



Rule changes are effective immediately unless noted otherwise and are the result of ABC's usual two-step approval process unless designated as approved by "unanimous consent."

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All Publications – Pages 8 & 9

Article 7 Offenses and Punishment

AMENDED BYLAWS and NEW BYLAW

ABC's Board voted unanimously to modify Article 7 Offenses and Punishment, to expand the circumstances under which the Board may impose individual sanctions (other than censure) on its members. (Effective March 10, 2006.)

7.1 Vote Required for Probation, Sanctions, Censure, Probation, or Expulsion, or Readmission

The ~~penalty penalties~~ of ~~censure, probation, sanction, censure,~~ or expulsion ~~from membership~~ may be ~~inflicted on~~ imposed by the affirmative vote of a majority of all members of the Board of Directors.

7.2 Offenses

Should any member be found by the Board of Directors to have committed any of the following offenses, the Board must consider whether to invoke any of the provisions of this Bylaw with regard to the imposition of probation, sanctions, censure, or expulsion:

- (a) failing to file Publisher's Statements as required by the rules;
- (b) filing a false or fraudulent Publisher's Statement with the Bureau;
- (c) refusing to allow an auditor of the Bureau full access at any time to all records as provided by the bylaws;
- (d) failing to pay dues or other indebtedness as required by the bylaws;
- (e) violating any bylaw or rule of the Bureau;
- (f) violating any agreement made with the Bureau;
- (g) dishonest, fraudulent or dishonorable conduct in dealings with the Bureau;
- (h) any act deemed by the Board of Directors to be detrimental to the interests or welfare of the Bureau; such member may be

censured, placed on probation or expelled by the Board of Directors;

(i) release of an audit of a daily newspaper with circulation of 25,000 or more, or the release of two consecutive audits of weekly newspapers, daily newspapers with less than 25,000 circulation and periodicals wherein the auditor adjusted the Publisher's Statement claims of circulation by 5% or more.

7.6 Sanctions

When any member shall have been found by the Board of Directors to have committed an offense, as defined in Bylaw 7.2, the Board of Directors may impose any one or more of the following sanctions:

(a) a notice of application of sanctions may be distributed to the entire membership, such notice to indicate the sanctions imposed by the Board of Directors.

(b) circulation data may be excluded from the ABC FAS-FAX report for a period of one year.

(c) the publication may be required to undergo six-month audits for a period of two years following the imposition of sanctions.

(d) the first audit to be released following the imposition of sanctions may be accompanied by a 'resumption of report services' notice, and, if applicable, such notice may make reference to the status of previously released Publisher's Statements and Audit Reports.

(e) a cash fine may be levied against the member.

(f) the member may be required to submit a 'plan for corrective action,' to be reviewed by ABC staff, and approved by the Board of Directors.

7.6 7.7 Censure

When any member shall have been found by the Board of Directors to have committed an offense, as defined by Bylaw 7.2, and is censured, the following will occur:

(a) a notice of suspension of report services ~~shall~~ will be distributed to the entire membership, such notice to indicate that the member is censured.

(b) circulation data for a censured member ~~shall~~ will be excluded from the ABC FAS-FAX report for a period of one year immediately following the vote to censure.

(c) all censured publications must undergo six-month audits for a period of two years following the vote censure.

(d) the first audit to be released following the vote to censure ~~shall~~ will be accompanied by a 'resumption of report services' notice, and, if applicable, such notice may make reference to the status of previously released Publisher's Statements and Audit Reports.

~~(e) as determined by the Board of Directors,~~ a cash fine may be levied against the member.

(f) the member will be required to submit a 'plan for corrective action,' to be reviewed by ABC staff, and approved by the Board of Directors.

7.7 7.8 Expulsion

When any member shall have been found by the Board of Directors to have committed an offense, as defined in Bylaw 7.2, and expelled, a favorable vote of a majority of all members of the Board of Directors shall be required to readmit an expelled member. An expelled member shall not be readmitted to membership until all indebtedness to the Bureau existing at the time of the expulsion is paid; a readmission fee, to be fixed by the Board of Directors in each case, shall be required.

7.8 7.9 Appeal of Board Decisions

Any member who has been censured, placed on probation or expelled by the Board of Directors may appeal the decision to the membership at the next meeting thereof. The decision of the Board of Directors shall remain in full force and effect until reversed by the membership.

