



**AMENDMENTS TO
BPA WORLDWIDE BUSINESS PUBLICATION RULES**

BULLETIN B 06-2

December 2006

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

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 11, 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.

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 11 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.

B7.28 (continued)

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.

~~During a temporary study period lasting through all of 2005, s~~ 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 11 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)."

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)

B9.19

Total copies distributed (print and digital) 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 digital) 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 11. (See B7.7.)

B9.19 (continued)

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.:

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

Paragraph 11 shall report the percentage and number of copies which are 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.

B9.36.1

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 ~~or below~~ the total qualified circulation for the issue analyzed in the latest 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.

B9.44 (continued)

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

B9.47.5

International circulation shall be reported using the following regional breakout:

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

Regions representing 0-4.9% circulation shall report circulation by continent. Regions with 5.0% - 49% circulation shall report circulation by country. Standard country breakouts are available for each region. Regions with 50%+ circulation shall report circulation by state/province within any one country, using standard BPA Worldwide tables. ***Where BPA Worldwide has not published a standard table, and a publication has over 50% of its circulation to any one country, BPA Worldwide will work with the publisher to establish a standard table.***

B10.20.2

Publishers electing to use a single telecommunication to elicit personal request 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 ... If the publisher chooses not to record the call (an option only until January 1, 2008, after which all outbound personal request calls must be recorded), 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?

B10.20.2 (continued)

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?

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?

Effective with the June 2007 Circulation Statements and Audit Reports, BPA Worldwide rules are amended as follows. (Deleted material is stricken through ; <i>new material is in bold italic typeface.</i>)

B9.47.4 (All remaining rules are renumbered).

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

<i>Northeast</i>	<i>East China</i>
<i>North China</i>	<i>Central South</i>
<i>Northwest</i>	<i>Southwest</i>
<i>Other</i>	

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



**AMENDMENTS TO
BPA WORLDWIDE CONSUMER MAGAZINE RULES**

BULLETIN C 06-2

December 2006

Effective immediately, BPA Worldwide rules are amended as follows. (Deleted material is stricken through; <i>new material is in bold italic typeface.</i>)
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C5.23

Any member may reprint, fax and/or publish (See Section C5.45 of these Rules) verbatim any paragraph, in whole or in part, from any magazine's latest circulation statement or audit report released by the Corporation except paragraph 8, Additional Data.

C5.24

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.***

C5.25

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

C7.19.1 Multi-Copy Same Addressee Circulation

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

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

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

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

Agreements from a centralized office or headquarters may be permitted. For locations where the corporation is not empowered to, or does not have the authority to request such copies, redistribution agreements from each location will be required. The document shall include the list of locations where the copies are to be sent, with full address, telephone number, the quantity per location, and the contact person at the location.

C7.19.1 (continued)

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

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

C7.23 Promotional Incentive

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

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

The value of the premium is considered to be the actual cost to the publisher, 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 8 of the circulation statement.

If paragraphs 3a-3d of the circulation statement are reported, please see Sections C9.21 – 9.25 of these rules.

For Single Copy Sales, a promotional incentive (cover mount) 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 (cover mount).

The promotion on the cover of a magazine of an advertiser's coupon within the magazine 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, or the recognized retail value or represented value, whichever is highest.

~~During a temporary study period lasting through all of 2005, s~~ 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 8 of the circulation statement. (See C9.61).

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)."

C7.23 (continued)

Editorial promotional incentives include:

reprints of magazine sections,

books,

other printed reference matter (paid annual periodicals excluded),

pamphlets,

disks containing items such as compilations of magazine editorials, software demonstrations, clip art, fonts, etc.

For additional rules regarding services or products sold in combination with a magazine, see rules regarding Combined Sales, Section C7.8.

C9.9

Method of Distribution shall contain a description of the means of distribution of the magazine.

For Multi-Copy Same Addressee circulation for which delivery to the end recipient cannot be verified, the following comment shall be included as part of the Method of Distribution (Paragraph 8, Additional Data):

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

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

This paragraph shall also contain the following statement concerning the circulation of a magazine reporting qualified Continuous and Non-Continuous circulation in circulation statements and audit reports:

"All Qualified Circulation conforms to the terms of qualification as reported under the Market Served. Copies are distributed to individuals on a Continuous basis (at least six consecutive months) and on a Non-Continuous basis (up to six months' service). Continuous and Non-Continuous circulation are reported separately throughout this report." (See C7.24.)

If digital Version circulation exists, the Method of Distribution shall be disclosed as follows: (See C7.9)

Digital Circulation

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

C9.9 (continued)

If trade show, consumer show, and convention distribution are reported as Qualified Circulation, the following comment shall be included as part of the Method of Distribution:

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

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

C9.20

Total copies distributed (print and digital) 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 mailed for an issue reported in Paragraph 2 are mailed on or after the stated mailing date or placed on sale date, which ever comes first, of the next issue, the completion date of mailing for that issue shall be reported in Paragraph 8.

In the absence of a stated mailing date for a magazine on either its rate card or in Standard Rate & Data Service, British Rates and Data, or Canadian Rates and Data, or similar magazine, the cover date shall be used to determine if copies of the magazine are mailed late, e.g.,

<i>Monthlies</i>	Copies would be late if mailed on or after the 1st day of the next issue month (a January issue would be late if mailed on or after February 1st).
<i>Bi-Monthly</i>	Copies would be late if mailed on or after the last day of the second month of the issue (a January/February issue would be late if mailed on or after February 28th).
<i>Semi-Monthly</i>	Copies would be late if mailed on or after the last day prior to the next issue date (a January 1st issue would be late if mailed on or after January 14th).
<i>Weeklies</i>	Copies would be late if mailed on or after the last day prior to the next issue date (a January 1st issue would be late if mailed on or after January 7th).

