



BULLETIN C 17-1

May 2017

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

自即日起，BPA Worldwide 规则修订如下（修改内容用加粗斜体字）：

**1-3 234 Disclosure Requirements For Both Multi-Copy Same Addressee and Sponsored Multi-Copy Same Addressee Circulation:**

**大宗订阅发行量和赞助型大宗订阅发行量的公开要求**

Multi-Copy Same Addressee and Sponsored Multi-Copy Same Addressee subscriptions cannot be reported as paid circulation after the expiration date.

大宗订阅发行量和赞助型大宗订阅发行量不能报告为届满日之后的付费发行量。

If the number of subscriptions involved in any single Multi-Copy Same Addressee or Sponsored Multi-Copy Same Addressee sale exceeds 5% of the Average Total Qualified circulation claim for the period, the subscriptions involved in that sale shall be separately and fully explained (price, term, nature of subscription) in the explanatory paragraph, Additional Data. Reporting of the actual name of the sponsor/ purchaser is optional. (See 1-3 404)

如果任何大宗订阅销售和赞助型大宗订阅销售的订阅量超过所声明的期间内的平均合格发行总量的 5%，该销售涉及的订阅量必须在解释说明部分另行报告并详加解释（订阅的价格、期间、性质）。可以选择是否报告赞助商/购买人的真实姓名或名称。（见第 1-3 404 节）

Example: (explanatory paragraph, Additional Data):

例：（解释说明段，额外数据）

*“Distribution includes a paid multi-copy same addressee contract for 1,000 copies or 8.0% of Average Total Qualified purchased by a hotel (option to name hotel) for its guests and visitors paid at an annualized subscription rate of \$20 for 12 issues.”*

在解释说明部分：“发行量包括酒店（可选择是否列出酒店名称）按 12 期 20 美元的年化订阅价为其顾客及访客购买的，数量达为 1,000 本或占平均合格发行总量 8.0% 的付费大宗订阅合约。”

If the number of subscriptions involved in any single Multi-Copy Same Addressee or Sponsored Multi-Copy Same Addressee sale exceeds 10% of the Average Total Qualified circulation claim for the period, the subscriptions involved in that sale shall be disclosed in the Market Served and fully explained (price, term, nature of subscription) in the explanatory paragraph, Additional Data. (See 1-3 405). Reporting of the actual name of the sponsor/purchaser is optional. (See 1-3 404)

若任何单笔大宗订阅销售或赞助型大宗订阅销售涉及的订阅量超过所称的期间内平均合格发行总量的10%，该销售所涉及的订阅量应在服务领域中披露，并在解释说明部分详加解释(订阅的价格、期间及性质(见 1-3 405)。可以选择是否报告赞助商/购买人的实际名称或姓名。(见第 1-3 404 节)

Example: (Market Served):

例：(服务市场)

*“Distribution includes a multi-copy same addressee contract with an airline (option to name airline) to passengers for in-lounge and in-flight – see explanatory paragraph, Additional Data.”*

在服务领域当中：“发行量包括航空公司(可选择是否列出航空公司的名称)为等候室及飞机上的乘客提供大宗订阅的合约——见解释说明部分。”

Example: (explanatory paragraph, Additional Data):

例：(解释说明段·额外数据)

*“Sponsored multi-copy same addressee copies include a contract with an airline (option to name) for 2000 copies or 16.0% of Average Total Qualified for distribution to passengers in-lounge and in-flight at an annualized subscription rate of \$5 for 12 issues.”*

在解释说明部分：“赞助型大宗订阅发行量包括航空公司(可选择是否列出航空公司的名称)按12期5美元的年度订阅价为休息室及飞机上的乘客提供数量为2000本或占平均合格发行总量16.0%的合约”。

If a purchaser of such copies has a financial interest in the magazine, these copies may not be included in qualified circulation, unless it can be proven to the satisfaction of the President that the sale was made for the benefit of the purchaser, not for the benefit of the magazine.

