



BPA WORLDWIDE

## AGENCY/MARKETER SUPPORT SERVICES

As a marketer, you know that BPA Worldwide provides independent, third-party audits of publishers' audiences — print, digital and face-to-face — that are recognized around the world. But did you know that we offer a variety of useful tools and services — at no cost — to help make the media evaluation, planning and buying process as effective and efficient as possible.

We have created this brochure so you, the marketing professional, can learn about and utilize the services available from BPA that best meet your needs.

We also encourage you to pass these services on to your non-audited publishing partners and encourage them to explore BPA membership and better understand the value of audited media and the transparency it can bring to the media buying process.

Learn more at [www.bpaww.com/audits/](http://www.bpaww.com/audits/)

## Reports Library

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Media buyers and marketers have free access to all BPA audience reports 24/7. The Reports Library contains information on brands' full audience data. You can search for reports by Country, Media Type, Market Category, Title, Occupation or Industry, Business or Market keywords. Registration/log-in required to access.

## How to Read the BPA Brand Report

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Not sure where to get started with the BPA Brand Report? Our "How to Read the BPA Brand Report" is a comprehensive guide that walks you through the report table by table, explaining the significance and value of the various data sets.

## Inside the Brand Report Video Series

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These short one-minute videos detail the purpose of each audience data table found on the BPA Brand Report, including Executive Summary, Paragraph 3a (title & business), and the definition of qualified recipients.

## BPA Media Exchange (Private Marketplace)

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The BPA Media Exchange is a suite of digital solutions that gives agencies and marketers access to unique, high-quality, audited audiences and brand-safe B2B inventory that is not available on any other exchange. All media brands are vetted for compliance with the highest industry standards for brand-safety, traffic quality and editorial integrity so buyers can transact with confidence and insight.



Learn more at  
[www.bpaww.com/programmatic-media-exchange/](http://www.bpaww.com/programmatic-media-exchange/)

Comprised of 18 industry verticals from "advertising" to "travel", media buyers may target specific commercial audiences or professional disciplines through their demand-side platforms.

The Media Exchange platform supports private marketplace deals across a package of websites or reserved inventory guarantees through programmatic-direct programs between marketers and publishers.

## Publisher Reporting Innovations

Comprehensive audience engagement metrics compliment legacy circulation data and BPA’s media members know it. That’s why they continue to develop unique and innovative methods to present audience engagement to you the agency or marketer. The Publisher Reporting Innovations page, found in the RESOURCES section of the BPA website (bpaww.com), showcases those non-traditional channels to help diversify your media spend.

Remember: If the data can be audited, publishers can report it! If you’re not seeing the audience metrics you’re looking for, ask your publishing partner to start reporting it on their next BPA Brand Report.

### Publisher Reporting Innovations

Our media members have developed innovative ways to present audience-engagement data to agencies and marketers. You are encouraged to be as creative as you can when showcasing data. If it can be audited, you can report it.

**Audience Engagement Metrics**  
Use the BPA brand report to showcase all of your audience touchpoints to marketers. In this example, the publisher reported the “Transaction/Interaction History” of its request and non-request subscribers.

**High Net Worth**  
PORTER showcased its “High Net Worth” subscribers – those people who spent £7,500 in a single year on its shopping site – or spent more than £1,000 on their first purchase.

**Social Media Engagements**  
Publishers often report metrics for Facebook, Twitter and LinkedIn, but don’t forget about other popular social platforms including Instagram, Youtube and

## Brand Compare Tool

BPA’s Brand Compare tool lets you compare two or more BPA-audited titles and analyze top-line metrics to ensure a more efficient and timely media buy. You can export the data into Excel for convenience in creating plans, charts, or presentations.

As an extension of the BPA Reports Library, all business and consumer media members reporting audience data are automatically included in the Brand Compare tool. Data presented includes: Total Average Circulation; Paid/Non-Paid; Request/Non-Request Circ.; 1- 2- and 3-Year Qualified Circ.; Market Served and Occupation; and Unique Browsers (If applicable).

All registered users to the BPA website can access the tool free of charge. Registration/log-in required to access.

Brand Compare

Circulation Search Search Results

**Export To Excel**

DESCRIPTION	AUTOMOTIVE DESIGN & PRODUCTION	AUTOMOTIVE FLEET
Average Qualified	38,008	23,368
AQ Paid	0	3
AQ Non-Paid	38,008	23,365
Request	32,311	11,549
Other Than Request	5,108	12,079
1 Years	28,094	18,735
2 Years	9,325	4,893
3 Years	0	0
Unique Browsers	0	0
Company	Porter Business Media, Inc	Bent Business Media

Summary

## Audited Site Traffic

BPA’s Audited Site Traffic tool lets you view and compare web traffic data from BPA-audited sites. Top-line data includes Unique Users, Page Views, Sessions and Average Session Duration. As with the Brand Compare tool, export the data to Excel for quick and easy analysis. Registration/log-in required to access.

**AUDITED SITE TRAFFIC**

MEDIA TYPE:

MARKET CATEGORY:

SITE NAME:  Contains  Begins With

DISPLAY BY:  Media Type / Market Category  Site Name

**Search**

## Statement Alerts

Be the first to know when a new report is available or there is a change in a member's status. The Email Alerts tool, found in the User Tools section of the BPA website (bpaww.com), is a convenient way to receive and track changes or updates for an audited media brand, including applications for BPA membership, resignations, publication cessation or changes to report status. Registration/log-in required to access.

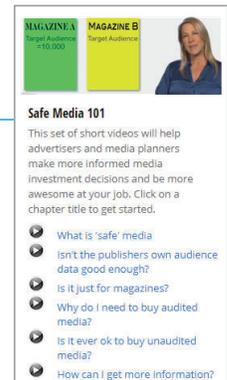
## Onsite or Online Training

BPA offers free face-to-face and online instruction to agencies and marketing for using our online data and analytic tools. Topics covered include how to access free web-based tools, understanding the Brand Report, and making valid audience data comparisons. If you have additional ideas for training, we are more than happy to oblige.

Request a free training session from Dan Schneider at (203) 447-2820 or dschneider@bpaww.com.

## Safe Media 101 Videos

This series of six short videos will help advertisers and media planners make more informed decisions by understanding the value of audited media in an ever-changing marketplace.



**Safe Media 101**

This set of short videos will help advertisers and media planners make more informed media investment decisions and be more awesome at your job. Click on a chapter title to get started.

- What is 'safe' media
- Isn't the publishers own audience data good enough?
- Is it just for magazines?
- Why do I need to buy audited media?
- Is it ever ok to buy unaudited media?
- How can I get more information?

## Business/Consumer TRAC (Trend Report About Circulation)

The BPA Business and Consumer TRAC (Trend Report About Circulation), consisting of BPA media members' top-line audience data from the most recent brand reports, is posted bi-annually to the BPA website and also distributed to agencies and advertisers. It's a great way to see top-line audience data, including rate base, subscriptions, single-copy sales, and sponsored copies.

To learn more about any of the tools and services offered by BPA, contact: **Dan Schneider at 203-447-2820 or dschneider@bpaww.com**

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