B10.30.1

The following types of records may be reported as "Communication from the Recipient or Recipient's Company (Other Than Request): Electronic":

Standardized questionnaires to a media company, such as:

Census forms

Editorial survey forms.

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

B10.30.2

Questionnaires shall be submitted to BPA Worldwide for approval. BPA Worldwide's approval will be given to any communication that contains adequate instructions (menu and screen panel(s) to the recipient end-user and a provision for the name, title, company address and email address of the recipient.)

Prior testing of electronic scripts, systems and procedures for soliciting this form of communication may be required to determine auditability.

B10.30.3

BPA Worldwide's approval will be given to any questionnaire that is consistent with the Field Served and Definition of Recipient Qualification, and the classification reported in Paragraph 3a of the circulation statement.

B10.30.4

These questionnaires shall be adequately identified and dated to permit the auditor to be satisfied with the authenticity and acceptability.

B10.30.5

Whenever more than two copies of a publication are sent to the same addressee, a distribution agreement to distribute the copies is confirmed by the respondent answering a personal identifying question.

The 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. (See B7.24.)

B10.30.6

The following standardized questionnaires from another publication shall be reported as "Communication from the Recipient or Recipient's Company (Other Than Request): Electronic", provided the other publication is of the same parent publishing company:

Personal Electronic request forms direct from the recipient

Electronic request forms from the recipient's company

Electronic communication forms from the recipient or 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 9 as follows:

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

The source shall be identified by name in a footnote in Paragraph 9 whenever 10% or more of the circulation is qualified through questionnaires from a single magazine.

B10.30.7

Questionnaires from another publication from another parent publishing company shall not be reported as "Communication from Recipient or Recipient's Company (Other than Request): Electronic." These are reported as "Other Sources."

B10.31 Independent Field Reports

B10.31.1

Field reports obtained by independent field service organizations under contract to the publisher shall be adequately identified and dated to permit the auditor to be satisfied of their authenticity and acceptability.

B10.31.2

Field service organization reports obtained by interview with the qualified recipients may be counted as request circulation provided the recipient signs the questionnaire requesting the publication.

B10.31.3

The President may require the publisher to furnish such information about the organization and its procedures, and may make such independent investigations as deemed necessary to determine whether or not the reports constitute satisfactory evidence of qualification.

B10.32 Lists

B10.32.1

Association/Society or Club etc. membership lists, manufacturers' or distributors' lists of customers, prospects and licensees are acceptable evidence of qualification providing such lists are adequately identified and dated to satisfy the auditor of their authenticity and acceptability.

B10.32.2

Whenever manufacturers', distributors' and wholesalers' lists of customers and prospects are used for qualification purposes to support circulation information, the auditor may conduct direct test mailings and make any other tests considered essential to the complete and accurate authentication of this source. Direct test mailings to verify the recipient's mailing address information, name and/or title and business/occupational data may be required for any portion of the audit sample qualified via list source. The publisher shall be rebilled for the costs incurred for any special test.

B10.33 Business Directories

B10.33.1

All printed and published directories, including directory issues of periodicals and industrial directories or those available on Compact Disk - Read Only Memory (CD-ROM) or through the Internet, shall be adequately identified and dated to satisfy the auditor of their authenticity and acceptability.

B10.33.2

To determine the qualification date of a directory, the month and year of the copyright or the date of printing (the earliest date) shall be used. In the event that a month does not appear, the following shall apply:

A directory dated on the cover, or compact disk (CD) dated for one year only shall have a qualification date of January 1 of that year.

A directory dated on the cover, or compact disk (CD) dated for two or more years shall have a qualification date of July 1 of the first year.

B10.33.2 (continued)

A directory dated on the cover, or compact disk (CD) dated with a specific month and year would have a corresponding qualification date.

B10.34 Other Sources

B10.34.1

Business letterheads, company personnel rosters, company annual reports, company telephone directories, business cards, trade shows registration lists, reader service cards and qualification questionnaires from other publications not owned by the same parent company. Such sources shall be adequately identified and dated to satisfy the auditor of their authenticity and acceptability.

B10.34.2

Publishers electing to use sweepstakes prize draw or other contest offers to develop qualified non-paid circulation shall comply with the following conditions:

Non-paid recipients qualified through the use of these offers shall be reported as other sources in paragraph 3b.

The publishers shall identify such sweepstakes offers and the quantity reported as other sources in a footnote in paragraph 9 as follows:

" . . . recipients reported as other sources in paragraph 3b were obtained through the use of sweepstakes offers"

Mailing house lists which have been approved by BPA Worldwide may be reported as other sources and shall carry an identifying footnote.

B10.34.3

Mailing house lists which have not been approved by BPA Worldwide are not acceptable as qualification evidence. However, in order to obtain BPA Worldwide approval, a publisher may arrange with a mailing house to have the list checked against the original sources provided such sources are within the time limits prescribed in these rules and are available to the auditor. If a publisher elects to report the original qualification sources in paragraph 3b of the circulation statement, the mailing house shall prepare the data for this paragraph and shall be subject to all requirements for the auditing of paragraph 3b.

B10.34.4

Qualification questionnaires from another publication from another parent publishing company shall continue to age based on the qualification date of the original source document. (See sections 10.28.3, 10.29.8, and 10.30.7).

B10.35 Worksheets Maintained by the Publisher

BPA Worldwide can supply all the necessary work sheets to the publisher for the completion of the data reported in the circulation statements.

B10.36

Those publications not reporting qualified paid circulation separately in paragraphs 2 through 10 will use the following forms;

- Form 1-2
- Form 3a-4
- Form 3b
- Form 3c

B10.37

Those publications reporting qualified paid circulation separately in paragraphs 2 through 10 will use the following forms:

- Form 1-2
- Form 3a-4*
- Form 3b*
- Form 3c
- Form 5-6-7-8
- Form 9
- Form 10

*Form shall be kept separately for the qualified non-paid and qualified paid circulation.