Paragraph 8 shall report the percentage and number of copies which are mailed late.

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

C9.20 (continued)

If the magazine serves special issues (See C2.10), 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.

C9.39

The initial reporting of Qualified Circulation figures for Paragraph 5 shall be in an audit report. Thereafter, new figures for Paragraph 5 are required at least annually, concurrent with the end of the magazine's audit year.

The new data for Paragraph 5 shall appear in the second circulation statement and in the twelve-month audit report. On the interim circulation statement, qualification figures for paragraph 5 for Continuous circulation may be obtained by repeating the percentages for 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 available only when the total Qualified Continuous circulation for the issue analyzed in the interim circulation statement is less than 10% above ~~or below~~ the total Qualified Continuous circulation for the issue analyzed in the latest audit report.

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.

A publisher may report new figures in Paragraph 5 in the interim circulation statement if new figures are obtained from a label printout count, which shall be subject to audit.

Magazines reporting Qualified Continuous and Qualified Non-Continuous circulation shall require separate Paragraph 5 analyses. At the publisher's option, a combined summary table may be provided. The percentages in each table should add to 100%.

Magazines reporting print and digital Versions shall report such circulation in the following columns:

Print Version Only

Digital Version Only

Both Print and Digital Versions (if applicable)

If applicable, the column "Both Print and Digital Versions" shall include each subscriber only once. The classifications for such subscribers shall be chosen by the publisher, as long as the print source is Personal Direct Request or Request from Recipient's Company.

If the print sources something other than Personal Direct Request or Request from Recipient's Company, the digital source shall be used. (See C7.9.)

C9.46.12

International circulation will report the following regional breakout:

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

Regions representing 0-4.9% circulation shall report circulation by continent. Regions with 5.0%-49% circulation shall report circulation by country. Standard country breakouts are available for each region. Regions with 50%+ circulation shall report circulation by state/province within any one country, using standard BPA Worldwide tables (available on BPA's website). **Where BPA Worldwide has not published a standard table, and a publication has over 50% of its circulation to any one country, BPA Worldwide will work with the publisher to establish a standard table.**

C10.20.2

Publishers electing to use a single telecommunications to elicit personal request 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 ... 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 tape-recorded and the respondent indicates affirmative to the request question. The personalized question is not required for faxes, or if the interview is tape-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?

Effective with the June 2007 Circulation Statements and Audit Reports, BPA Worldwide rules are amended as follows. (~~Deleted material is stricken through;~~ ***new material is in bold italic typeface.***)

C7.24 Public Place

~~Paid and non-paid copies intended for distribution to waiting rooms or reception areas, or otherwise distributed in bulk quantities for redistribution by the recipient to individuals other than employees.~~ ***provided, typically in small quantities per location, by the publisher which are intended to be viewed in waiting rooms, hotels, and other locations, and are not intended to be taken away by consumers.*** Such copies may be individually addressed or shipped as multi-copies to the same addressee.

Public Place subscriptions may not be reported as paid circulation after the expiration date.

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

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

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

All Public Place circulation (Sponsored or otherwise) shall be fully explained in the Market Served statement, in Paragraph, and in the Method of Distribution statement in Paragraph 8, through notation. The explanation shall provide the details of the character and nature of the Public Place circulation, how it is distributed, price received, if any, and any other amplification necessary.

[Revised Consumer Magazine Sample Circulation Statement](#)

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

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

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

C9.46.1

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

C9.46.2

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

C9.46.3

Magazine members reporting digital circulation may, at their option, break out the digital copies served by geographic area according to the number of individuals who are being served only the digital Version and those that are being served both the digital and print Versions.

C9.46.4

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

C9.46.5

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, Mexico, other International, APO and/or FPO addressed copies shall be reported.

C9.46.6

An optional breakout of the U.S. population may be provided with an index reporting the quotient of the percentage of circulation divided by the percentage of population for that geographic area. The source of the U.S. population data shall be footnoted.

C9.46.7

For circulation in the United Kingdom, Paragraph 6 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

C9.46.8

Magazine members reporting circulation within the United Kingdom may elect to do so by county within region, using the BPA Worldwide standardized breakout (available on BPA 's website).

C9.46.9

Circulation for China, paragraph 6, will report the following regional breakout which is consistent with the People's Republic of China Administrative Standard Regions:

***Northeast
North China
Northwest
Other***

***East China
Central South
Southwest***

C9.46.10

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

C9.46.11

Magazine members reporting international circulation by region and/or country may elect to do so using the BPA Worldwide standardized international geographic breakout (available on BPA's website).



**AMENDMENTS TO
BPA WORLDWIDE NEWSPAPER RULES**

BULLETIN N 06-2

December 2006

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N5.21

Any member may reprint, fax and/or publish (See Section N5.40 of these Rules) verbatim any paragraph, in whole or in part, from any newspaper's latest Circulation Statement or Audit Report released by the Corporation except paragraph 10, Additional Data.

N5.22

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

N5.23

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

N7.26 Promotional Incentive

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

When subscriptions are sold with a 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, 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 10 of the Circulation Statement.

N7.26 (continued)

For Single Copy Sales, a promotional incentive (cover mount) 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 (cover mount).

The promotion on the cover of a newspaper of an advertiser's coupon within the newspaper 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, 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 with a promotional incentive, shall be reported in paragraph 10 of the Circulation Statement.

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)."

Editorial promotional incentives include:

reprints of newspaper sections,

books,

other printed reference matter (paid annual periodicals excluded),

pamphlets,

disks containing items such as compilations of newspaper editorials, software demonstrations, clip art, fonts, etc.

For additional rules regarding services or products sold in combination with a newspaper, see rules regarding Combined Sales, Section N7.10.