



BPA WORLDWIDE PUBLICITY

BEST PRACTICES GUIDE

May 2021

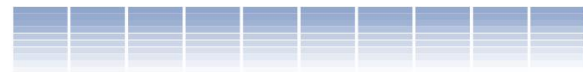


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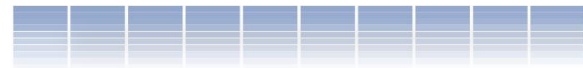
BPA WORLDWIDE PUBLICITY BEST PRACTICES GUIDE

Promoting brand audience data can be tricky for Media Owners. This guide provides BPA’s Media Owner members with best practices for creating media kits and other promotional materials that highlight the information that is most important to the Media Owner while staying compliant with the BPA Worldwide Publicity Standards.



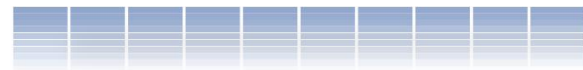
WHAT IS PUBLICITY

Publicity is defined as any form of promotional materials created and issued by Media Owners that include claims about a brand’s audience data. Promotions can be in any form, printed or electronic, and may be distributed in hard copy or by electronic means. They include media kits, advertisements, emails, website claims, sales materials or presentations, internal or external communications, etc., that include claims about the brand’s audience.



WHO CAN PROMOTE BPA MEMBERSHIP?

All BPA members may promote their membership as long as they are in good standing with BPA. Members may use the BPA logo or state “member of BPA Worldwide” on advertising materials, mastheads, media kits, etc. The logo or reference to BPA membership cannot be used in any way that that is detrimental to BPA Worldwide.



MEDIA OWNER’S RESPONSIBILITY

Media Owners are responsible for ensuring all claims are accurate and include the source and date (including month and year) of the audience data information presented in promotions.





HOW LONG ARE PROMOTIONS VALID?

All promotions, printed or electronic, if accurate at the time of publication, are still valid when there is a release of subsequent changes in claims. There is no expiration date on promotional materials; however, if an audit report is issued to correct claims, invalidated claims should no longer be reported.



USING BPA REPORTS AND ONLINE DATA IN PROMOTIONS

Members can include print on-demand copies of their Brand Reports in hard-copy media kits or other promotional materials. We encourage linking to your BPA report from the BPA Reports Library in your electronic media kit, website, emails, or through other electronic means.

Remember, while you may use the full Brand Report in promotional materials, please do not print promotional claims on BPA reports.

The best practice is for media owners to respect the typeface and format of the BPA Brand and any other BPA Reports or online reporting tools and not create promotional materials that use a similar style format or font to the BPA Reports. Should you wish to create a promotional piece that resembles the format or styling of any BPA reporting offerings, please contact promo@bpaww.com for permission and advice on how to create the piece.

Please remember, only audited data contained in BPA Brand Reports, or traceable to a BPA online reporting tool, may be sourced to BPA. Unaudited data or information not included in a BPA report, may not be implied as BPA data or sourced to a BPA Brand Report or online reporting tool.

Media Owners auditing only their websites will find their site traffic reported in the BPA Audited Site Traffic tool on the BPA website. When referring to the BPA audit for a website only, the reference to the traffic audit may include the BPA insignia along with that of "BPA Interactive". Doing so will help distinguish the website channel from audits of other media channels.

Does the language have to exactly match the BPA Report?

No. A Media Owner may, for the sake of clarity or editorial brevity, use language similar, but not identical, to that in a BPA report, provided such editorial changes do not affect the type of data reported. Please contact BPA if you have questions as to whether proposed changes are permissible. The best practice is to make only editorial changes in promotions. Any projections made in a promotional piece should be labeled as "Media Owner's Data." For changes to claims as a result of an audit report, Media Owners should no longer promote invalidated claims.

Publication Format

It is important advertisers are clear about the format of the publication carrying their advertising. BPA strongly encourages disclosing the publication format (print, digital or both (print and digital)) within the promotion to provide full transparency to the user of the piece.

Regrouping Data

If you wish to regroup BPA figures, classifications, breakouts or statements in promotional data without copying the actual table from the Brand Report, you may do so. The best practice is to include the methodology for the regrouping within the publicity piece so it is clear how the data was determined and where it came from.

Quoting Portions of a Table

Media Owners may quote portions of a table from a Brand Report. Should you choose to do so, it is recommended to indicate that only a portion of the table was used.