如果该期刊的购买者对杂志涉及一定的经济利益，期刊数量不得纳入合格发行量，除非可以以令总裁满意的方式证明销售是为了购买者的利益而非杂志的利益。

Money collected from an agent for multi-copy subscriptions to the same addressee need not be remitted to the media owner, provided necessary records are in place to document the purchase and price paid by the original subscribers or sponsor. However, each sponsorship sale transaction must be without monetary recourse to the purchaser (sponsor). (See 1-3 503)

从代理人处收到的大宗订阅的款项不需汇给出版商，但是必须妥善记录原始订户或赞助人做出的购买以及支付的价款。然而，赞助型销售交易对购买人（赞助人）没有金钱上的追索权（见第 1-3 503 节）

~~“Multi Copy Same Addressee” circulation representing three or more copies sent to a single addressee shall be supported by a distribution agreement that is not more than three years old.~~

发给同一收件人的三份或更多份期刊的“大宗订阅发行量”应有签约时间未超过三年的发行协议证明。

~~The agreement may be signed on hard copy and mailed, emailed (with personal identifying question) or recorded telecommunication. The document shall indicate that the recipient agrees to accept the publication in bulk for redistribution. The document shall include the signatory’s printed name in addition to the signature, the personal identifier or recording as appropriate. (See 1-3 246)~~

该协议可在硬拷贝上签署并通过邮寄、电子邮件（包含个人识别技术）或录音设备发出。该文档必须表明收件人同意接受该出版物用于大宗再发行。该文档必须包括签字人的亲笔签名和印刷体姓名、个人身份标识或录音（如适用）。（见第 1-3 246 节）

~~Agreements from a centralized office or headquarters may be permitted. For locations where the corporation is not empowered to, or does not have the authority to request such copies, redistribution agreements from each location will be required. The document shall include the list of locations where the copies are to be sent, with full address, telephone number, the quantity per location, and the contact person at the location.~~

允许从办公室或总部发出的协议。对于未被授权或无权索阅该期期刊的地区，要求提供为每个地区签署的再发行协议。该文档必须包括该期刊发送的目的地清单，包括详细地址、电话号码、每个地区的份数以及联系人。

When an agent is awarded the right to be the sole distributor of multiple copies to selected franchisee or corporately-owned retail locations, the agent may authorize the distribution agreement. The agreement shall include the list of locations where the copies are to be sent, with full address, telephone number, the quantity per location, and the contact person for each location. Distribution contracts between the agent and each retailer (franchisor or corporate head office) shall be provided to the auditor.

协议必须包括该期刊发送的目的地清单，包括详细地址、电话号码、每个地区的份数以及联系人。代理人与各零售商（授权方或企业总部）的发行协议必须提供给认证员。

### **1-3 246 Method of Distribution 发行方法**

Method of Distribution shall contain one of the following statements concerning the distribution of a magazines reporting digital magazines, or multi-copy same addressee circulation:

对于报告数字杂志，发行方法必须包含以下关于发行的声明：

**(a)** Digital Magazine (See 1-3 244) 数字版杂志 ( 见第 1-3 244 节)

If digital version circulation exists, the Method of Distribution shall be disclosed as follows:

如果存在数字版发行量，发行方法必须披露如下：

*“Print copies are distributed via postal services or other carriers. Recipients of the digital version are notified via [disclose method: email, RSS, instant message, other] when the Version is available.”*

*“印刷版通过邮政服务或其他承运人发行。数字版的读者将在我们提供该版本时收到[披露方法：电子邮件、RSS、即时消息、其它]通知。”*

**(b)** Multi-Copy Same Addressee (See 1-3 234 and 1-3 248)

大宗订阅发行量 ( 见第 1-3 234 和 1-3 248 节)

If multi-copy same addressee circulation is equal to 10% or more, but less than 25%, of the average qualified circulation and delivery to the end recipient and cannot be verified, the following comment shall be included in the Method of Distribution (last page of the report).

若大宗发行量达到或超过平均合格发行量的 10%但低于平均合格发行量的 25%，且对最终收件人的发行无法验证，发行方法（报告的最后一段）必须包含如下说明：

*“Multi-copy same addressee circulation is audited only to the point of distribution. ~~An agreement not more than three years old has been obtained indicating that the recipient at the point of distribution agrees to accept the magazine for redistribution.~~”*

*“大宗订阅发行量仅审查至派发点层面。签订于 3 年及以内的协议，表明派发点的接收人同意接受杂志用于再派发。”*

If multi-copy to the same addressee circulation is equal to 25% or more of the average qualified circulation and delivery to the end recipient and cannot be verified, the following comment shall be included in the Market Served (page one of the report) describing the nature of the multi copy same addressee circulation and reference the Method of Distribution in the explanatory paragraph:

若大宗发行量等于或超过平均合格发行量的 25%，且对最终收件人的发行无法验证，服务领域（报告的第一页）必须包含如下说明，以描述大宗发行量的性质，并在解释说明部分指明发行方法。