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MAGAZINES – Page 68

AMENDED RULE

Rule F 2.6 Partnership Sales [paragraph (a) only]

ABC's Board voted unanimously to modify Rule F 2.6 Partnership Sales to address the limit of one magazine in a non-deductible partnership sale. (Effective March 13, 2006 – for the June 2006 reporting period.)

F 2.6 Partnership Sales [paragraph (a) only]

(a) The purchaser is notified of the inclusion of the magazine subscription at the point of purchase. A limit of one magazine may be included in any non-deductible partnership sale.



MAGAZINES – Page 68

NEW RULE

Rule F 2.8 Subscriptions Purchased for Military Personnel

ABC's Board voted unanimously to add Rule F 2.8 Subscriptions Purchased for Military Personnel to address subscription sales paid for by a third party purchaser to be delivered to military personnel. (Effective March 13, 2006 – for the June 2006 reporting period.)

F 2.8 Subscriptions Purchased for Military Personnel

Subscriptions paid for by either a third-party individual or company for distribution to military personnel shall be considered "Subscriptions Purchased for Military Personnel" and shall be reported in Publisher's Statements and Audit Reports as permitted or prohibited by the following provisions:

(a) To qualify, subscriptions must be paid for in accordance with F 1.1.

(b) Copies served in post expire status shall be excluded from paid circulation and included in non-paid distribution.

(c) The average number of copies served in the period shall be reported in the Publisher's Statement and Audit Report with an explanation in the Explanatory Paragraph.

(d) Subscriptions which are given to promote the professional or business interests of the donor shall be judged by the rules governing sponsored sales.



MAGAZINES – Page 76

AMENDED RULE

Rule F 10.1 Separate Editions

ABC's Board voted to modify Rule F 10.1 Separate Editions to define an eligible edition as an edition of the publication which is homogeneous to the primary publication in its editorial content and carries the main identity of the primary publication, so that editions not adhering to these updated criteria are considered separate publications and required to hold separate ABC membership. (Effective March 13, 2006.)

F 10.1 Separate Editions

(a) ~~A magazine published in more than one edition in which advertising is sold separately in one or more editions shall be required to list the average paid circulation for each edition and state frequency of publication in Publisher's Statements and Audit Reports. The circulation of a separate edition of a member magazine may be included in the paid circulation of the member in Publisher's Statements and Audit Reports, subject to the following conditions:~~

(1) The edition must maintain the same publication name and logotype characteristics as the member magazine.

(2) The editorial content must be homogeneous to the member publication's editorial content.

If in the judgment of the managing director, differences exist sufficient to create the appearance of a separate publication, separate membership in the Bureau will be required.

(b) A publisher member may designate certain portions of the distribution of his its publication as "editions". In the absence of specific designations as "edition" or "editions," a publication shall be required to list the circulation of each portion of its distribution, in which advertising is regularly sold separately in the paragraph of Bureau reports devoted to edition reporting.

~~(c) In the absence of specific designations as "edition" or "editions," a publication shall be required to list the paid and/or analyzed non-paid circulation for each portion of its distribution, in which advertising is regularly sold separately and total averages for each in Bureau reports. A magazine published in more than one edition shall be required to report the average circulation for each edition in the Publisher's Statement and Audit Report.~~

~~(d) (1) A count and analysis of the paid and/or analyzed non-paid circulation for each edition must be made for one issue during each audit period. The figures to be reported for each edition in Bureau reports for all other issues during the period may be based on percentages as determined from the issue analyzed, providing the analyzed issue is representative.~~

~~(e)(d) If a magazine transfers subscriptions between editions following the establishment of a rate base or guarantee, a complete explanation shall be made in the paragraph of Bureau reports devoted to general explanations including the number of subscribers transferred and the rate base for each edition involved.~~



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MAGAZINES – Pages 77, 78, 76, 69 and 70

NEW RULE

Rule F 15.1 Verified Circulation

ELIMINATED RULES

~~F 15.2 Analyzed Non-Paid Other Than Direct Request Circulation~~

~~F 13.4 Age of Source~~

~~F 14.1 Additions and Removals~~

AMENDED RULES

F 5.1 Geographic Analysis

F 5.2 Distribution by ABCD County Size

F 5.3 Distribution by Counties

F 5.4 Distribution by ZIP Code

F 5.5 Distribution by Demographics

~~F 15.1 15.2 Analyzed Non-Paid Direct Request Circulation Individually Requested Circulation~~