B10.38

Form 1-2 (Circulation Breakout by Issue) - Is a perpetual inventory of circulation which will record the qualified continuous and non-continuous by non-paid, paid and total qualified circulation by issue. Also recorded on this form are qualified additions and removals for continuous circulation by issue as well as the non-qualified circulation. The reporting of information on this form is mandatory for all publications.

B10.39

Form 1-2a (Date of Mailing by Issue) - Records the date of mailing and number of copies mailed for each issue including any late mailing of copies.

B10.40

Form 3a-4 (Geographical and Classification Breakout) - Records the continuous and non-continuous qualified circulation count of the issue analyzed in paragraphs 3a and 4 by classification within each state or other geographical area. The reporting of information on this form is mandatory for all publications.

All publications reporting qualified paid circulation in paragraphs 2 through 10 shall run a printout proof of all names on the qualified circulation mailing list every six months and use this form.

B10.41

Form 3b (Qualification Source Breakout) - Records qualification sources by state or other geographical area for the qualified circulation of the issue analyzed. This count is obtained from a physical count of the mailing list, for the issue analyzed, of the entire qualified circulation. The reporting of information on this form is mandatory for all publications preparing their second six months circulation statements, and optional for the reporting of this information on the interim circulation statement. Separate forms are required for continuous and non-continuous circulations.

B10.42

Form 3c (Mailing Address Breakout) – Records the qualified continuous and non-continuous circulation count of the issue analyzed by mailing address within each state or other geographical area.

B10.43

Form 5-6-7-8 (Analysis of Qualified Paid Subscription Sales) - Records the sales by month for the period of qualified paid subscriptions, by prices, length of subscriptions, use of promotional incentives, and how ordered.

B10.44

Form 9 (Breakout of Qualified Paid Status of Subscription Payments) – Records the qualified paid circulation by state by potential renewals unpaid up to three months. (See B7.5)

B10.45

Form 10 (Renewal Rate) – Records the renewal percentage computation for the expired qualified areas for the period analyzed, and the renewal of subscriptions by state or other geographical areas for the period analyzed, and the renewal of these qualified paid subscriptions.

B10.46

While BPA Worldwide supplies these official forms, equivalent forms prepared by the publication and approved by the President may be used.

B10.47

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

B10.48

Upon completion of the circulation audit and annual validation of the mailing list, the publisher with the written approval of the President will be permitted to discard the qualification source documents which have been validated provided the mailing list proof of all the names on the qualified circulation list for the issue analyzed are coded to denote:

Business/occupation and any other classifications for Paragraph 3a (except the existence of units).

Source of qualification and original date of qualification documents for Paragraph 3b.

The date the demographic data reported in Paragraph 3a and supplementary data was obtained.

Length and expiration date for each paid subscription.

B10.49

It shall be the publisher member's responsibility to insure the proper safeguards for the protection and retention of the validated mailing lists which have been sealed by the auditor for the exclusive use of BPA Worldwide in subsequent audits.

B10.50

Any qualification source documents received by the publisher after the validated audit issue shall be retained for the auditor's examination at the time of the next regular circulation audit.

B10.51

A publication member may request a validation audit of its circulation list if the publication's records are to be relocated in another city or state, or if the publication has been sold.

If the President determines that the validation audit should be made, the publisher shall be billed in accordance with the standard circulation audit charges and any and all other costs which may be incurred by the corporation in conducting such audits.

B10.52

All records necessary for an audit shall be retained by the publisher until the next annual audit has been completed.

B10.53

Services shall be suspended by the President for any publication whose audit takes over 75 days to complete or such further time as granted by the President. The Publisher may appeal the President's decision in writing to the Executive Committee of the Board of Directors within seven days from receipt of the President's decision. The decision of the Executive Committee shall be final. In the event of suspension, a notice shall be posted on BPA's web site and/or released to the membership and the publisher may not publicize any circulation data until the successful completion of that audit.

B10.54 Merging Publications: Non-Paid Circulation

When a publisher merges the non-paid circulation of a publication with more than one other publication, the following shall apply:

The publications shall be homogeneous.

A record shall be available indicating the recipient's election to receive the surviving publication. This election may be done through a negative option questionnaire. If such documents are returned to the publisher, they shall be considered a request to receive the surviving publication.

The original source document establishing request circulation for the defunct publication shall be available.

The merged circulation shall continue to age based on the qualification date of the original source document (See B10.19.16).

B10.55 Purchase or Transfer of Subscriptions from List of Suspended Publications

When a publisher purchases a publication and/or the subscription list of a publication that has ceased publishing and transfers the subscriptions to the publisher's own publication, the following shall apply:

The publications shall be homogeneous.

B10.55 (continued)

A record shall be available indicating the subscriber's election to receive the publication which has assumed the responsibility to fill the unexpired term of this suspended subscription. This election may be done through a negative option questionnaire. If such documents are returned to the publisher, they shall be considered a request to receive the surviving publication.

This service shall be started within six months after the last issue of this discontinued publication, or within such further time as may be granted by the President.

The original order and proof of payment of the suspended publication shall be available.

The unexpired portion of the subscription is ascertained by either of the following methods, decided by the President:

By dividing the sum of money due the subscriber at the base annual price of the discontinued publication by the price per copy of the surviving publication, said per copy price to be a pro rata price of the base annual subscription price of that publication.

By counting the number of copies of the discontinued publication still due the subscriber and crediting the subscriber with this number of copies of the surviving publication, regardless of the discontinued publication's basic price relative to the acquiring publication's.

