



**AMENDMENTS TO
BPA WORLDWIDE BUSINESS RULES - CANADA**

BULLETIN B 15-1

December 2015

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

1-2 241 Digital Magazines

Digital Magazine – A magazine (either with a companion print version or as a standalone digital product) delivered periodically in a digital format (PC, APP, Mobile, Tablet, etc) with metered (i.e. linear) navigation that is edited, designed, and contains date-stamped content that includes advertising (but not necessarily the same advertising as might appear in a print version). Though editing, design, and issue identification (i.e. date-stamped content) are significant differences, the primary distinction between a digital magazine and a website is the metering (this can be pagination or any other method of going through the issue from beginning to end).

A digital magazine may be dynamically created, have targeted content, or may exist in parallel with pre-existing media.

Dynamic – Editorial can be created and/or selected at point of delivery. Each recipient may receive a copy with different content and that content can change at any time.

Targeted – Editorial is changed for specifically defined groups and/or platforms before point of delivery. Each group of recipients, whether they are segmented demographically or because of the platform they use to receive the digital product, receive a copy with different content specifically selected for that group. Apart from minor updates, the content cannot change once the issue is made available.

Replica Plus – If a print edition exists, “plus” is editorial that is retained from the original edition and is redesigned and/or supplemented. Each issue’s content is primarily taken (but not necessarily replicated in its entirety) from the original edition (whether in print or digital). Apart from minor updates, the content cannot change once the issue is made available.

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue’s content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

Media owners shall disclose in circulation statements under a “Statement of Content Platform” the form or combination of forms of digital magazine used per the above definition/ description.

Media owners may report digital magazines by the device/platform on which they are served (desktop/laptop computer; tablets; smartphones; other mobile devices; etc.).

Circulation for digital magazines shall be reviewed 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 may 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 magazine’s circulation shall be detailed separately in paragraphs one and two, and may be reported separately throughout the balance of the report.

If an alert to a qualified subscriber (paid and non-paid) is undeliverable, the media owner shall remove said subscriber from their circulation file, or ensure that the delivery details are corrected. If magazine frequency is monthly or less often (quarterly, biannual or annual etc.), the correction shall be made prior to distributing the next issue. If the magazine has a higher than monthly frequency (i.e. weekly etc.) the correction shall be made within thirty days.

Digital magazines with a frequency less than daily may provide the subscriber with an opportunity to “opt-out” of receiving an alert notification of availability. If a media owner offers an opt-out to receiving the alert, the media owner shall separately offer an opt-out of receiving the digital magazine. Subscribers who opt-out of receiving the alert but have not opted-out of receiving the digital magazine, need not receive an alert to be reported as qualified distribution. All others must receive an alert for each issue.

Digital magazines with a daily frequency may provide the subscriber with the option to “opt-in” to receiving an alert of availability. An alert is not required for publications with a daily frequency.

Digital non-qualified advertiser and advertiser agency copies may be reported on the BPA worldwide circulation statements, and audit reports as non-qualified.

Paid digital copies and non-paid digital copies to individuals who meet the qualification criteria stated in the Field Served and Definition of Recipient Qualification may be reported on the BPA Worldwide circulation statements, and audit reports. Recipients who have not requested to receive the digital publication must be provided the opportunity to opt out of receiving the digital publication.

Media owners may convert requested print edition subscriptions to digital magazine subscriptions, provided the subscriber who requested the publication receives advance notice of the conversion and is given the option to refuse the conversion. The notice of conversion must give the media owner enough time to stop the conversion if the subscriber refuses to convert to a digital subscription. Evidence of the original request and the notice of the conversion shall be available at the time of audit.

Only one copy of a digital magazine may be considered qualified per single addressee. Digital magazine site licenses may be reported as a media channel on the Brand Report. (See 1-1 208)

Digital subscriptions purchased through tablets/mobile (“Digital First”): Digital circulation shall be reported from copy one and for the full term of subscription.

Paid combination sales and bundled subscriptions (print and digital): the digital subscription must be authenticated (access code tied to subscriber registration/information) through the device/app to report digital copies.

Paid sponsored digital tablet/mobile subscriptions: the digital subscription must be authenticated (access code tied to subscriber registration/information) through the device/app to report the digital copies.

Paid circulation with digital as a promotional incentive: the digital subscription must be authenticated (access code tied to subscriber registration/information) through the device/app to report the digital copies.

Non-Paid circulation: recipient must authenticate (access code tied to subscriber registration/information) the digital subscription through the mobile device and access the magazine/publication once each six month reporting period.

