



news release

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FOR IMMEDIATE RELEASE

BPA Worldwide Board approves amendments to reporting standards for digital and print publications

Shelton, CT June 4, 2021 – The BPA Worldwide Board of Directors approved amendments to reporting standards at their recent meeting, including an update to the Executive Summary for only print, only digital and print and digital formats; and extended the 48-month Age of Source exception to the December 2021 reporting period (September 2021 reporting period for Canada). [See the full standards amendments here.](#)

Join BPA’s Glenn Hansen at our next BPA University webinar, Wednesday, June 16 at 11am ET, as he walks attendees through the complete standards updates and pandemic exceptions. [Register here.](#)

Below we have summarized the BPA Board actions.

Executive Summary

Magazine audience data reported within the Executive Summary, found on page one of the BPA Brand Report, now includes a more transparent definition of the magazine format being analyzed – Only Print, Only Digital and Print and Digital.

See example of the Executive Summary for Only Print format below.

EXECUTIVE SUMMARY			
Below are the average contacts per occurrence, including frequency per period reported.			
	Non-Paid	Paid	Average
THE CRITERION PRINT MAGAZINE (6 issues in the period) (See Paragraph 3b for Source)	48,362	-	48,362
THE CRITERION E-NEWSLETTERS			
a. The Criterion E-Newsletter - 1 (12 issued in the period)	21,185	-	21,185
b. The Criterion E-Newsletter - 2 (6 issued in the period)	17,019	-	17,019
c. The Criterion E-Newsletter - 3 (3 issued in the period)	13,318	-	13,318
THE CRITERION EVENT TOTAL UNIQUE ATTENDEES	-	6,500	6,500
THE CRITERION IPAD APP	*5,700	-	*5,700
THE CRITERION WEBSITE (Monthly Users with 75,519 average Pageviews)	24,496	-	24,496
THE CRITERION SOCIAL MEDIA			
a. Twitter followers	*528	-	*528
b. Facebook likes	*1,969	-	*1,969
c. LinkedIn group members	*927	-	*927

*App downloads and Social Media claims are cumulative figures, not averages.
 Note 1: Shared media channel - The Criterion E-Newsletter - 1, The Criterion E-Newsletter - 2 and The Criterion E-Newsletter - 3 - serving both _____ and _____.
 Note 2: Shared media channel - www.thecriterion.com - serving both _____ and _____.
 Note 3: Shared media channel - Twitter followers and Facebook likes - serving both _____ and _____.

See example of the Executive Summary for Only Digital format below.

EXECUTIVE SUMMARY			
Below are the average contacts per occurrence, including frequency per period reported.			
	Non-Paid	Paid	Average
THE CRITERION DIGITAL MAGAZINE (6 issues in the period) (See Paragraph 3b for Source)	48,362	-	48,362
THE CRITERION E-NEWSLETTERS			
a. The Criterion E-Newsletter - 1 (12 issued in the period)	21,185	-	21,185
b. The Criterion E-Newsletter - 2 (6 issued in the period)	17,019	-	17,019
c. The Criterion E-Newsletter - 3 (3 issued in the period)	13,318	-	13,318
THE CRITERION EVENT TOTAL UNIQUE ATTENDEES	-	6,500	6,500
THE CRITERION IPAD APP	*5,700	-	*5,700
THE CRITERION WEBSITE (Monthly Users with 75,519 average Pageviews)	24,496	-	24,496
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a. Twitter followers	*528	-	*528
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*App downloads and Social Media claims are cumulative figures, not averages.			
Note 1: Shared media channel - The Criterion E-Newsletter - 1, The Criterion E-Newsletter - 2 and The Criterion E-Newsletter - 3 - serving both _____ and _____.			
Note 2: Shared media channel - www.thecriterion.com - serving both _____ and _____.			
Note 3: Shared media channel - Twitter followers and Facebook likes - serving both _____ and _____.			

See example of the Executive Summary for Print and Digital format below.

EXECUTIVE SUMMARY			
Below are the average contacts per occurrence, including frequency per period reported.			
	Non-Paid	Paid	Average
THE CRITERION PRINT AND DIGITAL MAGAZINE Unique Total* (6 issues in the period)	48,362	-	48,362
a. Print	39,344	-	39,344
b. Digital	11,018	-	11,018
(See Paragraph 3b for Source)			
THE CRITERION E-NEWSLETTERS			
a. The Criterion E-Newsletter - 1 (12 issued in the period)	21,185	-	21,185
b. The Criterion E-Newsletter - 2 (6 issued in the period)	17,019	-	17,019
c. The Criterion E-Newsletter - 3 (3 issued in the period)	13,318	-	13,318
THE CRITERION EVENT TOTAL UNIQUE ATTENDEES	-	6,500	6,500
THE CRITERION IPAD APP	**5,700	-	**5,700
THE CRITERION WEBSITE (Monthly Users with 75,519 average Pageviews)	24,496	-	24,496
THE CRITERION SOCIAL MEDIA			
a. Twitter followers	**528	-	**528
b. Facebook likes	**1,969	-	**1,969
c. LinkedIn group members	**927	-	**927
*Unique Total represents unique recipients, not the sum of Print and Digital.			
**App downloads and Social Media claims are cumulative figures, not averages.			
Note 1: Shared media channel - The Criterion E-Newsletter - 1, The Criterion E-Newsletter - 2 and The Criterion E-Newsletter - 3 - serving both _____ and _____.			
Note 2: Shared media channel - www.thecriterion.com - serving both _____ and _____.			
Note 3: Shared media channel - Twitter followers and Facebook likes - serving both _____ and _____.			

Magazine Channels

The magazine “Channels” images, found on page 1 of the Brand Report, now clearly indicate the format of the magazine, whether only print, only digital or print and digital.

Example of Magazine Channels when *only print* format exists:



Example of Magazine Channels when *only digital* format exists:



Example of Magazine Channels when *print and digital* formats exist:



Reporting 48-Month Age of Source Extended

The BPA voted to extend the 48-month Age of Source exception - originally granted in March 2020 - to the **December 2021 reporting period (September 2021 reporting period for Canada)**.

The exception to carry sources up to 48 months applies to only four sources:

- I. Direct Request
- II. Request from Recipient's Company
- III. Membership Benefit
- IV. Communication (Other than Request)

This exception affords media owners the opportunity to continue to serve those subscribers whose request to receive would otherwise lapse for not responding due to "shelter in place" requirements.

BPA will revert to the 36-month qualification period as the requirement with the March and June 2022 Brand Reports.

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About BPA Worldwide. [BPA Worldwide](#) is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Performing nearly 2,100 annual audits of media channels in more than 20 countries, BPA is a trusted resource for compliance and assurance services.

BPA's services have expanded with the launch of the BPA iCompli brand to assist in the creation of standards and external assurance thereof. We do so for government and industry bodies. BPA [iCompli Technology Assurance](#) provides verification that companies are compliant with industry standards in the digital advertising ecosystem.

BPA [iCompli Sustainability](#) provides gap analysis, competitor benchmarking and external assurance for companies interested in following GRI, SASB, ASTM and ISO sustainability and corporate social responsibility guidelines and standards.

[BPA iCompli Events](#) provides verification of compliance with UFI industry standards for the measurement of trade show attendees and exhibitors.

The latest innovation to move the industry forward is the [BPA Media Exchange](#), an online private marketplace which offers automated media solutions for buyers and sellers of digital advertising.