A separate business and/or occupational analysis of transferred subscriptions shall be made in paragraph 3a for one circulation statement and one audit report and all details concerning such subscriptions shall be reported in paragraph 9 as determined by the President.

The subscriptions cannot be reported as paid circulation beyond the expiration date.

B10.56 Subscription Extensions

Number of subscriptions extended because of subscription price reductions or a reduction in the frequency of issue will be reported in paragraph 9.

B10.57

When a publisher reduces the base annual price of a publication, subscriptions are extended as follows:

The unexpired portion of the subscription shall be extended in the ratio that the value of such unexpired portion at the old base rate bears to the new base rate.

All calculations shall be made effective from the date of the issue with which the price change has occurred.

B10.58

When a publisher has reduced the base annual price and has extended the expiration date as specified above, and then, at a later date, has raised the basic annual price the new expiration dates for subscriptions originally extended shall be cut back in the ratio that the newest base price bears to the last base price. All calculations shall be made effective from the date of issue with which the price change has occurred.

B10.59

When a publisher increases the frequency without a change in subscription rates, the publisher may extend the subscription period ordered by the subscriber. Details regarding subscription extensions shall appear in paragraph 9.

B10.60 Requirements and Records for Computerized Audits

Publisher members using a computer for circulation fulfillment and preparation of audit data, shall:

Provide printouts or a file of all continuous names separate from non-continuous names on the qualified mailing list for the issue analyzed, including all of the coding information for each recipient.

Provide separate computer tabulations for:

Continuous and non-continuous business/occupational classifications for paragraph 3a.

Continuous and non-continuous source and age of qualification documents for paragraph 3b.

Continuous and non-continuous mailing address breakout for paragraph 3c.

Continuous and non-continuous geographical breakout for paragraph 4.

Post expiration copies (arrears) for paragraph 9.

Status of subscription payments for paragraph 9 if reporting qualified paid circulation separately throughout the circulation statement.

Computer tabulations of non-continuous circulation shall be required for all other issues reported in the period.

Retain a "frozen" file (in any form of memory) of the issue analyzed until the annual audit has been completed. The auditor may conduct any tests to verify the accuracy of the above reports.

B10.61

If a publisher member elects not to retain a "frozen" file for the issue analyzed, the necessary worksheets shall be completed as reported in Section B10.35 of these Rules.

B10.62

Provide a printout of additions and removals for each issue as defined in Section B7.1 of these Rules.

B10.63

Allow the auditor to examine the computer procedure manuals, including the coding instructions and system flow charts.

B10.64 Requirements for Storing Documents on Electronic Media or Microfilm

Publishers electing to store documents on electronic media or microfilm shall adhere to the following:

The stored qualification documents shall support the following information for each recipient:

B10.64 (continued)

Business/Occupational classifications for paragraph 3a.

Source and date of qualification documents for paragraph 3b.

The date of qualification for paragraph 3b shall be the date the recipient signed the document or the date of receipt stamped by the publisher. It is not necessary that the postmark cancellations be imaged.

Mailing address breakout for paragraph 3c.

Geographical breakout for paragraph 4.

All other demographic data captured for future use.

B10.65

Completely legible hard copy shall be provided for the stored qualification documents selected on the auditor's test.

B10.66

At BPA Worldwide's discretion, periodic confirmations shall be made to verify the origin of the document.

B11.0 – AUDIT PROCEDURE

B11.1

The auditor shall examine all available records pertaining to circulation as required in Sections B9.0 and B10.0 of these Rules.

B11.2

Mailing list labels, circulation qualification records and other lists shall be counted and tested to verify analysis of circulation.

B11.3

Officers and employees concerned with circulation may be questioned with regard to work on the records in their charge.

B11.4

The auditor may compare and crosscheck data from these various sources, conduct confirmations and make any other tests considered essential to the complete and accurate authentication of the audit report.

The publisher shall be billed for the costs incurred for special tests considered to be essential to complete the audit.

B11.5

The auditor may visit the printer's plant and bindery and secure records pertaining to the publication; and may also visit the mailing room or any other department or plant that is concerned with the production or mailing of the publication. For these purposes the cooperation of the publisher shall be expected.

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 Membership Advisory of Correction shall be issued by BPA Worldwide." It shall be posted to the BPA Worldwide website (www.bpaww.com) and distributed to members that request copies of printed circulation statements. Prior to the issuance of a 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 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.

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 Membership Advisories of Correction are issued for a member for two sequential years for any reason, or audit reports are issued for three sequential years due to errors and omissions within the same BPA statement paragraph, ie 3b, qualification source and age, that have been brought to the attention of the member in the previous audits 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.

B11.8

If it becomes necessary for an auditor to remove from the publisher's premises any receipts, documents, etc., the auditor shall be required to have two identical receipts signed by the auditor and the publisher or a publisher's representative listing the material taken. One receipt is to be kept by the auditor and the other by the publisher, with both receipts to be destroyed upon the auditor's return of the material.

B12.0 - UNIT AUDIT PROCEDURES

B12.1

A publication member in good standing may apply for a unit audit report in addition to the regular circulation audit and shall proceed as follows:

Complete a unit audit contract and file it with the Corporation together with the fee for the unit audit. The unit audit is renewable in any year, at the option of the publisher, by filing a contract with the Corporation prior to the member's regular annual circulation audit.

Complete a unit audit form and file it, along with the regular annual circulation audit form, with the Corporation. The unit audit form shall be in conformance with these Rules and shall be the basis for the unit audit report.