Publication members reporting print and digital copies may report at their option whether subscribers to the digital magazine have automatically received the digital magazine or manually downloaded; retrieved; received; the digital magazine.

If downloaded, retrieved, received, data is reported, such data shall be reported in paragraphs 1, 2, 3a, 3b and 4, and paragraph 3c, if reported.

A download, retrieved, received issue may be counted within the table as long as the issue was downloaded, retrieved, received within 60 days of the alert. At the time of circulation statement filing, any issues for which final download; retrieved; received counts are not available may be estimated based on a historical average. At the time of audit the estimation will be compared to actual data. If the variance is material, an audit report will be issued to adjust the circulation accordingly.

(a) Members may elect to report the following usage/engagement metrics:

Active Views:

- A) An active view is defined as a single copy of a publication actively opened by a device for viewing.
- B) A minimum of one page of an issue opened/served onto a device.
- C) There must be a distinct action/event by the end user to view. A single action/request which results in both the content being downloaded/made available and the automatic opening of a page of the publication is not considered a distinct action/event. A further distinct action would be required such as opening a second page.
- D) If reported, the active view shall be reported on an issue by issue basis.

Number of Sessions per issue: defined as the aggregate number of times an issue was accessed by all unique browsers (individual devices).

Time Spent in Issue per Individual Device: defined as the time spent, on average, in the issue across all unique browsers (total audience).

Number of Sessions in Issue per Individual Device: defined as the average number of times each unique browser accesses the issue being reported.

Number of Pages Accessed: defined as the total unique pages accessed for each issue by unique browsers.

Single Copy, non-paid, digital – copies may be reported as qualified circulation if the recipient downloads or accesses the issue. One copy may be claimed as qualified circulation for each unique user that accesses/downloads an issue, regardless of the number of times the unique user accesses the issue. Registration or authentication is not required. Publishers and their vendors have the responsibility to install and maintain systems that accurately capture individual download/access activity.

1-2 306 Statement Filing Period - Member

Media Owner Members - With the exception of publications issued annually and semi-annually, BPA Worldwide Business Publication Audit Members will release two Brand Report statements each year for the six months ended June and for the six months ended December, ***or for six months ending March and the six months ending September (Canada only)***. These two six month 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 statement for the six month period January – June inclusive.~~

~~A analyzed statement for the six month period July – December inclusive.~~

~~A twelve-month 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 statement for the six month period July – December inclusive.~~

~~A analyzed statement for the six month period January – June inclusive.~~

~~A twelve-month statement for the period July – June inclusive, which is the basis for the annual audit report.~~

For Medical Journals, members will release two circulation statements each year for the six months ended July and for the six months ended January. Six-month circulation statements will be covered by one twelve-month annual Brand Audit Report. ~~For publications on a calendar year basis, the procedure is as follows:~~

~~An interim circulation statement for the six month period February – July inclusive.~~

~~A second circulation statement for the six month period August – January inclusive.~~

~~A twelve-month circulation statement for the period February – January inclusive, which is the basis for the annual Brand Audit Report.~~

The six-month statements will be checked and released as Brand reports upon receipt and completion of processing.

The twelve-month statement forms the basis for the annual audit report. The audit will be completed after the auditor's examination of the media owner'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 Brand Report statement, which will be checked upon receipt and, at the option of the media owner, printed and released by BPA Worldwide upon completion of processing. It shall be the basis for the twelve-month audit report. The audit will be completed after the auditor's examination of the circulation records.

The audit may be made in the media owner's office and/or wherever the records can be properly checked.

A publication applicant which has chosen a period end 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 Brand Report statement following the initial audit report and include whatever previously audited issues are necessary to complete the six month period.

1-2 407 Paragraph 3a: Business/Occupational Breakout of Qualified Circulation

The analysis shall be of the May/November issues. A statement for the six-month period ended June would analyze the May issue while a statement for the six-month period ended December would analyze the November issue. Publications having more than one issue per month shall analyze any issue in May and November. ***For publications in Canada, the analysis shall be of any issue in a six-month reporting period.***

The analysis of physician journals shall be of the January and July issues. The statement for the six-month period ended January would analyze the January issue while the statement for the six-month period ended July would analyze the July issue.

In an initial audit, the issue analyzed shall be one that has been published within the last two months of the audit period.

The issue analyzed shall be compared separately with the average of the other issues reported in the statement to reveal how typical the issue is, as compared with all the others.

Whenever the issue analyzed is 10% or more, above or below the average of the other issues reported an appropriate comment shall be made in the explanatory paragraph, Additional Data.