F 11.1 Advertising Rate Base or Circulation Guarantee

F 13.1 Definition of Individual Recipient

F 13.3 Analyzed Non-Paid Circulation

~~F 13.6 Analyzed Non-Paid – Market Coverage Circulation~~
Analyzed Non-Paid Market Coverage Circulation Defined

"MOVED" RULE
previously F 13.7 is now
F 14.1 Supplemental Unit Analysis

NEW RULES

F 13.4 Analyzed Non-Paid List Source

F 13.7 Analyzed Non-Paid Delivered with Host Products Defined

ABC's Board voted unanimously to add Rule F 15.1 Verified Circulation to govern reporting of a newly created category – Verified Public Place and Individually Addressed Circulation; and to amend, eliminate, and move other affected rules (Effective March 13, 2006 – for the June 2006 reporting period.)

F 15.1 Verified Circulation

(a) Verified circulation shall consist of copies designated by publishers for readership in public places and to individual users who may have an affinity for the publication. Copies classified as 'verified' will not be subjected to paid circulation qualification standards, however all recipients (individuals and public place locations) must be afforded an option to 'opt-out' of receipt on an annual basis and as further described below.

(b) Verified circulation will consist of subscription circulation only. Single-copy distribution will not be eligible to be reported as 'verified' circulation, but may be eligible to be reported as 'analyzed non-paid bulk' or 'analyzed non-paid market coverage' if distribution is in accord with the provisions of Rule F 13.5 or F 13.6.

(c) Verified circulation will be reported in total in Paragraph 1 of ABC Publisher's Statements and Audit Reports and be further analyzed within the appropriate paragraphs of each statement and report.

(d) There are two sub-categories of 'verified' circulation: Public Place and Individual Use. Total verified circulation reported in Paragraph 1 of ABC Publisher's Statements and Audit Reports must be further analyzed into these categories as appropriate in paragraphs devoted to such an analysis and as described below.

(e) Verified Public Place will represent copies intended for use in waiting room locations and hotel rooms and for use by patrons of the business establishment at that location and not intended for individual pick-up and removal. To qualify to be reported as Public Place, the following conditions must be met:

(1) Each business establishment identified as a public place must be given the ability to opt-out as a receiving location on an annual basis.

(2) No more than three copies of each issue of any magazine may be served to a public place location, however no limit will be placed on the total number of unique magazines that may be served to each public place location.

(3) There must be at least two consecutive issues served for each unique magazine at each public place location.

(4) Public place circulation must be made of current issues; no back copy (see F 7.2) service will be eligible to be reported as verified circulation.

(5) Copies to be distributed to hotels as Public Place locations must also meet the following criteria:

(i) Publications of monthly or less frequency may provide a maximum of two copies per hotel room to each hotel location;

(ii) Publications of greater than monthly frequency may provide a maximum of one copy per hotel room to each hotel location;

(iii) The publisher or publisher's agent must maintain a current contract with each hotel or responsible hotel corporate management. The contract is to be signed by an individual in senior management at the hotel. The contract must stipulate the hotel's agreement to participate, confirm the number of copies of each unique magazine to be provided, and identify the specific locations within the hotel where the copies are to be placed. The contract must be renewed at least annually.

(f) Verified Public Place circulation must also be analyzed so as to report the number of copies distributed to the top five location types (e.g., doctors/healthcare provider locations, personal care salons, etc.). A standard listing of location types will be maintained by ABC.



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(g) Verified Individual Use circulation will represent copies delivered to individuals who have been provided the option to 'opt-out' and not receive the magazine. The 'opt-out' option must be presented to the recipient within three months of the initial start of service, and at least annually thereafter. Publishers electing to offer an 'opt-in' may do so and report the circulation as Verified Individual Use if the provisions of F 15.2 are followed.

(1) Only one subscription per household may be reported as Verified Individual Use. Verified Individual Use circulation must be served from current issues, no back copy service (see F 7.2) will be eligible to be reported as verified circulation.

(2) Verified Individual Use circulation must also be analyzed as to the top five sources of names included in the category (e.g. show attendees, charitable donors, individual requested, etc.). A standard listing of source categories will be maintained by ABC.

(3) Copies originally served by a publisher with the intention to qualify as 'paid' circulation, shall not be eligible to be reported in ABC Publisher's Statements as 'Verified Individual Use' but rather may be eligible to be reported as 'analyzed non-paid market coverage' copies.