B12.2

Upon receipt of the unit audit form, the Corporation shall make an examination of the publication's records and complete the unit audit at the same time as the regular annual audit of the publication's circulation. The unit audit will be released on a separate report (white stock) simultaneously with the regular circulation audit report (buff stock). A publisher has the option of combining the unit audit report and circulation audit report on the same form.

B12.3

If it is found that the publication's records are incomplete and the unit 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 unit audit at a future date. A unit audit report will not be released until a publication's records are audited in accordance with the instructions of the Corporation.

B12.4

A publication member who has successfully completed a unit audit shall have the option of reporting unit data in the circulation statements as follows:

The initial reporting of unit data for the business/ occupational and geographical breakouts of qualified circulation shall be in a unit audit report, or combined with the regular audit report. A publisher has the option of issuing a revised circulation statement incorporating the unit data; however, the revised statement shall be released simultaneously with or after the audit report. Thereafter, a publisher may elect to report new unit data in their interim circulation statement and/or second circulation statement.

B12.5

Publishers may elect to report new unit data on a separate unit circulation statement at the time they file their regular interim circulation statement and/or second circulation statement.

B12.6

New unit data reported on the interim circulation statement or second circulation statement, shall be within one year from the date of the latest unit audit report.

New unit 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 unit audit contract and fee at the same time they file their circulation statement with the Corporation.

B12.7 Unit Audit Report

A report released by the Corporation attesting to the accuracy and validity of the number of units, plants, or establishments a publication is serving.

B12.8 Definition of a Unit

A unit shall be defined as an establishment, primarily engaged in one type of economic activity, at a single physical location.

Under this general definition, the unit audit will provide standard unit definitions for each field of publishing. If two or more competing publications apply for a unit audit, they will be asked to agree on the definition of a unit for their particular fields of publishing.

B12.9 Unit Audit Report Forms

Publisher members shall report their unit breakouts on forms supplied by the Corporation.

In the interests of uniformity in appearance and typographical setup of the unit 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.

B12.10 Printed Copies of Unit Audit Report

Distribution of the unit audit report is at the option of the publisher and printed copies may be purchased by a member from the Corporation at a price fixed by the Board of Directors. A member shall not reproduce entire unit audit reports.

B12.11

The unit 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 definition of a unit. The same field served and definition of recipient qualification as used in the regular circulation audit for this period shall be reported in the unit audit report.

B12.12 Unit Analysis of Business/Occupational Breakout of Qualified Circulation

Shall contain a breakout of the total number of copies and units by one or more of the following types of classification, either as separate totals or in a cross-tabulation breakout:

Type of business.

Size or volume or number of employees.

Job title of recipient.

Job function of recipient.

Penetration copies.

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

B12.13

The analysis shall be based on the May/November issues. A publication on a June audit schedule would analyze the May issue while a publication on a December audit schedule would analyze the November issue.

B12.14

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

B12.15 Qualification Source Breakout

Shall contain an analysis of the qualified circulation by source using one, two and three year columns or any combination thereof, and shall be repeated from the regular circulation audit and be in conformance with the Rules for reporting these data.

B12.16 Unit Analysis of Geographical Breakout of Qualified Circulation

Shall contain a breakout of the total number of copies and units by county, state, province, nation, or other accepted geographical area. The issue analyzed shall be the same one chosen for the business/occupational breakout.

B12.17

Publication members electing to analyze a particular business/occupational classification or group of classifications shall abide by the following rules:

All qualified circulation in each selected classification shall be assigned to a unit.

The audit shall clearly indicate the particular business/occupational classifications reported by units and shall report the number of copies in every classification included in the total qualified circulation for the issue analyzed.

Separate columns shall be used in the geographical breakout to indicate the part of the qualified circulation which is analyzed by units and the part not analyzed by units.

B12.18

A physical count of the mailing list for the issue analyzed shall be made by the publisher of the number of business/occupational units in each geographical area.

B12.19

A cross-reference filing system may be required for each recipient assigned to a unit.

B12.20

Qualification evidence shall be available to the auditor to support any additional data reported in the unit audit as well as the qualification material required for the regular annual circulation audit. This proof may be no older than three years from the date of the issue analyzed.

B12.21

The preparation, maintenance, and availability of all requirements and records which are necessary for a unit audit as stated in these Rules shall be the responsibility of the publisher. The employment of outside agents or firms for any or all unit 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 unit audit has been completed or for a period of not less than three years.

B13.0 SUPPLEMENTARY AUDIT PROCEDURES

B13.1 Supplementary Business/Demographic Audit Report

A report released by the Corporation attesting to the accuracy and validity of the number of secondary or multiple products or type of products approved, purchased, recommended or specified, or functions or titles of the qualified recipients of a publication, or any other demographic information gathered through multiple response questions.

The supplementary 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; filed 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 supplementary audit report.

Any questions which contain purchasing authorization but is a qualifying question for the entire qualified list e.g. primary, not secondary information and does not contain an analysis of multiple response data, shall not be considered a supplementary question. If an analysis of multiple response data is included in the report, it shall be considered supplementary.

Publishers wishing to compare circulation data to benchmark data may do so in a supplementary audit report. The benchmark data, e.g. U.S. Census, published rankings of corporations, etc., may be more than three years old but shall be the most recently released data at the time of the audit, but not necessarily for the same time period as the audit.

B13.2 Eligibility and Procedures

A publication member in good standing may apply for a supplementary demographic audit report in addition to the regular circulation audit and shall proceed as follows:

Complete a supplementary demographic audit contract and file it with the Corporation together with the fee for the supplementary demographic audit. The supplementary demographic audit is renewable in any year, at the option of the publisher, by filing a contract with the Corporation prior to the member's regular annual circulation audit.