Only classifications included in the Field Served and Definition of Recipient Qualification may be included in the qualified circulation breakout. A publication may report classifications not covered by the circulation provided the publication conforms to the uniform business/occupational breakout developed for the primary market classification for the publication.

Each subscription sale comprising 1% or more of the total qualified circulation and lacking qualifying demographic information, (Other Paid Circulation) shall report the details of the subscription sale (number of copies, price, and percent of total qualified, etc.) in a footnote under paragraph 3a, and in the explanatory paragraph, Additional Data.

Business and industry classifications may be listed vertically in the left-hand column of this paragraph if or when reported. Classifications by size, volume, job titles or job functions may be listed in one of the following ways:

- Horizontally in a cross-tabulation breakout.
- Vertically in the left hand column
- Separately.
- As a subdivision of a business or industry classification.

Classifications which are reported with subtotals will be arranged in paragraph 3a with the total reported beneath the subtotal in such a way that no confusion can occur about the exact number of copies being reported. The BPA Worldwide staff shall arrange this breakout in accordance with this instruction.

A publication member may elect to cross-tabulate paragraph 3a by any paragraph reported on the BPA Worldwide circulation statement providing the data reported for such paragraphs are based on actual counts of the analyzed issue.

Publication members reporting print and digital versions shall report such circulation in the following columns:

- Total Qualified Circulation
- % of Total Qualified Circulation
- Print Version (optional)
- Digital Version (optional)

The classifications for such subscribers shall be based upon the most recent qualification source for each piece of demographic information used to qualify subscribers of the print and digital versions.

If the media owner elects to report print and digital versions, total qualified circulation throughout the table shall consist of unduplicated unique recipients.

Single Copy Sales shall be reported separately and further broken down into:

- Single.
- Multi-Copy Same Addressee.
- Non-Returnable.
- Digital Magazines

An analysis of single copy sales by type of outlet, such as newsstand or retail outlets, may be provided at the media owner's option. If this option is exercised, the same analysis on an issue-by-issue basis shall be provided in the explanatory paragraph, Additional Data. (See 1-2 227)

The quantity of Single Copy Sales sold to consumers with a promotional incentive shall be reported in the explanatory paragraph, Additional Data. (See 1-2 224 and 1-2 227)

If Multi-Copy Same Addressee circulation, including duplication, is 10% or more of the analyzed issue's qualified circulation, this circulation shall be identified separately in paragraph 3a as "Multi-Copy Same Addressee" or eliminated from the total qualified circulation. (See 1-2 240)

Publication members electing to analyze their circulation by North American Industrial Classification System (NAICS) shall abide by the following special rules:

Only wording appearing in the current NAICS government manuals and reports may be used.

Media owner members reporting under NAICS shall disclose which NAICS government manual was used (1997 or 2002) to collect/report NAICS data. Copies of the NAICS manuals can be purchased from the National Technical Information Service, US Department of Commerce, www.ntis.gov/naics.

All qualified circulation shall be classified by NAICS, as defined by NAICS manuals on the basis of the processes used to produce goods or services.

All qualified recipients in each establishment shall be uniformly classified in accordance with the NAICS for the establishment. The method used in the uniform assignment of NAICS data shall be approved by the President.

Central administrative offices and auxiliary units shall be assigned the NAICS classification of the primary business activity.

Publication members electing to analyze their circulation by the recipients' job functions shall obtain approval of the President to ensure that acceptable qualification proof is available for a functional analysis.

Publications serving essentially the same field should endeavor to agree upon a mutually acceptable and reasonably uniform schedule of classifications to be employed in paragraph 3a. However, no media owner member shall be required, as a condition of membership, to accept a particular method of schedule of classifications employed by other publications for the same field.

1-2 514 Direct Request: Written

- (a) Letters from individually qualified recipients requesting the publication may be reported as request circulation.
- (b) For those media owners electing to use a standardized questionnaire to develop request circulation, including those transmitted electronically, a question approximating the following shall be asked on the form: "Do you wish to receive (continue to receive) this publication? Yes ... No ..." Non-paid questionnaires shall be restricted to a specific time period only if the actual or specific period of time is indicated as part of the question: "Do you wish to receive (continue to receive) this publication for 10 months? Yes ... No...."
- (c) Media owners may utilize, as an option, an alternate question approximating the following: "Please sign here if you wish to receive (continue to receive) this publication." Forms utilizing this alternate must be signed to be reported as personal written request circulation.