(4) Copies originally reported as 'paid' circulation and subsequently disqualified through the audit process are not eligible to be reported as Verified Individual Use but rather may be eligible to be reported as 'analyzed non-paid market coverage' copies unless it can be shown to the satisfaction of the Managing Director that each individual recipient took an affirmative action to specifically order the magazine at the inception of service.

(5) Recipients must be served at least two consecutive issues.

F 5.1 Geographic Analysis [paragraph (a) only]

(a) Paid & Verified circulation (except that distributed through newsdealers if less than 25 percent of total distribution) and/or analyzed non-paid circulation shall be broken down by states or provinces based on an issue within a 12-month period.

A count and analysis shall be made in connection with an issue in each audit period. The mail list and summary of the count is to be preserved for examination by the Bureau's auditor. The figures to be used in connection with the following Publisher's Statements shall be based on the percentages for each state as determined from the issue analyzed, and these percentages shall be projected against the total of the issue to be reported.

Publishers have the option to make a count and analysis of an issue for each Publisher's Statement.

F 5.2 Distribution by ABCD County Size [paragraphs (a) and (b) only]

(a) Magazine members reporting Paid & Verified circulation shall be required to make an analysis of subscriptions and single copy sales; magazine members analyzing non-paid circulation (Paid & Verified and Analyzed Non-Paid or Analyzed Non-Paid) shall be required to analyze non-paid "excluding non-paid bulk" and "non-paid bulk" by ABCD County Size for U.S. and Canadian magazines in accordance with a format adopted by the Board of Directors for each Publisher's Statement and Audit Report issued by the Bureau except as outlined below. All analyses shall be based on the most recent data prepared by the Bureau.

The ABCD Counties and percent of population may be reported for a magazine distributed regionally only for the states or provinces in which market coverage is claimed. A magazine within the same field distributed nationally may make a similar analysis in addition to the regular breakdown.

The analysis shall include circulation figures based on an issue published during the first or second 6-month Publisher's Statement period immediately following issuance by the Bureau of new data.

ABCD County Size analyses included in Bureau reports after an actual analysis may be based on percentages determined by the last actual analysis made, stating the issue analyzed in establishing the percentages.

Analyses shall be based on an actual count of both mail and single copy circulation except that the single copy sales figures may be determined by applying regional or national returns percentages to gross distribution figures. The sales percentage of newsstand distribution of the analyzed issue must be representative of other issues in the Publisher's Statement period.

Publications may make an analysis for subsequent Publisher's Statement periods for mail circulation and project the percentages established for an actual analysis of single copy sales.

For publications newly admitted to membership the analysis shall be mandatory no later than the second Publisher's Statement issued following release of an Initial Audit.

(b) Exceptions:

(1) Publications with an average Paid & Verified and/or analyzed non-paid circulation for a regular 6-month Publisher's Statement (Analyzed Non-Paid and Paid & Verified Circulation Form) period of less than:

(a) 100,000 for magazines published in Canada.

(b) 500,000 for magazines published in the United States.

(2) Publications that have an average advertising content of not more than 10 percent of the total page content (exclusive of mail order and house advertising) during a regular 6-month Publisher's Statement period. Bureau management shall determine what constitutes mail order advertising under this rule.

If two or more magazines are sold as an advertising unit, all calculations shall be based on the total number of pages, both text and advertising, contained in the publications comprising such unit.

(3) If the status of a publication, that has not been required to provide an analysis because of any of the exemptions above, changes to an extent where the exemption is no longer applicable, the publication shall be required to make an analysis no later than the second Publisher's Statement period following that in which the change occurs.

(4) Special exemptions granted by the Board of Directors.

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F 5.3 Distribution by Counties

Publishers may, at their option, include as a supplement to magazine Audit Reports and Publisher's Statements an analysis for one issue of the total paid & verified and/or analyzed non-paid circulation (including paid Sponsored Sales and analyzed non-paid bulk) by counties (or the equivalent).

Canadian publishers may, at their option, include as a supplement to magazine Audit Reports and Publisher's Statements an analysis of one issue of total paid & verified and/or analyzed non-paid circulation (including paid Sponsored Sales and analyzed non-paid bulk) by Census Metropolitan Areas (CMA's) and by Census Agglomerations (CA's) of 50,000 and over population.

