



January 2017

Dear BPA Worldwide Member,

Below please find a new rule amendment for Consumer Magazines passed by the Board of Directors at their December 2016 meeting.

The Rule Amendment may be accessed through the [“Rules & Bylaws”](#) link on our home page. We have also posted this summary to the [blog](#) if you wish to comment on any of the initiatives or rule amendments. If you prefer, please contact your regional BPA representative, or any of our audit staff, with any questions.

Board Actions Applying to Consumer Magazines - Global

Publishing Basic Rate Online (Effective immediately) – Publishers now have the option to post their base rate prices in the masthead of the printed publication or online.

Digital Edition Alerts for Print/Digital (Effective immediately) – BPA rules require subscribers receive an alert from the publisher when their digital issue is available for download or viewing. The Board clarified the current rule to require a digital alert (email or mobile push notifications) be sent to the subscriber. Publications with a daily frequency do not require a digital alert.

Web Traffic Reporting (Effective with the June 2017 reporting period) – The Board amended BPA’s web traffic reporting metrics to bring them in line with those BPA receives from Google and Omniture API’s – the primary sources of BPA member web traffic data. The following updates have been made to BPA’s reported web traffic metrics:

- Page Impressions will change to Pageviews
- Unique Browsers will change to Users
- User Sessions will change to Sessions
- Average session duration is mandatory
- Average Page Duration and Unique Browser Frequency have been removed

The updated metrics will not take effect until the June 2017 reporting period to allow BPA programming changes.

CONTINUED

Reporting Copies Through Third-Party Digital Distribution Services – Third-party digital magazine distribution companies provide access to digital magazines, publications and newspapers for a fixed fee.

Copies accessed or downloaded using these services shall be reported as “multi-title digital subscriptions.” Only unique recipients/users may be reported for each issue, multiple accesses or downloads of an issue by the same user shall be reported as one circulation unit.

Sincerely,

A handwritten signature in black ink that reads "Glenn Hansen". The signature is written in a cursive style with a large, sweeping initial "G".

Glenn Hansen
President & CEO
BPA Worldwide
ghansen@bpaww.com