



AMENDMENTS TO BPA WORLDWIDE BUSINESS PUBLICATION RULES

BULLETIN B 08-1

May 2008

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

B7.13 ~~Digital Publication~~/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 digital publications.)

Electronic Editions ~~Digital and print publications~~ 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 ~~digital publications~~ **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 digital distribution.

The printing and release of an audit report shall be at the media owner's option. In all audit reports and circulation statements, digital circulation shall be detailed separately throughout the report. Individuals receiving both the print and ~~digital publication~~ **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.)

~~Digital publications~~ **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 digital magazine. Subscribers who opt-out of receiving the email alert but have not opted-out of receiving the ~~digital publication~~, **electronic edition**, need not receive an alert to be reported as qualified distribution all others must receive an alert for each issue.

~~Digital publications~~ **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.

B7.13 (continued)

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

Note: All rules will reflect the changed from “digital publications to “electronic editions.”

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.

B9.18

Those publications that obtain their list from a national medical association, i.e. American Medical Association, American Osteopathic Association, ~~or American Dental Association,~~ **or any other national medical association that does not allow the publisher access to the member's information** in the United States may waive the reporting of additions and removals for recipients from those lists. A footnote in the “Additional Data” section of BPA reports (Paragraph 11) 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.**

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 11.

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.

B10.22.9

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

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

~~Sponsored Subscriptions Individually Addressed.~~

Multi-Copy Same Addressee.

**AMENDMENTS TO
BPA WORLDWIDE CONSUMER MAGAZINE RULES**

BULLETIN C 08-1

May 2008

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

C7.27 Qualified Paid Subscription Circulation

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

Subscription payment orders shall conform to the following conditions:

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

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

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

A subscription sold on a "renew until forbid" 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, Section C7.3).

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.

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

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

- Participants shall elect to participate in the program;

The earning of miles, points, etc., shall be transaction based **or activity based**. For example, points earned for credit card purchase/borrowing activity and purchase of air travel, hotel stays, or car rentals, etc. qualify; **points for activity, such as completing surveys, participating in focus groups, etc. also qualify.** ~~Points earned without transaction activity (no financial transaction occurs) do not qualify for redemption as paid circulation;~~

- Points shall be accruable towards future redemption's;
- Points awarded upon enrollment shall be less than 50% of the lowest valued product/service offered in the program;

C7.27 (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 the units of measure, e.g. frequent flyer miles, shall be made available to the audit staff.
- **The President shall have final approval of all affinity programs prior to acceptance for use in obtaining qualified paid circulation.**

C9.49

Magazine members who distribute to a specific geographically defined area may have the option of including a map to graphically display their circulation distribution.

Paragraph 7: ~~Five~~ Three Year Analysis: Average Audited Circulation and Current Un-audited Circulation Statements

Shall report the total audited average qualified circulation for ***six month circulation intervals for the previous two years*** ~~four calendar year period~~ 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 Digital version and Qualified Print Version circulation shall be reported if applicable.

C9.60

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.

If single copy sales are reported, the following comment must be included, "Average non-qualified circulation excludes single copy sale returns."

**AMENDMENTS TO
BPA WORLDWIDE NEWSPAPER PUBLICATION RULES**

BULLETIN N 08-1

May 2008

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

N9.16 Paragraph 5: Analysis of Circulation

Shall contain a breakout of a specific issue for Community and Ethnic Newspapers. The breakout for Daily Newspapers can be for a specific issue or the average of the statement period.

The specific issue shall be any issue in February on the March Circulation Statement and any issue in August on the September Circulation Statement.

In the GCC States of Bahrain, Kuwait, Oman, Qatar, Saudi Arabia and United Arab Emirates, the specific issue shall be any issue in February or March on the March Circulation Statement and any issue in August or September on the September Circulation Statement.

When averages of issues are reported in separate columns in paragraph 1, the same issue groupings shall each be reported in paragraph 5.