*“Multi-copy same addressee circulation is audited only to the point of distribution. ~~An agreement not more than three years old has been obtained~~”*

~~indicating that the recipient at the point of distribution agrees to accept the magazine for redistribution.” “~~

~~“大宗订阅发行量仅审查至派发点层面。签订于 3 年及以内的协议，表明派发点的收件人同意接受杂志用于再派发。”~~

(c) Duplication (See 1-3 243) 重复 (见第 1-3 243 节)

If two copies are delivered to the same individual (duplicated copies) and exceeds 25% or more of the average qualified circulation, the following disclosure in the Market Served (page one of the report) and Method of Distribution shall occur. The following comment shall be stated:

如果两份期刊寄送给同一人（重复订阅）且这种情况占平均合格发行量的至少 25%，则必须在服务领域（报告的第一页）及发行方法当中做出以下披露。必须做出如下说明：

*“Also qualified copies include duplicated copies served to individuals within the Market Served. These include copies delivered to the same individual appearing on the qualification list more than once.”*

寄送给符合服务领域的收件人的重复订阅也属于合格发行量。这包括寄送给合格发行订户清单上出现不止一次的同一人的份数。

If 10% or more, but less than 25% of the circulation is of this condition (duplicated copies), the following comment shall be included under the Method of Distribution:

如果不低于 10%但低于 25%的发行量符合该条件，发行方法必须包含如下说明：

*“Also qualified copies are delivered as Multi-Copy Same Addressee within the Market Served. These include copies delivered to the same individual appearing on the qualification list more than once.”*

“寄送给符合服务领域的大宗发行量也属于合格发行量。这包括寄送给合格发行订户清单上出现不止一次的同一人的份数。”

(d) Trade Show/Event Copies 行业展/展会数量

If trade show, consumer show, and convention distribution are reported as Qualified Circulation, the following comment shall be included as part of the Method of Distribution:

如果派送到行业展、消费展和会议的发行量被报告为合格发行量，发行方法中必须包含如下说明：

*“Distribution to trade shows, consumer shows, and conventions are audited only to the event and not to the end recipients. An agreement from the event management has been obtained indicating that the event will accept a specified number of copies for redistribution. When the media owner exhibits and*

*distributes copies at a show the following shall be stated: The media owner has provided a paid contract for exhibit space. Distribution to the event is supported by delivery receipts from a third party, or confirmed by show management."*

*"对于行业展、消费展和会议的发行量，仅认证了对会展而不是最终接收者发行的数量。与会展管理方签订的协议，表明会展接受特定数量的期刊用于再派发。如果出版商在行业展上展览并派发了期刊，必须做出如下说明：出版商已经提供了展位的付费合约。会展发行量由第三方提供的送货回单证明，或由会展的管理方确认。"*

These comments (a-d) may contain additional explanations regarding the character and nature of the distribution, and any other amplification necessary.

这些注释 ( a-d ) 可能包含关于字体和发行量性质的附加解释，以及其他有必要进行额外解释的注释。

### **1-3 248 Multi-Copy Same Addressee Circulation (See 1-3 234 and 1-3 246b)**

**大宗订阅发行量 ( 见第 1-3 234 以及 1-3 246b 节 )**

Two or more non-sponsored copies of the print version of the magazine (whether or not individually wrapped and addressed) sent to a single addressee. This circulation shall be reported separately in paragraphs 1 and 3 of the circulation statement.

发送给同一收件人的、杂志的两份或更多份非赞助型纸版本发行量 ( 无论是否分开包装和填写收件人 ) 。该发行量必须在发行报告的第 1 和 3 段中单独报告。

Locations receiving three **or more** copies must be given the opportunity to opt-out of receiving the copies or change the quantity of copies received on an annual basis. This circulation shall be supported by proof that the required annual communication (mail, email, telecom) occurred.

