



## Pass-Along Receivership Study

BPA Worldwide's Pass-Along Receivership Study is an excellent way to demonstrate in audited, credible fashion the total reach of your publication. With the increasing popularity of the Internet, the growing difficulty of renewing/requalifying subscribers, and a challenging competitive environment, the need to demonstrate quantitative market coverage has never been greater.

BPA developed the Pass-Along Receivership Study as a means for publishers to demonstrate independently verified total reach and market coverage of their publications, and has recently revamped this service to better serve publishers' needs. This study includes an analysis of additional recipients, identified by title, to whom a publication's primary recipients pass along their copies of the publication.

Generally performed on one of the two issues analyzed (May or November), the Pass-Along Receivership Study results in a report that includes: a summary of the pass-along study's questionnaire mailings (number mailed, received and returned); statement of methodology; the pass-along research questionnaire itself; pass-along receivership projected across primary business categories and titles/job functions; sampling tolerance (confidence level) and variance tables.

### METHODOLOGY

BPA selects an "nth" sample of recipients from one of the publication's issues. Each business and industry category is sampled. The random sample includes a minimum of 1,000 names. A questionnaire, prepared by the publication and approved by BPA Worldwide, is then mailed to the test list via first class mail by BPA or via email distribution. Responses are sent directly to BPA Worldwide via business reply envelopes or a dedicated BPA email address. Subsequent mailings and telephone surveys may be conducted to reach a valid response total of at least 45% of the sample size. Incentives may be included in the survey. Once a valid response number is reached, results are tabulated and presented to the publisher, who determines whether or not the audit report will be printed.

### COST

The publisher pays an audit cost equal to 100% of the regular circulation audit. Additional fees include the cost of printing and mailing all questionnaires, telephone surveys (if necessary), and the printing of the Pass-Along Receivership Report.



# Steps in a BPA Pass-Along Receivership Study:

**Publisher notifies BPA of intent to complete a Pass-Along Receivership Study.**



**Application/contract is completed.**



**BPA and publisher's chosen research organization consult on questionnaire design and research study methodology.**



**Publisher selects analyzed issue for audit.**



**BPA randomly selects minimum 1,000-name sample from subscriber or controlled circulation mailing list.**



**Questionnaires are mailed/emailed to 1,000 or larger sample.**



**Responses are sent directly to BPA (business reply envelopes/BPA email).**



**BPA regularly updates publisher on response levels.**



**If more efforts are needed to hit required 45% response level, BPA advises publisher or researcher to begin additional telemarketing, mail or email efforts.**



**Once required response level is achieved, BPA passes responses to research organization for data capture.**



**Having data-captured 45% response level, research organization completes projection calculations.**



**BPA takes "nth" sample of responses and audits accuracy of data capture.**



**BPA verifies accuracy of projection calculations, publisher reviews results.**



**At publisher's option, Pass-Along Receivership Report is printed.**

