Preparing a More Effective Media Schedule through the Brand Report
What is BPA Worldwide?
BPA Worldwide, a not-for-profit organization founded in 1931, is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA conducts 2,600+ audits for media brands in print, online/digital and live events. BPA is supported by 2,700 advertiser and agency members.

BPA – Genesis of the Brand Report
When BPA was established in 1931, its primary audit function was directed toward business publications. As the industry evolved, BPA also adapted and changed.

Over time, BPA began auditing other products such as consumer magazines, newspapers and marketing databases. With the advent of new media, BPA moved into auditing these new platforms as well, including websites, e-newsletters and digital magazines. We also measure live events, tradeshows, conferences, social and mobile media.

As media owners began to expand their brand’s footprint, they also showed an interest in presenting all of their audience “touch points” on a single portfolio report. In response to this, BPA launched the all-inclusive BPA Brand Report.

What is the BPA Brand Report?
The Brand Report analyzes each of a media owner’s channels and provides a means to showcase all consumer “touch points” that relate to their product.

The report covers the demographics for individuals receiving each channel, the “recency” of involvement for individuals within channels, the geographic breakout for each channel and the frequency of channels.

The audience data contained within may be all paid, all controlled (the recipient does not pay for the publication), or any combination of paid and controlled.

The Brand Report may present audience data for a single channel or multiple channels from multiple databases.

A BPA Brand Report audit is conducted on an annual basis. The media owner must prove to the auditor the claims that audience size and quality conforms to the definitions and qualifications set forth in BPA Worldwide’s rules.
Communication Channels included in the Brand Report

Media owners may customize their Brand Report based on the communication channels they choose to report. These channels include, but are not limited to:

- Publication/magazine circulation
- Website traffic
- E-newsletter distribution
- Event/tradeshow/conference attendance
- Webinar attendance
- Document Downloads (whitepapers, case studies, marketing collateral etc.)
- Social media, including online networks and communities
- Mobile media/Apps
- Other digital content channels
- More…

Please note that the samples used in this document are presented only as a guide for channels that may be reported. The Brand Report may be customized to include any channels a media owner chooses to report.

Copies of Brand Reports are available for download free of charge at www.bpaww.com.

Integrated database or not?

The Brand Report is designed specifically for media owners with multi-channel brands regardless of whether the channels share an integrated database or not. The BRAND REPORT PURPOSE paragraph on page 1 is the best way to determine if the Brand Report you are analyzing contains data from a single, integrated database or multiple databases. The BRAND REPORT PURPOSE on a Brand Report that analyzes integrated data will include the sentence: “It is designed to present a cross-section of all communication channels, including a brand's total recipients across multiple media platforms, unique users within each channel, and users accessing multiple channels.” Those Brand Reports analyzing multiple-channel databases will include this phrase: “This non-integrated report contains data for each separate media channel as indicated in the Executive Summary.”

What should be looked at first?

Start with the upper portion of the cover page and check the report’s date to ensure it is the most current by examining the report period. The media owner’s information is in the left-hand corner. Additional information about the specific brand is in the descriptive paragraph adjacent to the media owner information.
INDIVIDUAL CHANNEL VIEW

Found on page 1 of the Brand Report, the CHANNELS section uses icons to present the user with a snapshot of all the channels that are analyzed in the report. This is a great section to quickly determine the specific channels that are included.

EXECUTIVE SUMMARY

The EXECUTIVE SUMMARY, also found on page 1 of the Brand Report, shows the number of individuals reached through each communication channel reported by the media owner. Each channel is reported as the Average for the period, as well as Non-Paid and Paid categories (if applicable). There is no “grand total” figure of all combined channels.

In June 2013, acting upon valuable input from media owners, media buyers and advertisers, the BPA Board of Directors voted to remove the “grand total” figure from the EXECUTIVE SUMMARY. The Board concluded that the sum of all media channels did not add value to the media buy, and, in fact, caused some general confusion in the marketplace over what the grand total number actually represented.

According to one national marketer, the removal of the grand total figure was a positive move since it “was not a reliable or valid number and media planners and marketers would not attach any meaning to it. It was a total of averages and did not represent the brand’s total reach to unique individuals.”

