



news release

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FOR IMMEDIATE RELEASE

BPA Worldwide announces amendments to reporting standards for business publications

Shelton, CT May 21, 2020 – The BPA Worldwide Board of Directors voted on several amendments to reporting standards at their recent meeting, including an update to the Executive Summary; giving members the option of changing their publication’s qualification dates every year; and defining what qualifies as “engagement.” [See the full set of Standards amendments here.](#)

Below we have summarized the BPA Board actions applying to Business Publications.

Executive Summary

The Executive Summary, found on page one of the BPA Brand Report, has changed by moving the breakdown of digital copies to those that were requested compared to all others. Users will now be directed to view the qualified source paragraph (3b) within the report, which will provide a more detailed analysis of the print and digital copies by their source of circulation (and age of those sources, if reported). See example below.

EXECUTIVE SUMMARY			
Below are the average contacts per occurrence, including frequency per period reported.			
	Non-Paid	Paid	Average
THE CRITERION MAGAZINE Unique Total* (6 issues in the period) (See Paragraph 3b for Format Type and Source)			
THE CRITERION E-NEWSLETTERS			
a. The Criterion E-Newsletter - 1 (12 issued in the period)			
b. The Criterion E-Newsletter - 2 (6 issued in the period)			
c. The Criterion E-Newsletter - 3 (3 issued in the period)			
THE CRITERION EVENT TOTAL UNIQUE ATTENDEES			
THE CRITERION IPAD APP			
THE CRITERION WEBSITE (Monthly Users with _____ average Pageviews)			
THE CRITERION SOCIAL MEDIA			
a. Twitter followers			
b. Facebook likes			
c. LinkedIn group members			
*Unique Total represents unique recipients, not the sum of Print and Digital.			
**App downloads and Social Media claims are cumulative figures, not averages.			

Qualification Dates/Years

To provide publishers with the flexibility to determine its most efficient circulation production, business publications can now define their qualification year to end earlier when files are closed to generate mailing labels of the analyzed issue. Previously, a qualification year was defined as ending on a day during the month of the issue analyzed. In addition, that date may change from year to year based on a publisher's production schedule.

As a result of the change, publishers, who end their qualification year with the production of the analyzed issue label file, will now get the benefit of a full 12-month period for each year.

Recency of Engagement Defined

Clarification has been added to the new Recency of Engagement table to better define when activity within a brand's channels may be considered "engagement" for that brand.

TRANSACTION/INTERACTION HISTORY OF QUALIFIED CIRCULATION AS OF (Date of Analyzed Issue)							
Qualification Source	Engaged Within			Print	Digital	Total Qualified	Percent
	1 year	2 years	Data Not Available				
I. Direct Request, Request from Recipient's Company, Membership Benefit:	68,435	28,472	-	93,494	3,413	96,907	96.4
II. All Other Sources:	3,656	-	-	2,426	1,230	3,656	3.6
TOTAL QUALIFIED CIRCULATION	72,091	28,472	-	95,920	4,643	100,563	100.0
PERCENT	71.7	28.3	-	95.4	4.6	100.0	

TRANSACTION/INTERACTION HISTORY. The most recent date an individual transacted/interacted with the brand, including purchases, opened email newsletter, visited websites, requested magazine, attended webinar, attended event, or communicated with the media brand in some other way

For documentation purposes, the following is required for each form of engagement:

- *Purchase* - Dated record of a purchase by the qualified subscriber of any product or service sold by the publication Brand.
- *Email Newsletter* - Dated record of the activation of a tracking pixel by the qualified subscriber indicating an email newsletter published by the Brand has been opened or displayed in a viewing pane.
- *Document Download* - Dated record of the qualified subscriber downloading white papers, case studies, marketing collateral, etc., posted by the publication Brand on any web site.
- *Event or Webinar Registration or Attendance* - Dated record of the qualified subscriber registering for, or attending, an event or webinar of the publication Brand.
- *Other Communication* - Dated record of the qualified subscriber otherwise communicating with the publication Brand.
- *Website* - Dated record of an access by the qualified subscriber to a website of the publication brand.

For websites, only visits to the site of the publication can be reported as an engagement with the publication brand. Additionally, a single website may serve as the designated site for engagement with multiple publications provided the site destination is promoted as each publication's website. However, visits to a publishing company's corporate site would not count as an engagement with a media brand.

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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.