Complete a supplementary demographic audit form, and file it, along with the regular annual circulation audit form with the Corporation. The supplementary demographic audit report shall be in conformance with these Rules and shall be the basis for the supplementary demographic audit report.

B13.3

Upon receipt of the supplementary demographic audit form the Corporation shall make an examination of the publication's records and complete the supplementary demographic audit at the same time as the regular annual audit of the publication's circulation. The supplementary demographic audit will be released on a separate report simultaneously with the regular annual circulation audit report.

B13.4

If it is found that the publication's records are incomplete and the supplementary demographic audit cannot be made, the publisher shall install and maintain such auditable records as recommended by the Corporation if the publishers plan to reapply for a supplementary demographic audit.

B13.5

A publication member who has successfully completed a supplementary audit, shall have the option of reporting supplementary data in their circulation statement as follows:

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

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

New supplementary data reported on the interim circulation statement or second circulation statement, shall be within one year from the date of the latest supplementary audit report.

New supplementary 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 supplementary 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 breakout of qualified circulation as a separate analysis in addition to the secondary or multiple analysis of the supplementary data reported.

B13.6 Supplementary Demographic Audit Report Forms

Publisher members shall report their supplementary demographic on forms supplied by the Corporation.

B13.7

In the interest of uniformity in appearance and typographical setup of the supplementary demographic audit report, BPA Worldwide will process all paragraphs requiring special typesetting, rulings, and extra pages. The publication member shall be billed for the production, services, and distribution costs.

B13.8

Distribution of the supplementary demographic 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 or downloaded from BPA's web site. A member shall not reproduce entire supplementary demographic audit reports and any publicity shall be in conformance with the Rules.

B13.9

The first page of the supplementary demographic audit report shall contain the name of the publication; publishing company; email address; Web site URL; address of publishing company; telephone and fax numbers, whether or not an official membership benefit publication; year of the publication's establishment; number of issues per year; field served; definition of recipient qualification; and the purpose of the audit.

B13.9 (continued)

The same field served and definition of recipient qualification as used in the regular circulation audit for this period shall be used in the supplementary demographic audit report. Also, the report shall contain a comment emphasizing that it should be used in conjunction with the annual circulation audit report covering the same period.

B13.10 Supplementary Analysis of Demographic Breakout of Qualified Circulation

Shall contain a secondary or multiple analysis of the number of copies by one or more of the following type of classifications, either as separate totals or in a cross-tabulation breakout:

Type of business or products

Type of products approved, purchased, recommended or specified

Job titles of recipients

Job functions of recipients

Any other demographic of recipients

B13.11

Each supplementary analysis shall report the number of respondents to the supplementary question being analyzed. These data may be reported as notations in paragraph 3a or in additional columns for each category in the analysis. For the purposes of the supplementary analysis under this Section, the number of negative responses ("no" or "none of the above") and non-respondents may also be reported separately.

If a publisher chooses not to report negative responses, then the negative respondents shall be removed from the respondent notations in paragraph 3a.

If a publisher chooses not to report a specific category in the supplementary analysis, respondents that only responded to that category shall be considered negative responses.

For example, the following is an acceptable format for reporting:

	REQUIRED	OPTIONAL	OPTIONAL
Total Qualified	Number of respondents who buy, approve, recommended or specify	Number of respondents who do not buy, approve, Recommended or specify	Number of respondents who did not answer the question
	10,000	9,000	700
			300

B13.12

The reporting of percentages shall be optional. However, when percentages are used in a supplementary analysis the percentage based on the number of respondents can be reported at the publisher's option.

If the publisher opts to report percentages based on the number of respondents, the following applies:

- The total qualified circulation shall be reported;
- The percentage based on the total qualified circulation shall be reported;
- To be allowed to report supplementary question percentages by respondents, a minimum response rate of 85% to each supplementary question is required;
- The "None of the Above" respondents may not be omitted from the analysis; and
- All categories of multi-response questions shall be included in the analysis.
- When adding a new category of response, the response rate of that category shall be reported in a footnote.

B13.13

A publication member may elect to cross-tabulate supplementary demographic information by any paragraph reported on the BPA Worldwide circulation statement provided the data reported for such paragraphs are based on actual counts and presented in a clear and concise manner so that there will be no confusion about the data reported.

B13.14

If a publisher wishes to report total extrapolated data based on a company, unit or firm level (where multiple employees provide data for one location), then a unit or firm audit shall be conducted and the data extrapolation shall be based on the unit or firm data. The publisher has the option to report unit or firm data.

B13.15

The analysis shall be based on the May/November issues. A publication on a June audit schedule would analyze the May issue while a publication on a December audit schedule would analyze the November issue.

B13.16

Classifications which are reported as subtotals will be arranged so that there will be no confusion about the exact number of products, functions or other demographics being reported. Grand totals of supplementary classifications shall not be reported under any circumstances.

B13.17

A publication member may elect to analyze a particular demographic classification or group of classifications. If they exercise this option, the audit shall clearly indicate the particular demographic classification included in the supplementary analysis and shall also report the number of copies in the remaining classifications included in the total qualified circulation for the issue analyzed.

B13.18 Qualification Source Breakout

Shall contain an analysis of the qualified circulation by source using one, two, and three year columns or any combination thereof, and shall be repeated from the regular circulation audit and be in conformance with the Rules for reporting these data.

B13.19 Mailing Address Breakout

Publication members electing to use a demographic audit shall complete paragraph 3c - Mailing Address Breakout - in the regular circulation audit and repeat this paragraph in the supplementary audit.

B13.20 Geographical Breakout

Publication members electing to use a supplementary business/occupational audit shall complete paragraph 4 - Geographic Breakout - in the regular circulation audit and repeat this paragraph in the supplementary audit.

