



**AMENDMENTS TO
BPA WORLDWIDE BUSINESS PUBLICATION RULES**

BULLETIN B 10-1

DECEMBER 2010

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

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)"

Publishers may include the period they intend to have audited as part of publicizing the applicant status. For example:

"BPA Worldwide Membership Applied For (insert month and year BPA Worldwide accepted application) for the period ending (month & year)."

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.~~

B5.43

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.

Disclosure of "Publisher's Own Data" can be accomplished through a single footnote stating "Unless otherwise indicated all data in this report (or comparison) is publisher's own data."

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.

B7.24 Multi-Copy Same Addressee Circulation (continued)

Only one copy of a digital magazine may be considered qualified circulation per single addressee. (See B7.13) A publisher may disclose in the explanatory paragraph 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 optional. 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 at a company 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).

If the number of subscriptions involved in any one Multi-Copy Same Addressee or Sponsored Multi-Copy Same Addressee sale exceeds 5% of the total average paid subscription claim for the period in which the transaction takes place, the subscriptions involved in that sale shall be separately and fully explained (price, term, nature of subscription) in the explanatory paragraph. Reporting of the actual name of the sponsor/purchaser is optional.

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.

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 month 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 ***or has a publishing schedule that publishes one issue in a six month reporting period***, shall file one twelve month circulation statement, which will be checked upon receipt, 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 (buff 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.

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.

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.

B9.9 (continued)

If Multi-Copy Single Addressee circulation of more than two copies to the same addressee of a company 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 more than two copies are delivered to the same individual (duplicated copies) and exceeds 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 copies are delivered as Multi-Copy Single Addressee within the Field Served. These include copies delivered to the same individual appearing on the qualification list more than once."

If 10% or more, but less than 25% of the circulation is of this condition, the comment shall be included under the explanatory paragraph, ***and may be reported in the Definition of Recipient Qualification.*** ~~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 B7.24)



**AMENDMENTS TO
BPA WORLDWIDE CONSUMER MAGAZINE RULES**

BULLETIN C 10-1

DECEMBER 2010

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

C5.16

An 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 magazine chooses to publicize its applicant status, the only language permitted is as follows:

"BPA Worldwide ~~Consumer Magazine Audit~~ Membership Applied For (insert month and year BPA Worldwide accepted application)"

Publishers may include the period they intend to have audited as part of publicizing the applicant status. For example:

"BPA Worldwide Membership Applied for (insert month and year BPA Worldwide accepted application) for the period ending (month and year)."

C5.17

If a magazine 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.~~

C5.43

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 magazine'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.

Disclosure of "Publisher's Own Data" can be accomplished through a single footnote stating "Unless otherwise indicated all data in this report (or comparison) is publisher's own data."

C7.19.3 Pertaining to Both Multi-Copy Same Addressee and Sponsored Multi-Copy Same Addressee Circulation:

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

If the number of subscriptions involved in any one Multi-Copy Same Addressee or Sponsored Multi-Copy Same Addressee sale exceeds 5% of the total average paid subscription claim for the period in which the transaction takes place, the subscriptions involved in that sale shall be separately and fully explained (**price, term, nature of subscription**) in the explanatory paragraph. **Reporting of the actual name of the sponsor/purchaser is optional.**

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

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

“Multi-Copy Same 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.

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. **C9.47**)

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.

When an agent is awarded the right to be the sole distributor of multiple copies to selected franchisee or corporately-owned retail locations, the agent may authorize the distribution agreement. The agreement 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 for each location. Distribution contracts between the agent and each retailer (franchisor or corporate head office) shall be provided to the auditor.

C8.5

Publisher Members - With the exception of magazines issued annually and semi-annually, BPA Worldwide Consumer Magazine 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 month circulation statements will be covered by one twelve-month annual audit report. For magazines 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.

C8.5 (continued)

For magazines 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 (pink stock) upon receipt and completion of processing. The twelve-month circulation statement forms the basis for the annual audit report (salmon 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 magazine issued annually or semi-annually **or has a publishing schedule that publishes one issue in a six month reporting period**, or has a publishing schedule that publishes one issue in a six-month reporting period, shall file one twelve month circulation statement, which will be checked upon receipt and, at the option of the publisher, printed (pink 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.

A magazine 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.

C9.9 C9.47 Method of Distribution

Method of Distribution shall contain one of the following statements concerning the distribution of a magazines reporting digital magazines, 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:~~

Digital Magazine

If digital version circulation exists, the Method of Distribution shall be disclosed as follows: (See C7.10)

"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."

Continuous and Non-Continuous Circulation

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

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

C9.9 C9.47 (continued)

Multi-Copy Same Addressee

If 10% or more, but less than 25%, of average qualified circulation is multi-copy same addressee **delivered to the end recipient and cannot be verified**, the following comment shall be included in the Method of Distribution:

“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.”

