



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.**)

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

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

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)

Example: (explanatory paragraph, Additional Data):

“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.”

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)

Example: (Market Served):

“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.”

Example: (explanatory paragraph, Additional Data):

“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.”

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.

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)

~~“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.~~

~~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)~~

~~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.~~

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.

1-3 246 Method of Distribution

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:

(a) Digital Magazine (See 1-3 244)

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

“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.”

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

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).

“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.”

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:

“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.”

(c) Duplication (See 1-3 243)

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:

“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.”

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:

“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.”

(d) Trade Show/Event Copies

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:

“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.”

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

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

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.

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.

~~“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.~~

~~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)~~

~~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.~~

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.

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.

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.

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.

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.

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)

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.

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."

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

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".