



**AMENDMENTS TO
BPA WORLDWIDE BUSINESS RULES - GLOBAL**

BULLETIN B 16-2

December 2016

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

1-2 212 Base Prices

Subscription Sales - The established prices for each subscription term as defined in the masthead of a publication ***or online***. 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 1-2 233 Subscriptions Extensions for guidance on changes to base price or frequency.

1-2 241 Digital Magazines

Digital Magazine – A magazine (either with a companion print version or as a standalone digital product) delivered periodically in a digital format (PC, APP, Mobile, Tablet, etc) with metered (i.e. linear) navigation that is edited, designed, and contains date-stamped content that includes advertising (but not necessarily the same advertising as might appear in a print version). Though editing, design, and issue identification (i.e. date-stamped content) are significant differences, the primary distinction between a digital magazine and a website is the metering (this can be pagination or any other method of going through the issue from beginning to end).

A digital magazine may be dynamically created, have targeted content, or may exist in parallel with pre-existing media.

Dynamic – Editorial can be created and/or selected at point of delivery. Each recipient may receive a copy with different content and that content can change at any time.

Targeted – Editorial is changed for specifically defined groups and/or platforms before point of delivery. Each group of recipients, whether they are segmented demographically or because of the platform they use to receive the digital product, receive a copy with different content specifically selected for that group. Apart from minor updates, the content cannot change once the issue is made available.

Replica Plus – If a print edition exists, “plus” is editorial that is retained from the original edition and is redesigned and/or supplemented. Each issue’s content is primarily taken (but not necessarily replicated in its entirety) from the original edition (whether in print or digital). Apart from minor updates, the content cannot change once the issue is made available.

Editorial Replica – If a print edition exists, editorial and design are unchanged from the original print edition. Each issue’s content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

Media owners shall disclose in circulation statements under a “Statement of Content Platform” the form or combination of forms of digital magazine used per the above definition/ description.

Media owners may report digital magazines by the device/platform on which they are served (desktop/laptop computer; tablets; smartphones; other mobile devices; etc.).

Circulation for digital magazines shall be reviewed to ensure that the systems of the media owner companies and their vendors are in compliance with BPA Worldwide rules and policies before such data may appear on a circulation statement. A special audit may be undertaken to verify the digital distribution. The printing and release of an audit report shall be at the media owner's option.

In all audit reports and circulation statements, digital magazine's circulation shall be detailed separately in paragraphs one and two, and may be reported separately throughout the balance of the report.

All **recipients of digital editions** ~~others~~ must receive a **digital push alert (email or mobile notification)** ~~alert~~ for each issue. **Publishers** ~~Digital magazines with a frequency less than daily~~ may provide the subscriber with an opportunity to "opt-out" of receiving an alert notification of availability. If a media owner offers an opt-out to receiving the alert, the media owner shall separately offer an opt-out of receiving the digital magazine. Subscribers who opt-out of receiving the alert but have not opted-out of receiving the digital magazine, need not receive an alert to be reported as qualified distribution. **Publications with a daily frequency do not require a digital alert.**

If an alert to a qualified subscriber (paid and non-paid) is undeliverable, the media owner shall remove said subscriber from their circulation file, or ensure that the delivery details are corrected. If magazine frequency is monthly or less often (quarterly, biannual or annual etc.), the correction shall be made prior to distributing the next issue. If the magazine has a higher than monthly frequency (i.e. weekly etc.) the correction shall be made within thirty days.

Digital magazines with a daily frequency may provide the subscriber with the option to "opt-in" to receiving an alert of availability. An alert is not required for publications with a daily frequency.

Digital non-qualified advertiser and advertiser agency copies may be reported on the BPA worldwide circulation statements, and audit reports as non-qualified.

Paid digital copies and non-paid digital copies to individuals who meet the qualification criteria stated in the Field Served and Definition of Recipient Qualification may be reported on the BPA Worldwide circulation statements, and audit reports. Recipients who have not requested to receive the digital publication must be provided the opportunity to opt out of receiving the digital publication.