For magazines and e-newsletters, the figures found in the EXECUTIVE SUMMARY are averages for a six-month period, similar to the magazine audit. For websites, a monthly average of Unique Browsers is displayed in the EXECUTIVE SUMMARY. The website (monthly unique browsers) traffic figure, if reported, is derived from the BPA Audited Site Traffic tool. Only audited traffic data verified through the tool may be reported in the Brand Report.
A media owner may choose to report the registered users of the website, and not website traffic. The media owner may also report both registered users/subscribers and the number of unique browsers with the disclosure that browsers are not identified to individuals.

Event and webinar data is reported as attendees with the option of registration also being reported.

Social media, including Twitter followers, Facebook “likes” and LinkedIn group members, are reported as the cumulative total (as of December 2014 reports).

Apps for mobile devices and smart phones in the EXECUTIVE SUMMARY are reported as the cumulative total. Document Download data (whitepapers, case studies, marketing collateral or promotional material, etc.) is reported as average downloads (or distribution) in the six-month period.

**ANALYSIS OF THE INTEGRATED DATABASE**

For those brands choosing to report data from an integrated database, Paragraphs 1a, 1b, 1c and 1d (optional) provide deeper analysis of the cross-channel audience data.

The INTEGRATED DATABASE ANALYSIS (Paragraph 1a) reports Net Unique Individuals, Individuals Receiving Only One Channel and the Average Channels Received Per Individual. A gross total of channel impressions is not reported since such a figure does not provide much insight to the user.

The Net Unique Individuals represent the number of unique records on the database file. In the example shown, there are a total of 65,613 unduplicated individuals within the database. One individual may receive multiple communication channels. The individual is counted in each of the individual channels reported, but only once in the Net Unique Individuals figure. The individual must have engaged with the channel within the last six months to be included in this table, and throughout the report.

<table>
<thead>
<tr>
<th></th>
<th>Net Unique Individuals</th>
<th>65,613</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individuals Receiving Only One Channel</td>
<td>22,826</td>
<td></td>
</tr>
<tr>
<td>Average Channels Received Per Individual*</td>
<td>2.3</td>
<td></td>
</tr>
</tbody>
</table>

Table 1b demonstrates how individuals interact between specific channels. The table can be used to identify those channels that have high or low cross over in order to support your sales story. Specifically, the table will report the net unique individuals by channel and the additional channels that they receive.
Table 1c shows those individuals that received either single or multiple channels, cross tabulated by all channels.

<table>
<thead>
<tr>
<th>CHANNEL</th>
<th>INTEGRATED CHANNELS</th>
<th>NON-INTEGRATED CHANNELS</th>
<th>TOTAL UNIQUE INDIVIDUALS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>The Criterion Magazine</td>
<td>The Criterion Daily Newsletter</td>
<td>The Criterion Weekly Newsletter</td>
</tr>
<tr>
<td>MULTIPLE CHANNEL RECIPIENTS</td>
<td>39,460</td>
<td>23,491</td>
<td>26,956</td>
</tr>
<tr>
<td>SINGLE CHANNEL RECIPIENTS</td>
<td>6,815</td>
<td>2,310</td>
<td>2,009</td>
</tr>
<tr>
<td>TOTAL</td>
<td>46,275</td>
<td>25,801</td>
<td>30,965</td>
</tr>
</tbody>
</table>

Note 1: Unique Browsers. See Website Glossary in Channel profile.

The business/occupational breakdown of the net unique individuals appears in Table 1d. While this table is optional, it can provide a great opportunity to demonstrate the demographics of individuals on your file regardless of the communication channels received. This granular analysis allows marketers to identify specific demographics.

**ANALYSIS OF MEDIA CHANNELS**

The following sections in the Brand Report present detailed audience analyses for each channel reported within the EXECUTIVE SUMMARY.
MAGAZINE CHANNEL

Reported by most media owners, the data within the MAGAZINE channel profile mirrors that of traditional data found in BPA circulation statements.

Business Publications
For Brand Reports in which a business publication serves as the anchor channel, the section analyzes the publication’s Average Non-Qualified Circulation, Average Total Qualified Circulation for the Period, Qualified Circulation by Issue, Business/Occupational Breakout, Source/Age and Geographic breakout.

What industry and which individuals does the brand serve?
The media owner defines the market the brand serves in the FIELD SERVED. Those individuals within the market (i.e. presidents, owners, engineers, etc.) who are qualified to receive the publication or magazine are defined within the DEFINITION OF RECIPIENT QUALIFICATION.