那些以年度为基准的订阅地址，但凡是接收三份或三份以上的，需使其可以选择退订或者修改订阅份数的机会。这部分发行量可以通过提供每年的 ( 邮件、电子邮件、电话 ) 沟通确定方式来证明。

~~"Multi-Copy Same Addressee" circulation representing four or more copies sent to a single addressee shall be supported by a distribution agreement that is not more than three years old, or a signed delivery receipt for each issue, reported in the period.~~

~~发给同一收件人的两份或更多份期刊的大宗订阅发行量应有签约时间未超过三年的发行协议证明。~~

~~The agreement may be signed on hard copy and mailed, emailed (with personal identifying question) or recorded telecommunication. The document shall indicate that the recipient agrees to accept the publication in bulk for redistribution. The document shall include the signatory's printed name in addition to the signature, the personal identifier or recording as appropriate. (See 1-3 246b)~~

该协议可在硬拷贝上签署并通过邮寄、电子邮件（包含个人识别问题）或录音设备发出。该文档必须表明收件人同意接受该出版物用于大宗再发行。该文档必须包括签字人的亲笔签名和印刷体姓名、个人身份标识或录音（如适用）。（见第 1-3 246b 节）。

~~Agreements from a centralized office or headquarters may be permitted. For locations where the corporation is not empowered to, or does not have the authority to request such copies, redistribution agreements from each location will be required. The document shall include the list of locations where the copies are to be sent, with full address, telephone number, the quantity per location, and the contact person at the location.~~

~~允许从办公室或总部发出的协议。对于未被授权或无权索阅该期期刊的地区，要求为每个地区签署的再发行协议。该文档必须包括该期刊发送的目的地清单，包括详细地址、电话号码、每个地区的份数以及联系人。~~

Multi-Copy Same Addressee circulation distributed in street racks is permitted, provided that permission is obtained to place racks in public. Such permission must be provided by the municipality governing the public space. If street racks in public spaces are not governed by a municipality or any authority, no permission is required. Rack location, issues and copies per rack, shall be provided to the auditor. This circulation shall be reported separately in paragraphs 3 and 4.

允许在街道摆放出售的大宗订阅发行量，但必须获得在公共场所摆放货架的许可。该许可必须由管辖该公共场所的市政府出具。如果公共场所摆放的货架不归市政府或任何机构管辖，则无需获得许可。货架的地点、每个货架的期刊和份数必须提供给认证员。该发行量在第 3 和 4 段中单独报告。

Multi-Copy Same Addressee circulation shall be fully explained in the explanatory paragraph, Additional Data which shall provide the details of the character and nature of multi-copy circulation, how it is distributed, price received, if any, and any other amplification necessary. Refer to 1-3 234, 1-3 407, 1-3 246b and 1-3 235.

必须在解释说明段“额外数据”段落中阐释大宗订阅发行量的详情。解释说明段必须提供有关大宗订阅发行量的特征和性质的详情、发行方式、订阅价格（如有）以及其它必要的补充要素。请参照 1-3 234、1-3407、1-3 246b 和 1-3 235 的内容。

In those countries where it is documented that the normal required method of distribution is multi-copy, same addressee subscriptions for redistribution through an official government department or designated organization (e.g., the People's Republic of China, Cuba, Vietnam, etc.), the media owner shall submit an official written request or communication from the appropriate government department, which specifies the number of magazine copies distributed.

在规定了正常发行方式是通过一个政府部门或指定机构进行大宗订阅再发行的国家（如中华人民共和国、古巴、越南等），出版商必须提交相关政府部门出具的书面官方请求或信函，其中必须说明所发行的杂志的份数。

Qualified non-paid Multi-Copy Same Addressee Circulation may be reported as “Individual” copies in paragraph 1 of the circulation statement when the media owner has documentary evidence showing that the copies are redistributed to qualified recipients.

如果出版商有书面证据表明该期刊被再发行给合格收件人，合格非付费大宗订阅发行量可在发行报告第 1 段中计为“个人订阅”发行量。

Qualified paid Multi-Copy Same Addressee Circulation may be classified as “Individual” subscriptions in paragraphs 1 and 3 of the circulation statement only when the media owner has documentary evidence showing that the copies are redistributed to qualified recipients.

只有在出版商有书面证据表明该期刊被再发行给合格收件人时，合格付费大宗订阅发行量才能在发行报告的第 1 段和第 3 段中分类为“个人订阅”发行量。

Copies purchased in lots of 10 or fewer that promote the interests of the sponsor/donor and are sent to a single addressee, and otherwise conform to the definition of qualified paid circulation, shall be reported as “Multi-Copy Same Addressee.” (See 1-3 233)

为了赞助人/捐献人利益的、寄送给同一收件人并符合合格付费发行量定义的一批次购买不超过 10 本的期刊，必须报告为“大宗订阅发行量”（见第 1-3 233 节）

If multi-copy same addressee subscriptions represent 5% - 9.9% of the Average Total Qualified circulation reported for the period, the details of the multi-copy same addressee subscriptions (price, term, nature of subscription) shall be noted in the explanatory paragraph, Additional Data.