Media owners may convert requested print edition subscriptions to digital magazine subscriptions, provided the subscriber who requested the publication receives advance notice of the conversion and is given the option to refuse the conversion. The notice of conversion must give the media owner enough time to stop the conversion if the subscriber refuses to convert to a digital subscription. Evidence of the original request and the notice of the conversion shall be available at the time of audit.

Only one copy of a digital magazine may be considered qualified per single addressee. Digital magazine site licenses may be reported as a media channel on the Brand Report. (See 1-1 208)

Digital subscriptions purchased through tablets/mobile ("Digital First"): Digital circulation shall be reported from copy one and for the full term of subscription.

Paid combination sales and bundled subscriptions (print and digital): the digital subscription must be authenticated (access code tied to subscriber registration/information) through the device/app to report digital copies.

Paid sponsored digital tablet/mobile subscriptions: the digital subscription must be authenticated (access code tied to subscriber registration/information) through the device/app to report the digital copies.

Paid circulation with digital as a promotional incentive: the digital subscription must be authenticated (access code tied to subscriber registration/information) through the device/app to report the digital copies.

Non-Paid circulation: recipient must authenticate (access code tied to subscriber registration/information) the digital subscription through the mobile device and access the magazine/publication once each six month reporting period.

Publication members reporting print and digital copies may report at their option whether subscribers to the digital magazine have automatically received the digital magazine or manually downloaded; retrieved; received; the digital magazine.

If downloaded; retrieved; received; data is reported, such data shall be reported in paragraphs 1, 2, 3a, 3b and 4, and paragraph 3c, if reported.

A download; retrieved; received issue may be counted within the table as long as the issue was downloaded; retrieved; received within 60 days of the alert. At the time of circulation statement filing, any issues for which final download; retrieved; received counts are not available may be estimated based on a historical average. At the time of audit the estimation will be compared to actual data. If the variance is material, an audit report will be issued to adjust the circulation accordingly.

(a) Members may elect to report the following usage/engagement metrics:

Active Views:

- A) An active view is defined as a single copy of a publication actively opened by a device for viewing.
- B) A minimum of one page of an issue opened/served onto a device.
- C) There must be a distinct action/event by the end user to view. A single action/request which results in both the content being downloaded/made available and the automatic opening of a page of the publication is not considered a distinct action/event. A further distinct action would be required such as opening a second page.
- D) If reported, the active view shall be reported on an issue by issue basis.

Number of Sessions per issue: defined as the aggregate number of times an issue was accessed by all unique browsers (individual devices).

Time Spent in Issue per Individual Device: defined as the time spent, on average, in the issue across all unique browsers (total audience).

Number of Sessions in Issue per Individual Device: defined as the average number of times each unique browser accesses the issue being reported.

Number of Pages Accessed: defined as the total unique pages accessed for each issue by unique browsers.

Single Copy, non-paid, digital – copies may be reported as qualified circulation if the recipient downloads or accesses the issue. One copy may be claimed as qualified circulation for each unique user that accesses/downloads an issue, regardless of the number of times the unique user accesses the issue. Registration or authentication is not required. Publishers and their vendors have the responsibility to install and maintain systems that accurately capture individual download/access activity.

Copies downloaded or accessed using third party digital subscription services may report such copies as “multi-title digital subscriptions” only for the issues the user downloads or accesses for the reporting period. Only unique issue opens shall be reported. Multiple accesses or downloads of issues are only reported as one circulation unit. Paid subscriptions shall adhere to rule 1-3 206. Reporting Average Annual Order Price for these subscriptions is optional.

