



Business of Performing Audits

**AMENDMENTS TO
BPA INTERNATIONAL BUSINESS PUBLICATION RULES**

BPA INTERNATIONAL BULLETIN 03-2

December 2003

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

B10.19.14

The following types of qualified paid circulation ~~may~~ **shall** be considered as a **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.

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 following conditions are met:

The authorized assistant shall **confirm to the publisher they provide administrative support for the qualified recipient.** ~~have a subordinate job position to the qualified recipient (e.g. personal secretary).~~

The authorized assistant shall confirm to the publisher that they consider themselves empowered to request a publication on behalf of the qualified recipient.

In one telephone interview, an authorized assistant may not request a publication for more than one qualified recipient and be reported as personal request (see Rule B10.28, Communication from Recipient or Recipient's Company: Telecommunication).

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 comply with the following condition: The publisher shall obtain the full name and job title of the authorized assistant.

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.

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; 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 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.

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.

B15.12 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 International'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 International 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.

**AMENDMENTS TO
BPA INTERNATIONAL CONSUMER MAGAZINE RULES**

BPA INTERNATIONAL BULLETIN 03-2

December 2003

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

C7.14 Gift Subscriptions

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

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

Gifts from a single donor in excess of 50 copies must be noted in Paragraph 8, "Additional Data". (See Rule C 9.51).

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

Money collected from an agent for gift subscriptions need not be remitted to the publisher provided necessary records are in place to document the purchase and price paid by the original donor.

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 Section C7.3).

C7.21 Non-Qualified Circulation

That circulation which fails to conform to the terms of the market served and the "Statement of Circulation" as stated on the front page of the circulation statement and the audit report.

This distribution is reported on the back page of the circulation statement as "Average Non-Qualified Circulation" and includes the following:

Advertiser and Agency Copies, Rotated or Occasional Copies, Copies for Conventions and Trade Shows **(unless claimed as Qualified Circulation)**, and All Other copies printed with the exception of single copy sales returns.

Non-qualified circulation shall be reported as an aggregate figure, or at the option of the publisher, these categories may be reported separately.

Non-qualified copies distributed by the publisher's salespeople to prospects are reported within paragraph 8 of the circulation statement as "Advertiser and Agency Copies".

Non-qualified copies distributed at shows, conventions may be reported as "Allocated for trade shows and conventions" if adequate distribution documentation is available for audit. Otherwise, these copies are reported as "All Other".

C7.32 Samples

Non-qualified copies distributed ~~at shows, conventions or~~ by the publisher's salespeople to prospects. They are reported within paragraph 8 of the circulation statement. ~~At the option of the publisher, "samples" may be reported separately in paragraph 8 as "Allocated for trade shows and conventions".~~

Any unsold or returned copies intended for single copy sale are not to be included in average non-qualified circulation. (See C7.21).

C7.37 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, **and** group ~~and gift~~ subscriptions that are not multi-copies to the same addressee.

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

Money collected from an agent for "Sponsored Individually Addressed" subscriptions need not be remitted to the publisher provided necessary records are in place to document the purchase and price paid by the original donor.

C9.9

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

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

"Multi-Copy to the Same Addressee" circulation is audited only to the point of distribution, not to the end recipient. A distribution agreement not more than three years old has been obtained indicating that the recipient at the point of distribution agrees to accept the magazine for redistribution".

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

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

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

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

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

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

"Distribution to Trade Shows, Consumer Shows, and conventions are audited only to the event and to the end recipients. An agreement from the event management has been obtained indicating that the event will accept a specified number of copies for redistribution. When the publisher exhibits and distributes copies at a show the following shall be stated: 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)

C9.33

The reporting of Multi-Copy, Same Addressee Subscriptions shall include an accompanying explanatory footnote. (See C7.19 and C9.9).

Qualified copies distributed to Trade Shows, Consumer Shows, and Conventions shall be identified separately within paragraph 4, with a cross reference to paragraph 8, Additional Data, which shall include the following data: Name of each show, date of each show, location of each show, and number of copies distributed at each show.

C9.36 Paragraph 5 (Qualified Source Breakout)

Shall contain an analysis (count and percentage) of the qualified non-paid circulation (and at the option of the publisher may contain an analysis of all qualified paid circulation) by sources using one, two, and three-year columns. ***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 a "three+ years" column. Only paid circulation for greater than a three year term may be reported in excess of three years.***

An explanatory paragraph shall be included in Paragraph 8, 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 4 and 6 except for the interim circulation statement where the qualification figures for continuous circulation may be obtained by representing the percentages for continuous circulation from the latest audit report.

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 a label printout.

For those publishers exercising their option not to report qualified paid circulation by source using one, two, and three-year columns, the following paragraph 8 footnote shall be included:

"Paragraph 5 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."

Also, whenever qualified paid circulation is deleted, the heading for paragraph 5 shall indicate that only qualified non-paid circulation is reported and the percentages reported shall be of only the non-paid circulation.

C9.51

Magazines electing to report qualified non-paid and qualified paid circulation separately in paragraphs 2 through 7 and reporting gift subscriptions in excess of 50 subscriptions purchased by one donor as "Individual" circulation in paragraph 1 of the circulation statement, shall report an analysis of that circulation in paragraph 8 as follows:

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

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

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

Magazines electing to report qualified non-paid and qualified paid circulation separately in paragraphs 2 through 7 and reporting Sponsored Individually Addressed circulation in paragraph 1 of the circulation statement shall report an analysis of that circulation in paragraph 8 as follows:

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

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

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

C9.59

Average Non-Qualified Circulation

This distribution shall be reported as a total figure and includes the distribution for the period of the following:

Advertiser and Agency Copies;

Non-Qualified Paid;

Rotated or Occasional Copies;

*Copies for Conventions and Trade Shows, (if **NOT** reported as qualified);*

and all other copies printed with the exception of single copy sales returns.

At the option of the publisher, these categories may be reported separately.

C10.17

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 magazine's own organization or from the publisher's staff with the exception of telephone interviews which have been approved by BPA International **and paid contracts for exhibit space for trade show copies.** (See C10.20, C10.22 and C10.25)

C10.19.13

The following types of qualified paid circulation ~~may~~ **shall** be considered as a **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.

C10.24 Communication from Recipient or Recipient's Company (Other than Request): Written

C10.24.1

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

Standardized questionnaires to an individual publication, such as:

Census forms.

Editorial survey forms.

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

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

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

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

Non-deductible association or seminar subscriptions.

Expired one and two-year paid subscriptions.

Multi-Copies to the Same Addressee circulation where the recipient at the point of redistribution has agreed to accept a specified number of copies for redistribution to qualified recipients. A written and signed redistribution agreement shall indicate the specific quantities requested, as well as the date requested. Agreements shall be obtained for no less than 95% of all points of redistribution, and for no less than 95% of the copies to be distributed.

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

C10.20.5

The qualified recipient's authorized assistant may request the magazine on behalf of the qualified recipient. This may be reported as personal telecommunication request, provided the following conditions are met:

The authorized assistant shall **confirm to the publisher they provide administrative support for the qualified recipient.** ~~have a subordinate job position to the qualified recipient (e.g. personal secretary).~~

The authorized assistant shall confirm to the publisher that they consider themselves empowered to request a magazine on behalf of the qualified recipient.

In one telephone interview, an authorized assistant may not request a magazine for more than one qualified recipient and be reported as personal request (see Section C10.20, Request from Recipient's Company: Telecommunication).

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 C10.20.2). In addition, the publisher shall comply with the following condition:

The publisher shall obtain the full name and job title of the authorized assistant.