B13.21 Questionnaires Used by Publication to Elicit Supplementary Demographic Data

B13.21.1

For supplementary questionnaires eliciting buying influence data only, a "yes/no" or "none of the above" format is acceptable.

The following are acceptable examples of these two options:

"Do you recommend, purchase, specify or approve any of the products listed below?"

[] YES [] NO

"Do you recommend, purchase, specify or approve any of the products listed below (check all that apply):"

- [] Product X
- [] Product Y
- [] Product Z
- [] "None of the Above" [would be the last category listed].

When eliciting multiple buying influence data through a telemarketing campaign, the "None of the Above" response category is not required if a 'Yes/No' format is used to elicit the data.

B13.21.2

In cases of multiple job function/responsibility, multiple products used, or multiple areas of work involvement, the use of "Other (please describe) . . ." is permissible. However, use of this format shall be approved by BPA Worldwide in advance.

The following examples are acceptable uses of this option:

"Please indicate the following job functions which you perform (check all that apply):"

- [] Function X
- [] Function Y
- [] Function Z

B13.21.2 (continued)

- "Other (please describe) _____"
[would be the last category listed].

"Which of the following products do you use in the course of your work? (check all that apply):"

- Product X
 Product Y
 Product Z
 "Other (please describe) _____"
[would be the last category listed].

B13.21.3

Questionnaire forms used to elicit supplementary demographic data shall be submitted to BPA Worldwide for approval. BPA Worldwide's approval will be given to any questionnaire which is consistent with the analysis to be reported.

Telephone interview forms shall contain adequate instruction to the telephone interviewer (outbound calls) or to the recipient (inbound calls). In addition, publishers shall be responsible for maintaining the following records which are to be made available to the auditor at the time of audit and/or during random visits:

All telephone company, telex and telegram invoices.

All computer generated data including summaries by date of calls received, telephone numbers of calls placed and received, telex numbers and computer logs of tasks performed.

Tape recordings, where permitted and available, shall be periodically monitored by the auditor to verify adherence to the BPA Worldwide approved interview form and the proper recording by the interviewer of the recipient's response.

Whenever conversations are tape recorded, the recipient shall be advised at the outset of the call that it will be recorded. Monitoring of live interviews also may be conducted for the same purpose.

The publisher shall be responsible for the documentation and accuracy of the data collected through telecommunications, including those requests obtained through outside telemarketing firms.

The auditor will compare and cross-check all records and make any other tests deemed necessary, including follow-up telephone/fax contact and/or test mailings, for complete and accurate authentication of the information. The publisher shall be rebilled for the costs incurred for any special tests conducted by BPA Worldwide or its agent.

B13.21.4

Each questionnaire shall be adequately identified and dated to permit the auditor to be satisfied of their authenticity and acceptability.

B13.21.5

A reproduction of the questionnaire shall be included in the supplementary audit report.

B13.22

A physical count of the mailing list for the issue analyzed shall be made by the publisher of the supplementary demographic classifications in each geographical area.

B13.23

Qualification evidence shall be available to the auditor to support any additional data reported in the supplementary demographic audit as well as the qualification material required for the regular annual circulation audit. This proof may be no older than three years from the date of the issue analyzed.

B13.24

The preparation, maintenance, and availability of all requirements and records which are necessary for a supplementary demographic audit as stated in these Rules shall be the responsibility of the publisher. The employment of outside agents or firms for any or all-supplementary demographic audit work does not relieve the publisher member of their responsibility.

B13.25

All records necessary for an audit shall be retained by the publisher until the next supplementary demographic audit has been completed or for a period of not less than three years.

B14.0 - CENSUS AUDIT PROCEDURES**B14.1**

A publication member in good standing may apply for a census report in addition to the regular circulation audit and shall proceed as follows:

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

Complete a census audit form and file it with the Corporation. The census audit form shall be in conformance with these Rules and shall be the basis for the census audit report.

B14.2

Upon receipt of the census audit form the Corporation shall make an examination of the publication's records and complete the census audit. The census audit will be released on a separate report (ivory stock).

B14.3

If it is found that the publication's records are incomplete and the census 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 census audit at a future date. A census audit report will not be released until a publication's records are audited in accordance with the instructions of the Corporation.

B14.4 Census Audit Report

A report released by the Corporation attesting to the accuracy and validity of the number of census, plants or establishments in the field covered by the census.

B14.5 Definition of a Unit

A unit shall be defined as an establishment, primarily engaged in one type of economic activity at a single physical location.

B14.6

Publisher members shall report their census breakout on forms supplied by the Corporation. In the interests of uniformity in appearance and typographical set-up of the census 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.

B14.7 Printed Copies of Census Audit Report

Distribution of the census 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 census audit reports and any publicity shall be in conformance with these Rules.

The census 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 census audit report.

B14.8

The census audit report shall contain the name of the census; publishing company; address of publishing company; telephone and fax numbers; e-mail address and Web site URL; field served; and the definition of a unit.

B14.9 Industry and Size Breakout of Census Data

Shall contain a breakout of the total number of units by one or more of the following types of classifications, either as separate totals or in a cross-tabulation breakout:

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

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

B14.10 Source Breakout of Census Data

Shall contain an analysis of the number of units in the census by source using one, two, and three year columns, or any combination thereof, and shall be in conformance with the Rules for reporting these data.

B14.11 Geographical Breakout of Census Data

Shall contain a breakout of the total number of units by county, state, province, nation, or other accepted geographical area.

B14.12

A physical count of the mailing list for the issue analyzed shall be made by the publisher of the number of industry units in each geographical area.

B14.13

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

B14.14

The preparation, maintenance and availability of all requirements and records which are necessary for a census audit as stated in these Rules shall be the responsibility of the publisher. The employment of outside agents for firms for any or all census 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 census audit has been completed or for a period of not less than three years.