- (d) Multiple-publication written request circulation forms or letters are acceptable and may be counted as written request circulation, provided the following requirements are met:

Publications offered shall be homogeneous in that they have similar definitions of recipient qualification and serve businesses, industries, trades, occupations or professions with clearly defined limits.

A separate signature, ~~or~~ initial, **or selection indicator** (media owner's option) from the subscriber is necessary to establish a request for each publication.

The questionnaire must be signed.

The text of the solicitation shall disclose that multiple publications are being offered.

A description of the editorial content that differentiates the publications offered shall be included on the qualification card. The offer form shall display the different publication logos to increase differentiation among titles. ***If a publication offered is published in a language different than the language used in the solicitation, this shall be noted on the qualification form.***

A question approximating the following shall be asked on the form:

SIGN, INITIAL, **OR CHECK** HERE IF YOU WISH TO
RECEIVE *PUBLICATION XXX*

SIGN, INITIAL, **OR CHECK** HERE IF YOU WISH TO
RECEIVE *PUBLICATION YYY*

SIGN, INITIAL, **OR CHECK** HERE IF YOU WISH TO
RECEIVE *PUBLICATION ZZZ*

Signature

Date

- (e) BPA Worldwide's approval will be given to any questionnaire which is consistent with the Field Served and Definition of Recipient Qualification and the classifications reported in paragraph 3a of the circulation statement.
- (f) Whenever a questionnaire is used, recipients who indicate they do not wish to receive the publication shall be removed from the qualified circulation list within 90 days of receipt of the communication.

- (g)** Qualification forms that are entitled or indicated as "new subscription forms" shall be counted as request circulation. These forms need not contain the question asking the recipient if they wish to receive the publication.
- (h)** Reader service cards may be counted as request circulation if the recipient has signed the card and answered the question "Yes, I wish to receive (continue to receive) this publication." (See rule 1-2 524)
- (i)** Voluntary contributions to a publication to offset production and shipping costs may be reported as request circulation if the donation is to defray costs of "continued service of the publication". Any solicitation by the media owner for a contribution to defray costs shall be very clear that the donation is for continued service. Media owners shall offer the option to continue receiving the publication without making a donation, and the option to discontinue receiving the publication.
- (j)** An address change may be reported as request circulation for a single publication provided such change has been initiated by the recipient.
- (k)** Questionnaires shall contain a provision for the recipient's signature and provision for the date.
- (l)** Prior testing of electronic scripts, systems and procedures for soliciting requests may be required to determine auditability.
- (m)** 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 media owner.
 - 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.
- (n)** The qualified recipient's spouse may request the publication on behalf of the qualified recipient. This may be reported as "Direct Request: Written".
- (o)** The qualified recipient may request the publication for themselves and up to one other co-worker and have both requests reported as "Direct Request: Written".
- (p)** The qualified recipient's co-worker may request the publication on behalf of one qualified recipient through one questionnaire and be reported as "Direct Request: Written". Requests for multiple (two or more) co-workers shall be reported as Request from Recipient's Company (see rule 1-2 518).
- (q)** The following types of paid circulation are NOT to be reported as request circulation:
- Subscriptions sold in quantities of two or more
 - Subscriptions ordered by sponsors, donors or gift copies

Non-deductible subscriptions, except in those cases where the media owner has obtained a specific request to receive the publication from the member. However, this does not apply when a non-deductible offer elicits a request to receive a digital version of the magazine.

Multi-Copy Same Addressee

1-2 515 Direct Request: Telecommunication

- (a)** Telecommunications from individually qualified recipients requesting the publication may be reported as personal telecommunications request. All outbound Direct Request: Telecommunication requests, with the exception of subscriptions to individuals who refuse to be recorded, must be recorded and made available to the auditor at the time of audit.
- (b)** Subscriptions to individuals who refuse to be recorded, inbound telecommunication, and interactive voice response (IVR) requests shall comply with the following conditions:

A question approximating the following shall be asked and answered during the telephone interview: "Do you wish to receive (continue to receive) this publication? Yes ... No ... A personal identifying question must be asked and answered. Some examples..."To permit future verification or your request, please give us your month and/or date of birth - Month ... Day..., or mother's maiden name or high school graduated from." Other forms of personalized questions which only the recipient and not the media owner is likely to know, may be asked as an alternate should the recipient not provide an affirmative response to the original question. Once a particular question is used and the answer stored, a different question shall be used for future request questions. If the respondent refuses to answer any and all personal questions, the interview may be considered a request if the interview is recorded and the respondent indicates affirmative to the request question. The personalized question is not required for faxes, or if the interview is recorded.