If multi-copy to the same addressee circulation is equal to 25% or more of the average qualified distribution, the following comment shall be included in the Market Served (page one of the report) and Method of Distribution (last page of the report):

“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.”

If more than two copies are delivered to the same individual (duplicated copies) and exceeds 25% or more of the average qualified circulation, disclosure in the Market Served (page 1 of the report) and Method of Distribution (last page of the report) shall occur. The following comment shall be stated:

“Also qualified copies are delivered as Multi-Copy Single Addressee within the Market Served. These include copies delivered to the same individual appearing on the qualification list more than once. ”

If 10% or more, but less than 25% of the circulation is of this condition, the appropriate comment from above shall be included under the Method of Distribution, but not under the Market Served.

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

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 not 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, or confirmed by show management.”

(See ~~C9.33~~ **C9.29**, C10.17, and C10.20.2.1)

C9.14 C9.13

The Price and Frequency summary table shall list the:

“Average Annual Subscription Order Price for the Period Reported (Excluding Sponsored Subscriptions)”.

All sponsored orders that represent 5% or more, but less than 10% of all orders for the period shall be footnoted in the explanatory paragraph.

C9.14 C9.13 (continued)

If sponsored orders represent 10% or more of all orders for the period the "Average Annual Sponsored Order Price for the Period" shall also be reported separately in the explanatory paragraph and the Price and Frequency table (see Rule 9-23 **C9.49**).

Magazines with 50,000 or less average total qualified circulation and less than 5% average qualified paid circulation (**excluding single copy sales**) in paragraph 1, are not required to report average subscription order price. Magazines with more than 50,000 average qualified circulation in paragraph 1, have the same reporting option when the average qualified paid circulation (**excluding single copy sales**) is less than 2%.

Comic books, reporting multiple editions, may report Average Annual Subscription Price for the period at their option.

C9.18 C9.17 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; a sub-total for Subscriptions and Single-Copy Sales; Sponsored Single-Copy Sales; Non-Continuous (if applicable); and a total that is the sum of the numbers shown for all of the break-out lines (not including the Subscriptions/Single-Copy sub-total line).

Separate columns will list qualified paid, qualified non-paid, and qualified continues (uninterrupted) service, qualified continuous (non- interrupted) and total qualified circulation.

For magazines reporting digital versions, separate Paragraph 1's shall be included for individuals subscribing to the print Version only; for individuals subscribing to the digital version only; and for individuals who have requested or paid for both the print and digital versions (if applicable). (See C7.10.)

If sponsored subscriptions represent 5% - 9.9% of all paid subscriptions reported for the period, details of the sponsored subscriptions (price, term, nature of sponsorship) shall be noted in the explanatory paragraph. If sponsored subscriptions represent 10% or more of all paid subscriptions reported for the period, details of the sponsored subscriptions (price, term, nature of sponsorship) shall be noted under paragraph one.

If multi-copy same addressee subscriptions represent 5% - 9.9% of all paid subscriptions reported for the period, details of the multi-copy same addressee subscriptions (price, term, nature of subscription) shall be noted in the explanatory paragraph. If multi-copy same addressee subscriptions represent 10% or more of all paid subscriptions reported for the period, details of the sponsored subscriptions (price, term, nature of subscription) shall be noted under paragraph one.



AMENDMENTS TO BPA WORLDWIDE NEWSPAPER RULES

BULLETIN N 10-1

DECEMBER 2010

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

N5.14

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 newspaper chooses to publicize its applicant status, the only language permitted is as follows:

"BPA Worldwide ~~Newspaper Audit~~ Membership Applied For (insert month and year BPA Worldwide accepted application)"

Publishers may include the period they intend to have audited as part of publicizing the applicant status. For example:

"BPA Worldwide Membership Applied for (insert month and year BPA Worldwide accepted application) for the period ending (month and year)."

N5.15

If a newspaper chooses to promote its applicant status, all circulation claims shall be clearly identified as "Publisher's Own Data." ~~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.~~

N5.36

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 newspaper'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.

Disclosure of "Publisher's Own Data" can be accomplished through a single footnote stating "Unless otherwise indicated all data in this report (or comparison) is publisher's own data."

N8.5

Publisher Members – **Canadian community newspaper members shall release 12-month Circulation Statements ending March, and have the option of filing six month Circulation Statements ending September.** ~~BPA Worldwide Newspaper Audit Members will release two Circulation Statements each year for the six months ended June and for the six months ended December.~~

Canadian members who have opted to not file six-month September Circulation Statements shall file top-line circulation data with CCAB for the six months ended September. Top-line circulation data will include each publishing day's six-month average circulation for the following four categories: Total Paid Circulation; Voluntary Paid Circulation; Total Non-Paid Circulation; and Total Bulk Distribution.

The six-month statements will be checked and released as Circulation Statements upon receipt and completion of processing. The Circulation Statements form the basis for the Audit Report. The audit will be completed after the auditor's examination of the publisher's records. Audit Report (See N7.4)

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

A newspaper 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.