1-2 407 Paragraph 3a: Business/Occupational Breakout of Qualified Circulation

The analysis shall be of *any issue reported in the period, as selected by the media owner.* ~~the May/November issues. A statement for the six month period ended June would analyze the May issue while a statement for the six month period ended December would analyze the November issue. Publications having more than one issue per month shall analyze any issue in May and November. For publications in Canada, the analysis shall be of any issue in a six month reporting period.~~ ***Once an analyzed issue has been selected it can not be changed for thirty-six months.***

~~The analysis of physician journals shall be of the January and July issues. The statement for the six month period ended January would analyze the January issue while the statement for the six month period ended July would analyze the July issue.~~

~~In an initial audit, the issue analyzed shall be one that has been published within the last two months of the audit period.~~

The issue analyzed shall be compared separately with the average of the other issues reported in the statement to reveal how typical the issue is, as compared with all the others.

Whenever the issue analyzed is 10% or more, above or below the average of the other issues reported an appropriate comment shall be made in the explanatory paragraph, Additional Data.

Only classifications included in the Field Served and Definition of Recipient Qualification may be included in the qualified circulation breakout. A publication may report classifications not covered by the circulation provided the publication conforms to the uniform business/occupational breakout developed for the primary market classification for the publication.

“Others allied to the field” and “other titled and non-titled recipients” shall be reported separately. A newly admitted media owner member may elect to defer reporting these recipients separately until the second audit. If elected, the following comment shall appear in the explanatory paragraph: “Paragraph 3a: Since this is an initial audit report, figures for ‘Others Allied to the field’ and ‘other titled and non-titled recipients are not required. They will be reported in the second audit report.”

Each subscription sale comprising 1% or more of the total qualified circulation and lacking qualifying demographic information, (Other Paid Circulation) shall report the details of the subscription sale (number of copies, price, and percent of total qualified, etc.) in a footnote under paragraph 3a, and in the explanatory paragraph, Additional Data.

Business and industry classifications may be listed vertically in the left-hand column of this paragraph if or when reported. Classifications by size, volume, job titles or job functions may be listed in one of the following ways:

- Horizontally in a cross-tabulation breakout.
- Vertically in the left hand column
- Separately.
- As a subdivision of a business or industry classification.

Classifications which are reported with subtotals will be arranged in paragraph 3a with the total reported beneath the subtotal in such a way that no confusion can occur about the exact number of copies being reported. The BPA Worldwide staff shall arrange this breakout in accordance with this instruction.

A publication member may elect to cross-tabulate paragraph 3a by any paragraph reported on the BPA Worldwide circulation statement providing the data reported for such paragraphs are based on actual counts of the analyzed issue.

Publication members reporting print and digital versions shall report such circulation in the following columns:

Total Qualified Circulation
% of Total Qualified Circulation
Print Version (optional)
Digital Version (optional)

The classifications for such subscribers shall be based upon the most recent qualification source for each piece of demographic information used to qualify subscribers of the print and digital versions.

If the media owner elects to report print and digital versions, total qualified circulation throughout the table shall consist of unduplicated unique recipients.

Single Copy Sales shall be reported separately and further broken down into:

Single.
Multi-Copy Same Addressee.
Non-Returnable.
Digital Magazines

An analysis of single copy sales by type of outlet, such as newsstand or retail outlets, may be provided at the media owner's option. If this option is exercised, the same analysis on an issue-by-issue basis shall be provided in the explanatory paragraph, Additional Data. (See 1-2 227)

The quantity of Single Copy Sales sold to consumers with a promotional incentive shall be reported in the explanatory paragraph, Additional Data. (See 1-2 224 and 1-2 227)

If Multi-Copy Same Addressee circulation, including duplication, is 10% or more of the analyzed issue's qualified circulation, this circulation shall be identified separately in paragraph 3a as "Multi-Copy Same Addressee" or eliminated from the total qualified circulation. (See 1-2 240)

Publication members electing to analyze their circulation by North American Industrial Classification System (NAICS) shall abide by the following special rules:

Only wording appearing in the current NAICS government manuals and reports may be used.