Note: On single-channel Brand Reports, the Field Served and Definition of Recipient Qualification are found on page 1.

AVERAGE NON-QUALIFIED CIRCULATION are those recipients who do not meet the brand’s definition of field served and recipient qualification. For example, advertiser and sample copies fall into this category.

The AVERAGE CIRCULATION FOR THE PERIOD (Table 1) provides a summary of the publication’s average circulation activity for the period covered by the report. The type of circulation analyzed in this table—Individual, Sponsored Individually Addressed, Membership Benefit, Multi-Copy Same Addressee and Single Copy Sales—are standard for all publications and can be compared from one publication to another.

QUALIFIED CIRCULATION BY ISSUES (Table 2) reports the circulation activity in the period. It is the media owner’s option to report those subscribers who have been added (Additions) and removed (Removals) from the subscriber database during the period.

Who receives the publication?
At this point in the magazine channel analysis, the focus of the report is narrowed to examine one issue in the audit period, which is identified along the heading of each table.

The circulation must conform to both the Field Served and the Definition of Recipient Qualification as stated on the Brand Report. The media owner must present the information in accurate, auditable terms. The type of data in the BUSINESS/OCCUPATION BREAKOUT (Table 3a) varies from market to market, reflecting the unique characteristics of each primary industry. Some are simple, including only three or four classifications, while others are complex with multiple businesses and titles.
If magazine circulation is reported on the Brand Report, the media owner must explain how the subscribers were recruited. Media owners are required to break subscriber data into six source categories within the SOURCE AND AGE analysis (Table 3b): Direct Request; Request from Recipient’s Company; Membership Benefit; Communication other than Request; Sources other than above, and Single Copy Sales. At their option, media owners may also subdivide request and report by type: written, telecommunication, and electronic.

The GEOGRAPHICAL BREAKOUT analysis reports the magazine audience by state or country. The table can also be condensed to report specific geographic regions. BPA’s standard country breakouts are used for international coverage. If an individual has provided an email address, but no physical address, the individual is reported as “E-mail Address Only.”

The table includes a footnote to indicate the dates and/or month of the channels that are being analyzed. A geographic analysis is not included for some channels, including websites, social media and other user platforms that do not support user-specific data.
Consumer Magazines

For Brand Reports in which a consumer magazine serves as the anchor channel, the section analyzes the publication’s 
Price and Frequency, Average Total Qualified, Qualified Circulation by Issue, Breakout by Market Served, Source/ 
Age analysis, Three-Year Calendar analysis, data for New and Renewal Paid subscriptions and Geographic Breakout 
for the period.

What industry and which individuals does the brand serve?

The media owner defines the market the consumer brand serves in the MARKET SERVED paragraph, which found at the 
top of the Magazine Channel analysis. Note: On single-channel Brand Reports, the Market Served is found on page 1.

AVERAGE TOTAL QUALIFIED identifies the magazine’s average total qualified circulation, and separately breaks out the 
paid and non-paid portion of the average circulation for the period. Also in this table is the average rate base if claimed by 
the media owner and the amount that the average circulation varies above or below the average rate base.

The AVERAGE CIRCULATION FOR THE PERIOD (Table 1) provides a summary of the publication’s average circulation 
activity for the period covered by the report. The type of circulation analyzed in this table—Individual, Sponsored Individually 
Addressed, Membership Benefit, Multi-Copy Same Addressee and Single Copy Sales—are standard for all publications and 
can be compared from one publication to another.

QUALIFIED CIRCULATION BY ISSUES (Table 2) reports the circulation activity in the period. With this table, the extent to 
which a magazine’s circulation has increased or decreased throughout the period covered can be examined. This section 
also separates paid and non-paid; printed and digital copies; and single-copy sales.
Who received the magazine? The focus of the magazine channel analysis is narrowed to examine one issue in the audit period, which is identified along the heading of each table.

The type of circulation the BREAKOUT OF CIRCULATION TO THE MARKET (Table 3) reports varies from market to market, reflecting the unique characteristics of each primary market. Typical categories include individual paid subscribers, single-copy sales and individual non-paid. The paid and non-paid circulation is reported separately and done so at the media owner’s option.

The type of business or market category of the circulation and the nature of the magazine’s recipients are also detailed in this table.

