

# SAMPLE



## INDEPENDENT AUDITORS' REPORT

(MAGAZINE TITLE)  
(Publishing Company Name)  
(Publishing Company Address)

BPA Worldwide has reviewed and audited (Research Company's Name) process for conducting research for (MAGAZINE TITLE). The research and reports generated from this research are the responsibility of (Publishing Company's Name). Our responsibility is to express an opinion on this process based on our audit.

We have examined the research records of the subject magazine.

Our examination was made in accordance with generally accepted audit standards as established by a tripartite body of advertisers, advertising agencies and publishers and, accordingly, included:

- ◆ a pre-survey review of the methodology for conformance with the (Advertising Research Federation or CASRO's) guidelines for print media research,
- ◆ a pre-survey review of the questionnaire design to eliminate poorly constructed and misleading questions,
- ◆ our possession of the magazine's database and selecting the sample of subscribers to be surveyed from the stated issue,
- ◆ receiving all replies and un-useable responses at BPA and forwarding this information to the stated research firm for tabulating,
- ◆ verifying the tabulations of the stated research firm through both a manual check of the keypunch accuracy and an automated recount of the respondent database,
- ◆ and such other auditing procedures as were considered necessary.

### Survey Facts:

(Number) Questionnaires were mailed between (dates). An incentive of (\$) was included with this mailing. A follow-up questionnaire to (number) non-respondents was mailed on (date). No incentive was provided for this mailing. The total response rate for the above listed mailings was (percentage) and (number) responses were useable for the survey.

The questionnaire used for this survey must be included with the results of the research.

Based on our examination, we believe this study was conducted fairly and accurately in conformance with generally accepted research principles.

**Shelton, CT**  
**(Date)**