Media owner members reporting under NAICS shall disclose which NAICS government manual was used (1997 or 2002) to collect/report NAICS data. Copies of the NAICS manuals may be purchased from the National Technical Information Service, US Department of Commerce, www.ntis.gov/naics.

All qualified circulation shall be classified by NAICS, as defined by NAICS manuals on the basis of the processes used to produce goods or services.

All qualified recipients in each establishment shall be uniformly classified in accordance with the NAICS for the establishment. The method used in the uniform assignment of NAICS data shall be approved by the President.

Central administrative offices and auxiliary units shall be assigned the NAICS classification of the primary business activity.

Publication members electing to analyze their circulation by the recipients' job functions shall obtain approval of the President to ensure that acceptable qualification proof is available for a functional analysis.

Publications serving essentially the same field should endeavor to agree upon a mutually acceptable and reasonably uniform schedule of classifications to be employed in paragraph 3a. However, no media owner member shall be required, as a condition of membership, to accept a particular method of schedule of classifications employed by other publications for the same field.



**AMENDMENTS TO
BPA WORLDWIDE CONSUMER RULES - GLOBAL**

BULLETIN C 16-2

December 2016

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

1-3 244 Digital Magazine

Digital Magazine – A magazine (either with a companion print version or as a standalone digital product) delivered periodically in a digital format (PC, APP, Mobile, Tablet, etc) with metered (i.e. linear) navigation, that is edited, designed, and contains date-stamped content that includes advertising (but not necessarily the same advertising as might appear in a print version). Though editing, design, and issue identification (i.e. date-stamped content) are significant differences, the primary distinction between a digital magazine and a website is the metering (this can be pagination or any other method of going through the issue from beginning to end).

A digital magazine may be dynamically created, have targeted content, or may exist in parallel with pre-existing media.

Dynamic – Editorial can be created and/or selected at point of delivery. Each recipient may receive a copy with different content and that content can change at any time.

Targeted – Editorial is changed for specifically defined groups and/or platforms before point of delivery. Each group of recipients, whether they are segmented demographically or because of the platform they use to receive the digital product, receive a copy with different content specifically selected for that group. Apart from minor updates, the content cannot change once the issue is made available.

Replica Plus – If a print brand existed first, “plus” is editorial that is retained from the original edition and is redesigned and/or supplemented. Each issue’s content is primarily taken (but not necessarily replicated in its entirety) from the original edition (whether in print or digital). Apart from minor updates, the content cannot change once the issue is made available.

Editorial Replica – If a print brand existed first, editorial and design are unchanged from the original print edition. With a replica digital product, each issue’s content and design are identical to the original edition. Apart from minor updates, the content cannot change once the issue is made available.

Media owners shall disclose in circulation statements under a “Statement of Content Platform” the form or combination of forms of digital magazine used per the above definition/description.

Media owners may report digital magazines by the device/platform on which they are served (desktop/laptop computer; tablets; smartphones; other mobile devices; etc.).

Circulation for digital magazines shall be reviewed to ensure that the systems of the media owner and their vendor(s) are in compliance with BPA Worldwide rules and policies before such data may appear on a circulation

statement. A special audit may be undertaken to verify the digital distribution. The printing and release of an audit shall be at the media owner's option. The printing and release of an audit report shall be at the media owner's option.

In all audit reports and circulation statements, digital magazine's circulation shall be detailed separately in paragraphs one and two, and may be reported separately throughout the balance of the report.

If an alert to a qualified subscriber (paid and non-paid) is undeliverable, the media owner shall remove said subscriber from their circulation file, or ensure that the delivery details are corrected. If magazine frequency is monthly or less often (quarterly, biannual or annual etc.), the correction shall be made prior to distributing the next issue. If the magazine has a higher than monthly frequency (i.e. weekly etc.) the correction shall be made within thirty days.

