



**AMENDMENTS TO  
BPA WORLDWIDE CONSUMER RULES - UNITED KINGDOM**

**BULLETIN C 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.**)

**1-3 211 Base Prices**

Subscription Sales - The established prices for each subscription term, as published in the masthead or online. ~~as defined in the masthead of a publication.~~ Only one base price per country may be established for each subscription term.

Single Copy Sales - The suggested retail cover price shall be the base price.

Refer to 1-3 237 for guidance on changes to base price or frequency.

**1-3 306 Statement Filing Period – Members**

Media Owner Members - With the exception of magazines issued annually and semi-annually, BPA Worldwide Consumer Magazine 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 magazines on a calendar year basis, the procedure is as follows:~~

~~An interim statement for the six-month period January – June inclusive.~~

~~A second 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 magazines on a fiscal year basis, the procedure is as follows:

~~An interim statement for the six-month period July–December inclusive.~~

~~A second 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.~~

The six-month statements will be checked and released as Brand Reports upon receipt and completion of processing. The twelve-month circulation 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 magazine 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 will be made in the media owner's office and/or wherever the records may 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 Brand Report statement following the initial audit report and include whatever previously audited issues are necessary to complete the six month period.

***Consumer magazines in the United Kingdom may opt to report one annual Brand Report for the twelve months ending December.***

### **1-3 524 Written**

**(a)** The following types of records may be reported as written communication circulation:

Standardized questionnaires to an individual magazine, such as:

Census forms.

Editorial survey forms.

Questionnaires which do not have the provision for the Yes/No request question.

Arrears unpaid for three months and credit subscriptions unpaid for six months where the subscriber has been transferred to controlled circulation.

Reader service cards to an individual magazine (where the recipient has not signed the card and/or answered the question "Yes, I wish to receive (continue to receive) this magazine)."

Such communications shall have provisions for date and signature of recipient or by a member of the recipient's firm and shall bear evidence of the date of mailing by the recipient, or receipt by the media owner and proof of conformance to classification.

Non-deductible association or seminar subscriptions.

Expired one and two-year paid subscriptions.

Multi-Copies to the Same Addressee circulation where the recipient at the point of redistribution has agreed to accept a specified number of copies for redistribution to qualified recipients. A written and signed redistribution agreement shall indicate the specific quantities requested, as well as the date requested. Agreements shall be obtained for no less than 95% of all points of redistribution, and for no less than 95% of the copies to be distributed. Street rack distribution must receive the permission of the municipality governing the public space. Agreements are required for each municipality or private location, not each street rack. (See 1-3 246b)

***For magazines in the United Kingdom, redistribution agreements are not required. Signed delivery affidavits shall be obtained for no less than 95% of all points of redistribution and for no less than 95% of the copies to be distributed each issue. See rule 1-3 531.***

Trade Show, Consumer Shows, and Convention distribution, where a redistribution agreement as mentioned above or a paid contract for exhibit space is obtained from the event management. Distribution of such copies are verified by third party delivery receipts, and literature supporting the event is provided.

- (b) The following standardized questionnaires from another magazine shall be reported as Communication from Recipient or Recipient's Company (Other than Request): Written provided the other Magazine is of the same parent publishing company:

Personal written request forms direct from the recipient.

Written request forms from the recipient's company.

Written communication forms from the recipient or from the recipient's company.

These sources shall age based on the qualification date of the original source document.

The quantity of names added to the file shall be properly identified in the explanatory paragraph, Additional Data, stating:

*"Communication from Recipient or Recipient's Company (Other than Request):  
Written" includes (number) copies or (number) % requests for XYZ Magazine."*

Whenever 5% or more of the total circulation is qualified through questionnaires from another magazine, the number of sources used and the amount of circulation from those sources shall be disclosed in the explanatory paragraph, Additional Data as follows:

*“Communication from Recipient or Recipient’s Company (Other than Request): Written” includes [number] sources of circulation for quantities of [lowest number] copies or [lowest] % to [highest number] copies or [highest] %.*

The source shall be identified by name in a footnote in the explanatory paragraph, Additional Data whenever 10% or more of the circulation is qualified through questionnaires from a single magazine.

Questionnaires from another magazine from another parent publishing company shall not be reported as Communication from Recipient or Recipient’s Company (Other than Request): These are reported as “Other Sources”.

### **1-3 531 Other Sources**

Business letterheads, company personnel rosters, company annual reports, company telephone directories, business cards, trade shows registration lists, reader service cards and qualification questionnaires from other publications not owned by the same parent company. Such sources shall be adequately identified and dated to satisfy the auditor of their authenticity and acceptability.

Qualification questionnaires from another Magazine from another parent publishing company shall continue to age based on the qualification date of the original source document.

Circulation obtained through the use of Sweepstakes Prize Draws shall be classified as other sources. (See 1-3 238)

Gift subscriptions shall be classified as other sources.

Mailing house lists which have been approved by BPA Worldwide may be reported as other sources and shall carry an identifying footnote.

Mailing house lists which have not been approved by BPA Worldwide are not acceptable as qualification evidence. However, in order to obtain BPA Worldwide approval, a media owner may arrange with a mailing house to have the list checked against the original sources provided such sources are within the time limits prescribed in these Rules and are available to the auditor. If a media owner elects to report the original qualification sources in paragraph 4 of the circulation statement, the mailing house shall prepare the data for this paragraph and shall be subject to all requirements for the auditing of paragraph 4.

***For magazines in the United Kingdom, redistribution agreements are not required. Signed delivery affidavits shall be obtained for no less than 95% of all points of redistribution and for no less than 95% of the copies to be distributed each issue.***