If the call is being recorded, the media owner may use any of the following script options to obtain the request:

Option #1

Do you wish to receive this publication?

Do you wish to continue to receive this publication?

Option #2

All that I need to do is update your address information and ask you a couple of questions to send out your free subscription. We show that the subscription should go to (address). Is that correct?

All that I need to do is update your address information and ask you a couple of questions to send out your free subscription. We show that the subscription is going to (address). Is that still the correct address?

Option #3

In order to receive your free subscription to (publication name), I just need a few moments to update some information, ok? I have your name as...

In order to continue receiving your free subscription to (publication name), I just need a few moments to verify some information, ok? I have your name as...

Option #4

Hello. This is (caller's name) for/from (publication name) calling to update the information that we have on file so that we may begin sending you a free subscription to our publication, ok?

Hello. This is (caller's name) for/from (publication name) calling to update the information that we have on file so that we may continue sending you a free subscription to our publication, ok?

Option #5

Hello. This is (caller's name) from (publication name). I'd like to start your free subscription and just need to ask you a couple of questions to be able to do so. I have your address as (address). Is this correct?

Hello. This is (caller's name) from (publication name). I'd like to renew your free subscription and just need to ask you a couple of questions to be able to do so. I have your address as (address). Is this correct?

(c) A telephone interview form shall:

Contain adequate instructions (script) to the telephone interviewer (outbound calls) or to the recipient (inbound calls), including a statement, in accordance with local laws, that the call is being recorded;

Contain the name, title, company address and telephone number of the recipient;

Contain an acceptable request question with a personalized data question, coupled to the request for subscribers who refuse to be recorded (as defined in Section 1-2 515b). The personalized data question is required only if the telephone call is not recorded;

Be consistent with the "Field Served" and "Definition of Recipient Qualification"; and

When calls are recorded it is acceptable to confirm name, address, title, email, fax, phone number, and prior-year demographic information during the telephone interview.

(d) The qualified recipient's spouse may request the publication on behalf of the qualified recipient. This may be reported as "Direct Request: Telecommunication".

(e) The qualified recipient may request the publication for themselves and up to one other co-worker and have both requests reported as "Direct Request: Telecommunication".

- (f) The qualified recipient's co-worker may request the publication on behalf of ~~one~~ **two** qualified recipients through one phone call and be reported as "Direct Request: Telecommunication". Requests for multiple (~~two~~ **three** or more) co-workers shall be reported as Request from Recipient's Company (see rule 1-2 519).

Media owners contacting a co-worker to elicit direct request: telecommunication shall comply with the same conditions concerning telecommunication requests set forth in these rules. In addition, the media owner shall obtain the full name and job title of the individual spoken with. If recipient's name and title is not received refer to rule 1-2 525 Communication from Recipient or Recipient's Company (Other than Request): Telecommunication.

- (g) Telecommunication requests for a multiple of different publication brands obtained in a single telecommunication may be counted as telecommunication request circulation, provided the interviews are recorded, a separate request question is asked and answered for each of the publication brands, and such circulation is in conformance with rule 1-2 514d and 1-2 515j.
- (h) Prior testing of scripts, systems and procedures for soliciting telecommunications requests may be required to determine auditability.
- (i) For incoming requests received through telecommunications, adequate records verifying the time and date of call shall be maintained. In addition to the personalized request question, the recipient may be instructed to provide a unique identification code taken from the media owner's label.
- (j) Media owners shall be responsible for maintaining the following records, which are to be made available to the auditor at the time of audit and/or during random visits:

All telephone company invoices

All computer-generated data, including summaries by date of calls received, telephone numbers of calls placed and received, and computer logs of tasks performed

Recordings, where permitted and available, shall be inspected by the auditor to verify adherence to the BPA Worldwide-approved interview form and the proper recording by the interviewer of the recipient's response. Whenever conversations are recorded, the recipient shall be advised, in accordance with local laws, that he/she will be recorded. Monitoring of live interviews also may be conducted for the same purpose.

- (k) The media owner shall be responsible for the documentation and accuracy of telecommunication requests, including those requests obtained through outside telemarketing firms.
- (l) The auditor will compare and cross-check all records and make any other tests deemed necessary, including follow-up telephone contact and/or mail confirmations, for complete and accurate authentication of the request and qualification information. The media owner shall be billed for the costs incurred for any special confirmations conducted by BPA Worldwide or its agent.
- (m) All other specific rules pertaining to the use of promotional incentives for personal written request circulation or in the merging of publications' circulation apply to telecommunication requests. (See rule 1-2 224 and 1-2 243)