All **recipients of digital editions** ~~others~~ must receive a **digital push alert (email or mobile notification)** ~~alert~~ for each issue. **Publishers** ~~Digital magazines with a frequency less than daily~~ may provide the subscriber with an opportunity to "opt-out" of receiving an alert notification of availability. If a media owner offers an opt-out to receiving the alert, the media owner shall separately offer an opt-out of receiving the digital magazine. Subscribers who opt-out of receiving the alert but have not opted-out of receiving the digital magazine, need not receive an alert to be reported as qualified distribution. **Publications with a daily frequency do not require a digital alert.**

Digital magazines with a frequency less than daily may provide the subscriber with an opportunity to "opt-out" of receiving an alert notification of availability. If a media owner offers an opt-out to receiving the alert, the media owner shall separately offer an opt-out of receiving the digital magazine. Subscribers who opt-out of receiving the alert but have not opted-out of receiving the digital publication, need not receive an alert to be reported as qualified distribution. All others must receive an alert for each issue.

Digital magazines with a daily frequency may provide the subscriber with the option to "opt-in" to receiving an alert of availability. An alert is not required for publications with a daily frequency.

Digital non-qualified advertiser and advertiser agency copies may be reported on the BPA Worldwide circulation statements and audit reports as non qualified circulation.

Paid digital copies and non-paid digital copies to individuals who meet the qualification criteria stated in the Market Served, may be reported on the BPA Worldwide circulation statements, and audit reports. Recipients who have not requested to receive the digital magazine must be provided the opportunity to opt out of receiving the digital magazine.

Media owners may convert "requested" print edition subscriptions to digital magazine subscriptions provided the subscriber who requested the magazines receives advance notice of the conversion and is given the option to refuse the conversion. The notice of conversion must give the media owner enough time to stop the conversion if the subscriber refuses to convert to a digital subscription. Evidence of the original request and the notice of the conversion shall be available at the time of audit.

Only one copy of a digital magazine may be considered qualified per single addressee. Digital magazine site licenses may be reported as a media channel on the Brand Report.

Digital subscriptions purchased through tablets/mobile ("Digital First"): Digital circulation shall be reported from copy one and for the full term of subscription.

Paid combination sales and bundled subscriptions (print and digital): the digital subscription must be authenticated (access code tied to subscriber registration/information) through the device/app to report digital copies.

Paid sponsored digital tablet/mobile subscriptions: the digital subscription must be authenticated (access code tied to subscriber registration/information) through the device/app to report the digital copies.

Paid circulation with digital as a promotional incentive: the digital subscription must be authenticated (access code tied to subscriber registration/information) through the device/app to report the digital copies.

Non-Paid circulation: recipient must authenticate (access code tied to subscriber registration/information) the digital subscription through the mobile device and access the magazine/publication once each six month reporting period.

Magazine members reporting print and digital versions may report at their option whether subscribers to the digital version have automatically received the digital version or manually download; retrieved; received the digital version.

If download; retrieved; received data is reported, such data shall be reported in paragraphs 1, 2, 3, 4, 5, and 6.

A download; retrieved; received issue may be counted within the table as long as the issue was download; retrieved; received within 60 days of the alert. At the time of circulation statement filing, any issues for which final download; retrieved; received counts are not available may be estimated based on a historical average. At the time of audit the estimation will be compared to actual data. If the variance is material, an audit report will be issued to adjust the circulation accordingly.

(a) Members may elect to report the following usage/engagement metrics:

Active Views:

- A) An active view is defined as a single copy of a publication actively opened by a device for viewing.
- B) A minimum of one page of an issue opened/served onto a device.
- C) There must be a distinct action/event by the end user to view. A single action/request which results in both the content being downloaded/made available and the automatic opening of a page of the publication is not considered a distinct action/event. A further distinct action would be required such as opening a second page.
- D) If reported, the active view shall be reported on an issue by issue basis.

Number of Sessions per issue: defined as the aggregate number of times an issue was accessed by all unique browsers (individual devices).

Time Spent in Issue per Individual Device: defined as the time spent, on average, in the issue across all unique browsers (total audience).