<table>
<thead>
<tr>
<th>MARKET SERVED</th>
<th>Total</th>
<th>Percent of Total</th>
<th>Print</th>
<th>Digital</th>
<th>Qualified Non-Paid</th>
<th>Qualified Paid</th>
</tr>
</thead>
<tbody>
<tr>
<td>Individuals, members of government, advocacy groups, philanthropies, think tanks, lobbyists, trade unions, media and others interested in politics and public policy</td>
<td>18,350</td>
<td>52.8</td>
<td>18,316</td>
<td>34</td>
<td>1,799</td>
<td>16,551</td>
</tr>
<tr>
<td>*Sponsored individually Addressed: A provider of environmentally sensitive travel related products and services</td>
<td>15,248</td>
<td>43.9</td>
<td>15</td>
<td>15,233</td>
<td>-</td>
<td>15,248</td>
</tr>
<tr>
<td>Single Copy Sales</td>
<td>1,130</td>
<td>3.3</td>
<td>1,130</td>
<td>-</td>
<td>-</td>
<td>1,130</td>
</tr>
<tr>
<td>TOTAL QUALIFIED CIRCULATION</td>
<td>34,728</td>
<td>100.0</td>
<td>19,461</td>
<td>15,287</td>
<td>1,799</td>
<td>32,929</td>
</tr>
</tbody>
</table>

The SOURCE AND AGE analysis (Table 4) details where the media owner obtained the qualified circulation (source) and the period in which these recipients were last qualified (age). Age and source analysis are required for non-paid circulation; these are not mandatory for paid circulation, but may be reported at the media owner’s option. The qualification sources in this section are standard for all magazines. Each of the groupings of qualification sources are clearly defined and broken out by the nature of the documentation that supports them.

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>I. Direct Request:</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1,799</td>
<td>100.0</td>
</tr>
<tr>
<td>II. Request from recipient’s company:</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1,799</td>
<td>100.0</td>
</tr>
<tr>
<td>III. Membership Benefit:</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1,799</td>
<td>100.0</td>
</tr>
<tr>
<td>IV. Communication from recipient or recipient’s company (other than request):</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1,799</td>
<td>100.0</td>
</tr>
<tr>
<td>V. TOTAL – Sources other than above (listed alphabetically):</td>
<td>1,799</td>
<td>100.0</td>
<td>1,799</td>
<td>100.0</td>
<td>1,799</td>
<td>100.0</td>
<td>1,799</td>
<td>100.0</td>
<td>1,799</td>
<td>100.0</td>
<td>1,799</td>
<td>100.0</td>
<td></td>
</tr>
<tr>
<td>Restorers and Directories:</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1,799</td>
<td>100.0</td>
</tr>
<tr>
<td>Manufacturers, distributors and wholesalers’ lists:</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1,799</td>
<td>100.0</td>
</tr>
<tr>
<td>* Other sources:</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1,799</td>
<td>100.0</td>
</tr>
<tr>
<td>VI. Single Copy Sales:</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>-</td>
<td>1,799</td>
<td>100.0</td>
</tr>
<tr>
<td>TOTAL QUALIFIED CIRCULATION PERCENT</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
<td>100.0</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

The AVERAGE ANNUAL AUDITED CIRCULATION, or Three-Year Calendar Analysis, shows a trend of average qualified paid and non-paid circulation over a three-year period (six reporting cycles). This analysis also lists the average annual order price. Included in this table are the average copies in arrears for the calendar year.

| AVERAGE ANNUAL AUDITED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS |
|-------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|---------------------------------|
| Total Audit Average Qualified: | 35,905 | 31,556 | 27,866 | 24,670 | 37,398 | 37,169 | 37,398 | 37,169 | 37,398 | 37,169 |
| **NC**:                       | **NC** | **NC** | **NC** | **NC** | **NC** | **NC** | **NC** | **NC** | **NC** | **NC** |
| Total Audit 6-Month Ended:    | 35,905 | 31,556 | 27,866 | 24,670 | 37,398 | 37,169 | 37,398 | 37,169 | 37,398 | 37,169 |
| **NC**:                       | **NC** | **NC** | **NC** | **NC** | **NC** | **NC** | **NC** | **NC** | **NC** | **NC** |
| Total Paid:                   | 32,721 | 29,734 | 25,904 | 22,473 | 35,600 | 33,390 | 35,600 | 33,390 | 35,600 | 33,390 |
| **NC**:                       | **NC** | **NC** | **NC** | **NC** | **NC** | **NC** | **NC** | **NC** | **NC** | **NC** |
| Total 6-Month Ended:          | 32,721 | 29,734 | 25,904 | 22,473 | 35,600 | 33,390 | 35,600 | 33,390 | 35,600 | 33,390 |
| **NC**:                       | **NC** | **NC** | **NC** | **NC** | **NC** | **NC** | **NC** | **NC** | **NC** | **NC** |
| Paid Circulation Claim:       | 11,319 | 10,726 | 8,972 | 7,227 | 13,377 | 12,354 | 13,377 | 12,354 | 13,377 | 12,354 |