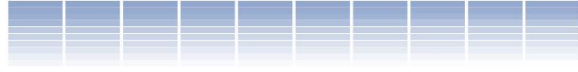
Should you choose to promote a single issue from a Brand Report (magazine or newspaper) whose circulation exceeds a 10% variance to the average circulation, it is important to reference the average circulation within the promotional piece. We recommend including the average circulation to show transparently the single issue highlighted is not representative of all issues.

Please include a note referencing the Brand Report period to support the quoted table.

Percentages

Promoting percentages of respondents, or the total qualified, is permissible in promotional materials as long as the context is fully transparent. To provide full transparency:

- Always include the total qualified figure to support the percentage. This can be done by quoting the full total qualified, or for the category count for which the percentage was calculated.
 - For reporting the percentage of respondents, include the base number of respondents used to calculate the percentage.
 - The supporting qualified and base respondent figures can be included as a footnote or within the body of the promotional claim.
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WHAT CAN WE CLAIM?

Promotional claims can be made about data contained in any table from the BPA Brand Report without written approval, except for the additional data comments. For the latter, please obtain prior approval from BPA.

Data from readership studies, or other similar sources, should be sourced to the study or source. If conducted by the Media Owner, it should be sourced as “Media Owner’s Data.”

Language

Some language, such as “qualified,” “Total Qualified,” “Direct Request” or other such terms, are recognizable as Terminology found in BPA reports. By using this type of language, you may inadvertently imply, or the reader may infer, that the data is from a BPA Brand Report, or is audited, even if the BPA logo is not used in the promotional piece. To ensure that BPA authority is not inadvertently applied to promotional claims that are not from a BPA report, it is recommended to use different terminology and phrasing.

What About “Readers?”

BPA does not audit the readership of magazines, so promotional materials should not use the word “reader” to refer to data contained in BPA reports. Be careful not to use “reader” interchangeably with other terms such as “circulation,” “subscriber,” “recipient,” etc.

You may make general references to readership if it is related to editorial content, reader interest or similar context. Readership survey data can also be included in promotional materials as long as it is separate from BPA data. Should you wish to include readership data, be sure to include the source and date of the data, including month and year.

Non-Qualified Distribution

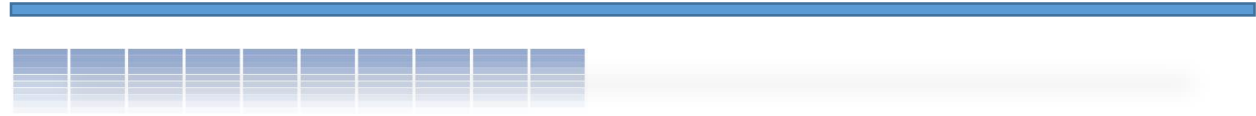
Remember, only qualified circulation can be referred to as “qualified.” When referencing non-qualified distribution, it is important to ensure that it is not intermingled with qualified distribution and it is clearly and accurately sourced.

What if our non-qualified distribution has the same geographic and demographic information as our qualified distribution?

- If you can support the demographic information for the non-qualified distribution, it may be claimed in promotions.
- The non-qualified distribution demographic claim should be clearly sourced as “*Media Owner’s Data.*”

With transparent disclosures, the total distribution (sum of qualified and non-qualified) can be included in promotional materials.

- Be sure to note the total is made up of qualified and non-qualified distribution.
- Include the individual total qualified and total non-qualified distribution figures and reference the corresponding BPA report.



MEDIA OWNER'S DATA

What is it?

Data that is not audited, or comes from a Media Owner's internal database, is considered Media Owner's Data. It includes:

- Proprietary, but independent, market research about readership
- Circulation, distribution or other audience data collected by the Media Owner but not audited by BPA

Data from an unreleased BPA report is also considered "Media Owner's Data."

Projections

Data for a future time period can be included in promotional claims. It may be used in comparisons with another BPA member's data as long as the other Media Owner publically released a projection for the same time period.

Projection guidance:

- Include the proper disclosure (referenced in the footnote section below)
- Note the corresponding figure (TQ, etc.) from the most recent BPA report and list the month and year of the report.

Sworn Statements

You may issue and promote your own statement of audience claims that fall between the standard six-month BPA reports. Promotions issued in between the interim and analyzed BPA reports are called "Media Owner's Sworn Statements."