Number of Sessions in Issue per Individual Device: defined as the average number of times each unique browser accesses the issue being reported.

Number of Pages Accessed: defined as the total unique pages accessed for each issue by unique browsers.

Single Copy, non-paid, digital – copies may be reported as qualified circulation if the recipient downloads or accesses the issue. One copy may be claimed as qualified circulation for each unique user that accesses/downloads an issue, regardless of the number of times the unique user accesses the issue. Registration or authentication is not required. Publishers and their vendors have the responsibility to install and maintain systems that accurately capture individual download/access activity.

Copies downloaded or accessed using third party digital subscription services may report such copies as “multi-title digital subscriptions” only for the issues the user downloads or accesses for the reporting period. Only unique issue opens shall be reported. Multiple accesses or downloads of issues are only reported as one circulation unit. Paid subscriptions shall adhere to rule 1-3 206. Reporting Average Annual Order Price for these subscriptions is optional.



**AMENDMENTS TO
BPA WORLDWIDE WEBSITE RULES - GLOBAL**

BULLETIN W 16-1

December 2016

Effective June 2017 BPA Worldwide rules are amended as follows. (Deleted material is stricken through; new material is *in bold italic typeface*.)

1-12 200 DEFINITIONS

1-12 201 Content

Text or image information supplied to users via the Internet, including data transmitted via a web application upon user request. Content may contain advertisements or other forms of advertising messages.

1-12 202 Cookie

A small piece of information (i.e., program code) that is stored on a browser for the purpose of identifying that browser during audience activity and between sessions.

1-12 203 Cookied Browser

A browser that has accepted and stored cookie information which facilitates identification.

1-12 204 Internal Users

An identified browser attributable to or belonging to an employee of the measured website/organization. Internal user data is excluded from the reported counts.

Filtration of audience activity to remove Internal User activity is required. Filtration is based on specific identification and removal of the public IP address(es) associated with the organization of the measured website.

1-12 205 Media Owner - Websites

An organization, entity or individual that supplies web content or search content and places advertising for consumption/viewing by users.

1-12 206 Page Duration

~~The time spent viewing any page on a web site.~~

1-12 207 Pageviews Impressions

A ***Pageview*** ~~Impression~~ is recorded each time a page implanted with the JavaScript code (tag) is displayed in a browser window. This will occur whether the page is served directly from the web server, from a proxy, or from the browser's cache.

1-12 208 Unique Browsers Users

An identified and unduplicated ~~Cookied Browser~~ that accesses Internet content or advertising during a measurement period.

1-12-209 Unique Browser Frequency

Unique Browser Frequency represents the average number of times a Unique Browser visits a site during a reporting period. This is calculated by dividing the total number of User Sessions by the number of Unique Browsers.

1-12-210 User Sessions

A single continuous set of activity attributable to a cookie'd browser resulting in one or more pulled text and/or graphics downloads from a site. A period of 30 minutes of inactivity will terminate the session.

1-12-211 User Session Duration Average Session Duration

The time visitors remain on a site per session.

1-12-400 REPORTING REQUIREMENTS

Media owners participating in the BPA Worldwide website audit shall report website traffic on the BPA Worldwide Audited Site Traffic Data tool and Reports Library.

Media owners reporting website traffic on the BPA Worldwide Audited Site Traffic tool may report their monthly audited website traffic data within a BPA Brand Reports.

The following metrics shall be reported: **Pageviews** Impressions, User Sessions, ~~Unique Browsers,~~ **Users**. ~~Unique Browser Frequency, Page Duration and~~ **Average Session Duration** ~~User Session Duration~~. The average figures reported are calculated by summing the web traffic for each month and dividing the total by the number of months reported.

Additional metrics may be reported by the media owner, provided they are approved by the president prior to reporting.