*NOTE: July 2013 – June 2014 is unaudited. With each successive period, new data will be added until six 6-month periods are displayed. **NC = None Claimed.
Qualified Paid Subscriptions may be paid for at any price, and must not be free of charge. The information in the TOTAL NEW AND RENEWED table takes a closer look at the details of a magazine’s paid information.

This table examines all paid subscriptions that were ordered and sold for the period covered. The first table shows what subscribers paid for the magazine. The section includes all prices representing 5% or more of the total orders (with the number of subscriptions sold at each price) for the period of the statement. Sponsored subscriptions are reported by quantity, not by price.

The table also shows whether the magazine used a promotional incentive to obtain a subscription. If a promotional incentive was used, details of the offer appear in ADDITIONAL DATA section found on the last page of the Brand Report.

Where is the Audience Located?

The GEOGRAPHICAL BREAKOUT analysis reports the audience state or country, or the table can also be condensed to report specific geographic regions. BPA’s standard country breakouts are used for international coverage. If an individual has provided an email address, but no physical address, the individual is reported as “E-mail Address Only.”

The table includes a footnote to indicate the dates and/or month of the channels that are being analyzed. A geographic analysis is not included for some channels, including websites, social media and other user platforms that do not support user-specific data.
E-NEWSLETTER CHANNEL

The Brand Report provides details of the outbound e-mail distribution of a media owner’s daily, weekly and/or monthly e-newsletters. Daily e-newsletters are reported in a weekly average within the table. The media owner may also provide a general summary of each newsletter by date (excluding daily e-newsletters).

E-newsletter recipients may be subscribers who made a direct request or “opt in” or who receive them without having specifically requested the newsletter. Audience data for e-newsletters does not have to be requested in order to appear on the Brand Report. Any demographics reported must fall within 36 months.

A media owner may choose to report demographic data by business/industry and/or job title or job function. An advertiser or media buyer can use this data to better pinpoint the audience to whom they wish to specifically target.

APPS CHANNEL

If download data from a media owner’s mobile app is included on the Brand Report, a brief description of the app is included and should be the first item to look at when analyzing this information. There are three different types of apps that can be reported:

1. Apps that serve the magazine/newspaper on a mobile device (iPad, tablet, smartphone, e-reader)
2. Apps that serve the magazine/newspaper and additional functions (news feeds)
3. Apps that are related to the brand, but serve a function other than delivering editorial content (data/games/etc.)

It is important to recognize what kind of app the media owner is reporting. App types 1 and 2 (above) are considered platforms that deliver a digital version of the magazine. Apps that fall into the Type 3 category do not deliver the traditional “digital edition” of the magazine, but instead deliver other content related to the brand such as games, contests, etc. If comparing app data between multiple brands, it is important to be sure the app types are the same in order to make true “apples-to-apples” analyses.

App download data is reported by month for the six-month period covered by the Brand Report. The data in this table appears as the monthly and aggregate total. The totals reported represent the aggregate number of downloads since information regarding app deletion/removal cannot be provided by third-party vendors and so cannot be used to calculate net downloads.
WEBSITE CHANNEL

Website activity by month is drawn directly from the BPA Audited Site Traffic tool. If the media owner is participating in BPA’s web audit program, these figures are automatically included on the Brand Report.

There are six standard reporting metrics, including page impressions, user sessions, unique browsers, unique browser frequency, page duration and unique browser duration. The Website Glossary, which appears whenever web traffic data is reported, further defines these metrics.

If a website requires registration, address and demographic data may be included in the database and fully analyzed as a separate channel. In such cases, the registered website users may be cross tabulated with the other channels to analyze multiple channels received.