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 breakout:

- 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.

B16.0 - PROJECTED RESEARCH STUDY OF PASS-ALONG RECEIVERSHIP

B16.1

A publication member in good standing may apply for the pass-along research study service and shall proceed as follows:

Complete a contract for BPA Worldwide's services and file it with the Corporation together with the established fee periodically set by the Board of Directors. Attached to the contract shall be a complete description of the purpose of the research, the completed statement of methodology and, the questionnaire/telephone interview form to be used.

The pass-along data will be collected via a telephone, e-mail and/or mail survey using an approved questionnaire form.

The telephone, e-mail and/or mail surveys to be used to develop pass-along data shall include a provision to record the quantity of recipients. Publishers may gather pass-along recipients' full names at the publisher's option. BPA Worldwide reserves the right to further verify these pass-along recipients if it is deemed necessary in order to complete the study.

The study must abide by the standards established by the Advertising Research Foundation's Guidelines for Audience Research on Business Publications, with the exception of BPA's required response rate (see below).

At the conclusion of the study, complete a BPA Worldwide Projected Research Study of Pass-Along Receivership Form and file it with the Corporation. The form shall be in conformance with these Rules.

At the conclusion of the study, complete a "*Full Disclosure Form for Research*" established by the Association of National Advertisers, Inc. and submit a copy to BPA Worldwide.

BPA Worldwide will limit its service to that research based only on the publication's qualified circulation and shall not include any study which directly compares one publication with another or relates to preferences of the recipient/subscriber. The only type of research study BPA Worldwide may verify shall be a publication's Pass-Along Receivership.

BPA Worldwide shall release a Research Study of Pass-Along Receivership Report only if a publication attains a minimum response of 45% of the sample size which also shall be an acceptable and a representable minimum of the population being tested.

B16.2

Upon receipt of the contract, BPA Worldwide will review the objective of the research study and the intended methodology. Utilizing the expertise of an independent panel of research professionals, BPA Worldwide will make an evaluation of the methodology to determine its conformance to minimum standards for sampling, questionnaire construction, data collection, response rates and analysis as well as generally accepted research practices and ethics, as established by the ARF Guidelines for Audience Research on Business Publications. BPA Worldwide may elect to reject the contract at this point and return to the publication the contract, fees and any other material submitted. BPA Worldwide shall deduct from the refunded fees any costs associated with its evaluation.

B16.3

Upon acceptance of the contract, BPA Worldwide shall make an examination of the research materials and records and complete an audit attesting to the completion of the specifications (methodology) of the study, including the sample selection and survey implementation, the tabulations of respondents, and the accurate coding, analyzing and projecting of all usable responses. BPA Worldwide's independent panel of research professionals shall review the conclusions and interpretations of the study for conformance to generally accepted research practices and ethics, as established by the ARF Guidelines for Audience Research on Business Publications. BPA Worldwide, however, shall not make any interpretations or draw any conclusions nor shall it attest to the soundness or correctness of the data resulting from the publisher's choice of research methodology.

B16.4

At the completion of the audit, BPA Worldwide may release a Projected Research Study of Pass-Along Receivership Report. The report will be separate from all other reports of the member publication and will be printed on blue stock.

B16.5

If it is found that the publication's (or the independent research firm's) records are incomplete or unavailable and the audit of the research cannot be made in accordance with BPA Worldwide procedures, the audit shall be terminated and all fees forfeited. No further attempt may be made by BPA Worldwide to verify that particular study.

B16.6

A report released by the Corporation on blue stock attesting to the verification of: the sample selection, the survey implementation, the tabulation of returns, the coding of the responses, the tabulation of the responses and the projection of the data.

B16.7

The report shall state that the methodology and subsequent results were reviewed by BPA Worldwide's independent panel of research professionals for conformance to ARF's Guidelines for Audience Research on Business Publications.

B16.8

Publisher members shall report on forms supplied by the Corporation.

B16.9

In the interests of uniformity in appearance and typographical setup, BPA Worldwide shall approve all paragraphs requiring special typesetting, ruling and extra pages.

B16.10

BPA Worldwide shall print the reports and bill the publication for the service in accordance with fees periodically set by the Board of Directors.

B16.11

Printing and distribution of the report shall be made only after an official, signed 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 reports, nor portions thereof, and any publicity shall be in conformance with the BPA Worldwide Publicity Rules.

B16.12 Report Contents

The report will include the following elements:

The name of the publication member, its company and address.

The name of the firm conducting the study and its address.

The date the study was completed.

The date the report expires.

A description of the study, e.g., a name or title.

The date of the issue of the publication from which the sample was drawn.

A statement regarding the "Purpose" of the project.

An announcement signifying the inclusion of projected data, if applicable.

A statement attesting to BPA Worldwide's verification and involvement in conducting the study.

A statement concerning existence of any interpretations and conclusions, and who has made them.

A full disclosure of the methodology utilized in the study.

A summary of all respondents differentiated by usable returns and unusable (incomplete, blank, postal returns, etc.) returns, and number of efforts.

Any analyses pertinent to the study, including levels of confidence (+/-), the tabulations for which can be supported by the research documentation.

A variance table detailing the variance between the sample, the respondents to the sample, and to the total qualified.

A statement by BPA Worldwide disclaiming liability for the soundness or correctness of data resulting from the publisher's or independent firm's choice of research methodology or any interpretations or conclusions contained in the report.

B16.13

It is recommended that one of the two issues analyzed (May or November) be used as the population from which a sample is drawn. The use of issues other than May or November may result in the need for additional testing during BPA Worldwide's verification of the research study.