**AMENDMENTS TO
BPA WORLDWIDE CANADIAN NEWSPAPERS RULES**

BULLETIN CN 16-2

December 2016

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

1-1 304

Media owner members - With the exception of data issued annually or semi-annually, BPA Worldwide Brand members will release two Brand Reports each year for the six months ended June and for the six months ended December (see below for medical journals and Canadian newspapers). These two six month reports will be covered by one twelve-month annual Brand Audit Report.

(a) For Brand data on a calendar year basis, the procedure is as follows:

An interim Brand Report for the six-month period January - June inclusive.

An analyzed Brand Report for the six-month period July - December inclusive.

A twelve-month Brand Report for the period January - December inclusive, which is the basis for the annual Brand Audit Report.

For Brand data reported on a fiscal year basis, the procedure is as follows:

An interim Brand Report for the six-month period July - December inclusive.

An analyzed Brand Report for the six-month period January - June inclusive.

A twelve-month Brand Report for the period July - June inclusive, which is the basis for the annual Brand Audit Report.

(b) For Medical Journals, members will release two circulation statements each year for the six months ended July and for the six months ended January. Six-month circulation statements will be covered by one twelve-month annual Brand Audit Report. For publications on a calendar year basis, the procedure is as follows:

An interim circulation statement for the six-month period February - July inclusive.

A second circulation statement for the six-month period August – January inclusive.

A twelve-month circulation statement for the period February – January inclusive, which is the basis for the annual Brand Audit Report.

The six-month claims will be checked and released as a Brand Report upon receipt and completion of processing.

- (c) Canadian community newspapers members shall **have the option to** release one Circulation Statement/Brand Report each year for the twelve months ended March ~~Canadian Community Newspapers shall file TRAC data for quarterly periods ended the interim period of April – September.~~ Canadian community newspapers have **and** the option of filing an interim Report for the six-month period of April – September.

Canadian daily newspapers members shall release one Circulation Statement/Brand Report each year for the twelve months ended December.

- (d) The twelve-month Brand Report forms the basis for an annual Brand 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.

Brand data issued annually or semi-annually or has a lead distribution channel that releases data once in a twelve month reporting period, shall file one twelve month Brand Report, 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 Brand Audit Report. The audit will be completed after the auditor's examination of the database records.

The audit will be performed wherever the records may be properly checked.

- (e) A Brand applicant, that 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 report following the initial audit report and include whatever previously audited issues/deployments are necessary to complete the six month period.

A Brand applicant, that 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 report following the initial audit report and include whatever previously audited issues/deployments are necessary to complete the six month period.

1-7 204 Audit Report

An annual or biennial report released by the corporation consolidating **circulation data** ~~the Circulation Statements reported during the audit period in the Circulation Statement.~~ The Audit Report attests to the accuracy and validity of the media owner's circulation claims ~~in the Circulation Statements.~~

Newspapers with average paid circulation less than 25,000 are audited biennially. Newspapers with average paid circulation of 25,000 or greater are audited annually.

1-7 305

Media Owner Members – Canadian community newspapers members shall **have the option to** release one Brand Report each year for the twelve months ended March. Canadian community newspapers members have the option of filing an interim Report for the six-month period of April – September. The information will be checked and released as a Brand Report upon receipt and completion of processing.

Canadian Community Newspapers members shall file quarterly TRAC data for the ~~interim~~ periods of: January – March, April – June, July – September, and October – December. Top-line circulation data will include each publishing day's ~~six-month~~ average circulation for the following three categories: Total Non-Paid Individual Circulation; Total Non-Paid Bulk Circulation; and Total Paid Circulation. ***A comparison of circulation increases / decreases based on the same period from the prior year will be presented.***

TRAC Reports and the Brand Reports form the basis for the Audit Report. The audit will be completed after the auditor's examination of the media owner's records.

The audit will be made in the media owner's office and/or wherever the records can be properly checked.

A newspaper applicant, which has chosen a period ended with a month other than March for its initial Audit Report, shall transfer to the standard March schedule ~~with its first Brand Report~~ following the initial Audit Report. ~~and include whatever previously audited issues are necessary to complete the twelve month period.~~