To do so:

- The statement should be clearly labeled as "Media Owner's Sworn Statement [month/year]" on all pages (front, back and all pages within the statement).
- Please do not reference BPA anywhere within the piece. This includes using the logo, mentioning membership or referencing BPA Worldwide in any way.

- Make sure that the sworn statement does not resemble BPA reports in style, font or formatting.
 - Do not use the term “qualified.”
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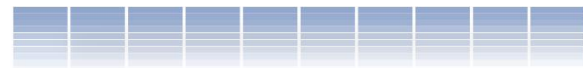
Points to Remember

- Media Owner’s Data should be true and factual. Be prepared to provide evidence of such should BPA request it.
 - It may support or augment audited data or data subject to audit.
 - It may not negate or supersede audited data or data subject to audit.
 - It should be clearly identifiable and distinguishable from BPA or other data when intermingled in the same promotional piece.
 - It may be used in a comparison with another BPA member’s audited data or data subject to audit.
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Sourcing

Unless disclosure is made in a promotional piece explaining where the data is derived, it is assumed traceable to a BPA report even if the logo is not included and there is no mention of BPA by name. There are several ways to disclose Media Owner’s Data depending on how it is used in the piece:

- Footnote for a specific claim:
“Media Owner’s Data [month/year].”
 - Data from an unreleased BPA report (not subject to the completion of a prior audit):
“Media Owner’s Data, Subject to Audit, [month/year].”
 - General disclosure:
“Unless otherwise indicated, all data in this report (or comparison) is the Media Owner’s Data [month/year].”
 - Projection:
“Media Owner’s Projection for [month/year] as of [month/year].”
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COMPARISONS

What is a Comparison?

Promoting audience data against the same data from a competing brand, or brands, is a comparison.

Comparisons may be shown in data tables, charts, graphs, etc., directly comparing and contrasting the Media Owner’s data against another brand, brands, or data.

They may also be shown through language within a publicity piece. Statements comparing Brand X against Brand Y are comparisons.

Position Statements

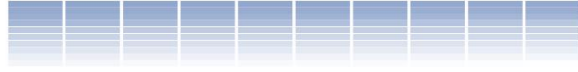
An absolute claim such as, “Brand XYZ has the largest circulation within the market,” is a comparison against unnamed brands.

When creating comparison promotions, our counsel is to define the competitive set used in the piece. There may be brands that consider themselves to be in the same market as you that you did not consider when making the statement. These other brands could have audience data that negates your position statement and thereby making it a false claim.

Naming competitors in position statements is not a requirement but it is highly recommended. BPA publicity approvals do not cover position statements within promotions, as we cannot verify the accuracy. If making this type of claim, please ensure it is factual and can be supported through documentation if challenged.

Best Practice for Comparisons

- Use only the most recently released BPA reports for all brands within the comparison and note the date of each.
 - Comparisons can be extended back in time if the data exists for each brand and for each time period. If data does not exist for all time periods, make note.
 - Total qualified copies should be compared to total qualified figures for all competitors. If a comparison for total qualified only print or only digital is compared to a publication reporting both print and digital, the total unique qualified should be used as the basis of the comparison, not the sum of print and digital.
 - Media owners have the option to make comparisons between print, digital and both (print and digital) formats. Best practice is to denote the format type of each publication.
 - BPA recommends including the footnote “See Month 20XX Brand Report” and include a hyperlink to the corresponding report in the BPA Reports Library.
 - Unaudited Media Owner’s Data, including “Media Owner’s Sworn Statements,” can be used in comparisons to audited data, or “BPA data subject to audit,” for other brands as long as:
 - The data does not supersede or negate the most recent BPA reports
 - The “Media Owner’s Data” and “data subject to audit” is easily distinguishable and identified separately
 - All data is properly footnoted
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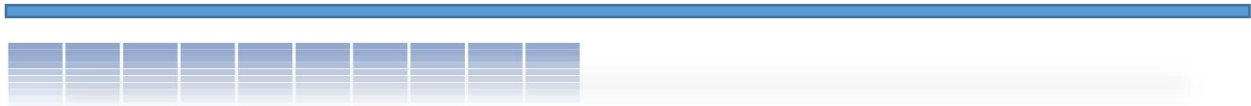
TOTAL AUDIENCE DATA

It is popular for Media Owners to promote the total reach of their brand across their various media channels. The “big number” can be referred to as “total reach,” “total touch points,” “total contacts,” “total opportunities,” “total universe,” etc. Guidance is to include a footnote sourcing the total to “Media Owner’s Data” and detailing the sources included in the total number, the audience count per source, and the appropriate month and year for each source.