B16.14

A complete list of the population studied in zip code then alphabetic by last name sequence shall be retained and made available to the Corporation.

B16.15

A complete list of all names selected in the sample in zip code then alphabetic by last name sequence shall be retained and made available to the Corporation.

B16.16

Computer instructions, console logs, operator journals, run sheets and whatever other documentation is customarily available to perform or which results from the performance of the sample selection shall be retained and made available to the Corporation.

B16.17

Affidavits verifying that all names selected for the study were included in the study, itemized telephone bills, and audio tape recordings of telephone and/or personal interviews (if used), including any follow-up contacts, shall be retained and made available to the Corporation.

B16.18

Copies of completed telephone interview forms and/or all mail survey returns, with envelopes, and an affidavit (from the publication, research firm, telemarketing firm) attesting to the completeness of the returns.

B16.19

Printout or listing of all usable responses including all code input.

B16.20

Tabulations, manual or computerized, analyzing any coded input of the usable returns. The Corporation may request any additional printouts or analyses it deems necessary in the verification process.

B16.21

Any other records deemed necessary by the Corporation in the fulfillment of its service.

B16.22

All records necessary for the verification shall be retained by the publisher and made available to the Corporation upon request.

B17.0 – SUBSCRIBER STUDY AUDIT

B17.1

A publication member in good standing may apply for the subscriber study audit service and shall proceed as follows:

Complete a contract for BPA Worldwide's services and file it with the Corporation. Attached to the contract shall be a complete description of the purpose of the research, the completed statement of methodology, and the questionnaire/telephone interview form to be used.

The subscriber study data will be collected via a telephone, e-mail and/or mail survey using a BPA approved questionnaire form.

An independent, third party market research company that is familiar and compliant with Advertising Research Foundation (ARF) guidelines must perform the subscriber study. The study must abide by the standards established by the Advertising Research Foundation's Guidelines for Audience Research on Business Publications, with the exception for BPA's target response rates (see below).

BPA Worldwide shall release an Audit Opinion Letter only if a publication attains a minimum response with a target of 35% of the sample size which also shall be an acceptable and a representable minimum of the population being tested.

The subscriber study must include a sample drawn from the entire qualified file with a minimum of 1,000. Subscriber exclusion may include international addresses, residents of Alaska and Hawaii, copies lacking individuals by name and address, company names only, multiple copies to the same addressee, copies to the advertiser and the agency promotion list. Exclusions must be disclosed.

A minimum of 350 useable responses in tabulation is required.

B17.2

Upon receipt of the contract, BPA Worldwide will review the objective of the subscriber study and the intended methodology. BPA Worldwide will make an evaluation of the methodology to determine its conformance to minimum standards for sampling, questionnaire construction, data collection, response rates and analysis as well as generally accepted research practices and ethics. BPA Worldwide may elect to reject the contract at this point and return to the publication the contract, fees and any other material submitted. BPA Worldwide shall deduct from the refunded fees any costs associated with its evaluation.

B17.3

Upon acceptance of the contract, BPA Worldwide shall make an examination of the research materials and records and complete an audit attesting to the completion of the specifications (methodology) of the study, including the sample selection and survey implementation, the tabulations of respondents, and the accurate coding and analyzing of all usable responses. BPA Worldwide, however, shall not make any interpretations or draw any conclusions nor shall it attest to the soundness or correctness of the data resulting from the publisher's choice of research methodology.

B17.4

At the successful completion of the audit, BPA Worldwide will issue an Auditor Opinion Letter. The letter will be separate from all other BPA Worldwide reports of the member.

B17.5

If it is found that the publication's (or the independent research firm's) records are incomplete or unavailable and the audit of the research cannot be made in accordance with BPA Worldwide procedures, the audit shall be terminated and all fees forfeited. No further attempt may be made by BPA Worldwide to verify that particular study.

B17.6

An Audit Opinion Letter released by the Corporation attesting to the verification of: the statement of methodology, incentive, sample selection, issue sampled, publishing company and address/phone number, market research company and address/phone number.

B17.7 Audit Opinion Letter Contents

The Audit Opinion Letter will include the following elements:

The name of the publication member, its company and address

The name of the independent market research company and address

The date the study was completed.

Number of questionnaires distributed

Means of distribution (date of individual efforts)

Total useable respondents

Response Rate

Incentive

The date/month/period of the issue of the publication from which the sample was drawn.

B17.8

Publishers will have the option of disclosing subscriber study questionnaire/survey.

B17.9

It is recommended that one of the two issues analyzed (May or November) be used as the population from which a sample is drawn. The use of issues other than May or November may result in the need for additional testing during BPA Worldwide's verification of the research study.

B17.10

A complete list of all names selected in the sample in zip code then alphabetic by last name sequence shall be retained, either in print or electronically, and made available to the Corporation.

B17.11

Affidavits verifying that all names selected for the study were included in the study, itemized telephone bills, and audio tape recordings of telephone and/or personal interviews (if used), including any follow-up contacts, shall be retained and made available to the Corporation.

B17.12

Copies of completed telephone interview forms, e-mail survey returns and/or all mail survey returns, with envelopes, and an affidavit (from the publication and independent market research firm) attesting to the completeness of the returns, shall be retained and made available to the Corporation.

B17.13

Printout or listing of all usable responses including all code input, shall be made available to the Corporation.

B17.14

Tabulations, manual or computerized, analyzing any coded input of the usable returns must be made available upon request. The Corporation may request any additional printouts or analyses it deems necessary in the verification process.

B17.15

Any other records deemed necessary by the Corporation in the fulfillment of its service.

B17.16

All records necessary for the verification shall be retained by the publisher and made available to the Corporation upon request.