<table>
<thead>
<tr>
<th>MONTH</th>
<th>PAGE IMPRESSIONS</th>
<th>USER SESSIONS</th>
<th>UNIQUE BROWSERS</th>
<th>UNIQUE BROWSER FREQUENCY</th>
<th>PAGE DURATION</th>
<th>USER SESSION DURATION</th>
</tr>
</thead>
<tbody>
<tr>
<td>July</td>
<td>75,330</td>
<td>38,333</td>
<td>24,098</td>
<td>1.64</td>
<td>2.39</td>
<td>4.16</td>
</tr>
<tr>
<td>August</td>
<td>75,135</td>
<td>38,477</td>
<td>24,032</td>
<td>1.54</td>
<td>2.18</td>
<td>4.20</td>
</tr>
<tr>
<td>September</td>
<td>75,930</td>
<td>38,870</td>
<td>24,278</td>
<td>1.54</td>
<td>2.10</td>
<td>4.15</td>
</tr>
<tr>
<td>October</td>
<td>75,720</td>
<td>40,176</td>
<td>24,682</td>
<td>1.61</td>
<td>2.20</td>
<td>4.12</td>
</tr>
<tr>
<td>November</td>
<td>75,720</td>
<td>40,038</td>
<td>24,870</td>
<td>1.61</td>
<td>2.00</td>
<td>4.12</td>
</tr>
<tr>
<td>December</td>
<td>75,720</td>
<td>40,170</td>
<td>24,930</td>
<td>1.51</td>
<td>2.15</td>
<td>4.12</td>
</tr>
<tr>
<td>AVERAGE</td>
<td>75,720</td>
<td>39,944</td>
<td>24,480</td>
<td>1.63</td>
<td>2.19</td>
<td>4.15</td>
</tr>
</tbody>
</table>

WEBSITE GLOSSARY

**Page Impressions:** A Page Impression is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser’s cache.

**User Session:** A single continuous set of activity attributable to acookieed browser resulting in one or more pulled text and/or graphics downloads from a site.

**Unique Browsers:** An identified and unduplicated Cookieed Browser that accesses Internet content or advertising during a measurement period.

**Unique Browser Frequency:** Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

**Page Duration:** The average time spent viewing any page on a web site.

**User Session Duration:** The average time visitors remain on a site per session.
SOCIAL MEDIA CHANNELS

Gaining popularity as a method of showcasing new audience channels, media owners may also include Social Media data on the BPA Brand Report. Until better audience “engagement” metrics are made available, current data reported remains at a basic level.

Reportable Twitter Metrics:

- Tweets
- Followers
- Re-tweets
- @Mentions

Reportable Facebook Metrics:

- Active Users (Daily, Weekly or Monthly)
- Daily Likes, Comments, Discussion Posts and Wall Posts
- Daily Video, Photo and Video Views
- Weekly/Monthly Impressions for Page Posts

Measurable LinkedIn Demographics:

- Group Members
- Discussions

Effective with December 2014 Brand Reports, the total “connections” at the end of the reporting period will be reported. Total participants at the start of the period, monthly totals and period-ending totals for each type/platform will be included.
ADDITIONAL DATA

The ADDITIONAL DATA section found at the end of the Brand Report provides further definitions of terms found elsewhere in the statement, including a Website Glossary (when web traffic is reported); and Average Circulation for the publication/magazine for the period. It also provides further information to supplement data found elsewhere in the report.

CONCLUSION

BPA Worldwide’s Brand Report is an excellent tool that allows marketers to explore the full scope of a media brand. Using the media owner’s integrated database or multiple databases, BPA delivers the Brand Report in a product that allows advertisers and media buyers to fully appreciate the reach of the brand.

Reach out to BPA Worldwide at BPAWW.COM to learn more or to schedule a free face-to-face training.
Media owners have always made a mission out of building brand trust with readers. And for their advertising customers, the trust factor has always been backed by third-party audience verification.

But now there are many more channels—websites, emails, webinars, newsletters, social media—and they’re all harder to measure and harder to verify.

IEEE Spectrum knows the importance of reaching its audience through multiple media channels. So that advertisers can continue to trust his claims, Jim Vick relies on the BPA Brand Report to verify scope and reach through all his media channels.

Because independent third-party verification is the foundation of a trusted brand.