如果大宗订阅量占报告期内平均合格发行总量的 5%至 9.9%，大宗订阅的详情（订阅的价格、期间及性质）必须在解释说明部分“额外数据”段落中加以说明。

If multi-copy same addressee subscriptions represent 10% or more of the Average Total Qualified circulation reported for the period, the nature of the multi-copy same addressee subscriptions shall be disclosed in the Market Served and details of the multi-copy same addressee subscriptions (price, term, nature of subscription) shall be noted in the explanatory paragraph, Additional Data with a footnote under paragraph 1 referencing “See explanatory paragraph, Additional Data.”

若大宗订阅量占报告期内平均合格发行总量的至少 10%，大宗订阅的性质应在服务领域当中披露，而大宗订阅的详情（订阅的价格、期间及性质）应在解释说明部分加以说明，并在第 1 段下加上脚注“见解释说明，额外数据部分”。

### **1-3 523 Communication from Recipient or Recipient’s Company (Other than Request):**

**1-3 523 通过与收件人或收件人在职公司联系（非直接索阅）：**

### **1-3 524 Written 书面**



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

以下类型的记录可报告为通过书面联系获得的发行量：

Standardized questionnaires to an individual magazine, such as:

单独杂志的标准化问卷。如

Census forms. 普查表。

Editorial survey forms. 编辑内容调查表。

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

未规定“是/否”索阅问题的问卷。

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

在订阅者已转入受控发行量的情况下，三个月未付费的延后发行量与六个月未付费的信用订阅量。

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)."

独立杂志的读者服务卡（收件人未签署服务卡和/或未对问题作出如下回答：“我希望收到（继续收到）该杂志”。）

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.

该等通讯必须对收件人或收件人在职公司的签字和日期作出规定，并包含收件人邮寄日期的证明或出版商的收条，及其符合分组的证明。

Non-deductible association or seminar subscriptions.

不可扣除的协会或研讨会订阅。

Expired one and two-year paid subscriptions.

已到期的一年和两年付费订阅。

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)

渠道分销点的收件人已经同意接受特定数量的期刊用于再发行至合格收件人的大宗发行量。经签署的书面渠道分销协议必须说明索阅的特定数量以及索阅的日期。获得的协议必须覆盖所有渠道分销点的至少 95% 以及待发行期刊份数的至少 95%。通过街边货架发行必须获得管辖该公共场所的市政府的批准。要求提供各个市政场所或私人场所的协议，而不是各个街边货架的协议。(见 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.

英国区域在认证杂志时无需提供再发行协议。多于 95% 的再发行点以及每期多于 95% 的发行份数必须提供经签字的送达证明书。参见规则 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.

从活动管理方获得了上述渠道分销协议或展位的付费合约的行业展、消费展和会展发行量。该等发行量由第三方送货回单证明，而且要提供证明会展活动的宣传材料。

**(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:

另一杂志的以下标准化问卷应报告为“与收件人或收件人在职公司联系（非直接索阅）：书面”，但该杂志必须属于同一母出版公司：

Personal written request forms direct from the recipient.

收件人的个人直接书面索阅。

Written request forms from the recipient's company.

来自收件人在职公司的书面索阅表。

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

来自收件人或收件人在职公司的书面联系表。

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

这些来源必须根据原始来源文档的合格日期来确定。

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

这些来源必须根据原始来源文档的资格日期来确定。

*“Communication from Recipient or Recipient’s Company (Other than Request):*

*Written” includes (number) copies or (number) % requests for XYZ Magazine.”*

对于增加至文件的姓名的数量，必须在说明段的额外说明中妥善说明如下：“通过与收件人或收件人在职公司联系（非直接索阅）：书面”包括 x 本，占 XYZ 杂志的索阅发行量的 x%。

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:

只要通过另一杂志的问卷获得的合格发行量至少占总发行量的 5%，必须在说明段中对所使用的来源的数量以及这些来源的发行量做出如下披露：

*“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] %.*

“通过与收件人或收件人在职公司联系（非直接索阅）：书面”包括【几种】来源的【最少】发行量份数或者【最低】比例至【最多】发行量份数或【最高】比例。

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.

如果通过单一杂志的问卷获得的合格发行量大于等于 10%，则必须在说明段的脚注中指出各个来源的名称。

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”.

另一母出版公司的另一杂志的问卷不得报告为“通过与收件人或收件人在职公司联系（非直接索阅）：书面”，而必须报告为“其它来源”。