- If the total audience has not been de-duplicated, it is recommended to include a comment indicating duplication may exist across channels.
- If the total has been de-duplicated, it is best practice to mention that in the footnote as well.
- The total counts for the individual components and their source should be included within the piece, either in a source note, or within the body of the promotion.
- Example footnotes:

“Total Monthly Reach is Media Owner’s Data from January 20XX and is the sum of website page views by unique users, e-Newsletter recipients and social network followers. No attempt has been made to identify or eliminate duplication that may exist across media channels.”

“Media Owner’s Data, December 20XX. Duplication across media channels has been identified and eliminated. Total audience is the sum of magazine subscribers (15,000) and email newsletter recipients (10,000).”



FOOTNOTES

Footnotes are important to provide transparency and serve as a point of support for statements made in publicity pieces. They can be used to provide explanation, clarification, further detail, and a source reference to back up data claims.

Footnotes can also be used to direct the user of the promotional materials to the Media Owner’s Brand Report for more information about the brand. BPA recommends including the footnote “See Month 20XX Brand Report” and include a hyperlink to the corresponding report in the BPA Reports Library.

We recommend including the source name and the corresponding month and year to support all figures in promotional materials. If referencing a BPA report, the Total Qualified should also be included in the note. Examples of sources are BPA Brand Reports, readership studies, Media Owner’s Data, etc. Please see below for sample supporting source footnotes:

- *“December 20XX BPA Brand Report, Total Qualified 25,000”*
- *“XYZ Readership Study, January 20XX”*
- *“Unless otherwise noted, all data is Media Owner’s Data, December 20XX”*
- *“Unless otherwise noted, all data is from the December 20XX BPA Brand Report, Total Qualified 50,000.”*



WHAT HAPPENS IF CLAIMS CHANGE AS A RESULT OF AN AUDIT REPORT RELEASED BY BPA?

If previously released claims change due to audit findings, the best practice for Media Owners is to immediately update all online and electronic materials with the corrected data. If there is an inventory of printed materials, Media Owners should discontinue the use of the printed pieces, create new materials, or update the hardcopy documents with the revised claims.



APPLICANTS

Announcing Application Status

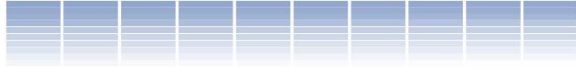
Applicants are encouraged to publicize they have applied for BPA Worldwide membership. If an applicant wishes to promote their application status, BPA recommends the announcement materials are submitted to BPA for approval, prior to their release. The language below is acceptable for the promotion:

“BPA Worldwide Membership Applied for (insert month and year BPA Worldwide accepted application) for the period ending (month and year).”

Applicants may make promotional claims regarding their audience data. Should you choose to do so, the claims should be sourced to “Media Owner’s Data (month and year)” as there are no BPA Brand Reports to reference.

Comparisons may be made between an applicant’s unaudited claims and a competitor’s audited data, or data subject to audit. To do so, the equivalent time period should be used for both the applicant’s and competitor’s data. The applicant’s claims should be sourced to “Media Owner’s Data” and the competitor’s claims should reference the appropriate BPA Brand report. The month and year of the application date should also be noted in the piece.

Applicants have the option of comparing their unaudited “launch” data with data from their competitor’s most recent BPA Brand Report. The date of the launch issue should be included in the piece and noted that it is a projected figure for a future issue. The most recent analyzed time period from the competitor should be used in the promotional comparison.



QUESTIONS AND PUBLICITY APPROVALS

Approvals

BPA offers a promotional material review service free of charge for current members and applicants. Members may send proposed publicity pieces for review to ensure compliance to BPA standards. If materials do not meet the publicity standards or best practices, we work with members to provide counsel for improvement and guidance on how to make the appropriate changes to ensure compliance. Written approval is provided only for pieces that meet the publicity requirements.

Please send media kits and any other promotional materials to promo@bpaww.com for review and approval.

Questions?

We are here to help with your questions about BPA's publicity standards and promotional pieces. Please contact Heather Pantaleo at hpantaleo@bpaww.com or (203) 447-2855 with any questions.

Caveat Emptor – Let the Buyer Beware:

This guidance document, and the BPA Worldwide publicity standards, are references for Media Owners to follow and do not relieve members from the responsibility of distributing accurate promotional materials.