(a) Data shall be compiled by publishers and verified by Bureau auditors and shall be based on counts made annually for mail circulation and once every three years for single-copy circulation. Single copy sales may be determined by applying regional or national return percentages to gross distribution. The sales percentages of the newsstand distribution of the analyzed issue must be representative of other issues in the Publisher's Statement period.

Publications may make an annual analysis of single copy circulation or include in the annual analysis projections based on percentages established from the last actual analysis for a period of three years.

(b) All analyses shall be based on the most recent population analysis data prepared by the Bureau.

(c) Counties (or the equivalent) shall be listed alphabetically by states or provinces and by counties within each state or province.

(d) The publisher may show only those counties in which Paid & Verified circulation totals 25 copies or more and include a "Balance in State" or "Balance in Province" figure for the remainder.

Publications which have regional rather than national distribution may petition the managing director for approval to compile a county analysis of circulation only for those states or provinces for which market coverage is claimed.

F 5.4 Distribution by ZIP Code [introductory paragraph only]

Magazines may, at their option, include as a supplement to Audit Reports or Publisher's Statements an analysis of one issue of total Paid & Verified and/or analyzed non-paid circulation (including Paid & Verified and/or analyzed non-paid Public Place/Sponsored Sales) by U.S. five-digit ZIP code boundaries or Canadian Forward Sortation Areas (FSA).

F 5.5 Distribution by Demographics [introductory paragraphs only]

A demographic edition of a publication shall be considered those copies of a publication which are directed to a group of subscribers with similar demographic characteristics, for whom the publisher has obtained individual demographic information. Copies of a publication which do not meet this definition but are distributed by selected geographical areas shall not be considered a demographic edition.

Publishers may include as a supplement to magazine Audit Reports and Publisher's Statements an analysis for one issue of the total Paid & Verified subscription circulation identifying the subscriber by business and industry and/or by title or job function.

~~F 15.1 Analyzed Non-Paid Direct Request Circulation~~

F 15.2 Individually Requested Circulation

~~Direct~~ Individually requested circulation may be included as ~~analyzed non-paid~~ Verified circulation provided it conforms to the following requirements:

(a) If ~~non-paid~~ subscription service is requested of a publisher, the letter or order requesting the ~~non-paid~~ service must be signed by the individual specifically requesting delivery of the publication and retained by the publication for auditor's examination.

~~Information pertaining to the categorization of all individual defined recipients must be clearly shown on the request or a reference source noted and available for auditor's examination.~~

(b) If ~~non-paid direct~~ individually requested subscription service is solicited by the publisher, ~~to be included in analyzed non-paid circulation,~~ the order form, questionnaire or reader service card must conform to the following specifications:

(1) It must have specifically asked whether or not the individual wished to receive the publication by using a phrase approximating the following: "I wish to receive (name of publication) magazine. Yes ___ No ___." Alternate phrasing approximating the following may be used: "Please sign here if you wish to receive (name of publication) magazine."

Forms using the alternate phrase must be signed.

(2) If the order form used to solicit new subscribers is publication specific (does not include offers for other products or services) and is to be completed by the recipient, the order form shall not be required to contain a phrase asking whether or not the individual, or corporate official in the case of group orders, wished to receive the publication.

~~(3) Information pertaining to the categorization of the individual defined recipient must either be requested on the order form or a reference source be noted and available for the auditor's examination.~~

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(4) The order form must have either required the individual to fill in his name and address or requested his signature.

When publishers use telemarketing, the telephone interview forms must have been signed and dated by the interviewer. The interviews shall, for verification purposes, include a personalized question which only the recipient is likely to be able to answer, such as date of birth or mother's maiden name. Different questions must be used when requests are renewed and all personalized questions shall be subject to approval by the Bureau. Publishers shall be responsible for maintaining adequate records to verify the placement of the telephone calls.

(c) ~~Analyzed non-paid~~ Individually requested subscriptions requests must be renewed at least once each 36 months.

(d) ~~Analyzed non-paid~~ Individually requested subscriptions requests must be served as follows in order to be included in the average: at least two consecutive issues.

(1) ~~Publications issued monthly or less often must serve recipients every issue for at least six consecutive months; or~~

(2) ~~Publications issued more often than monthly must serve recipients at least six consecutive issues, but not less than three consecutive months of service.~~

~~Copies served for less than the above requirements due to conversion to paid circulation or because of death, retirement or job change may be replaced with other non-paid request circulation.~~

(e) ~~The recipient must belong in the "Publisher's Definition of Individual Recipients" for the publication.~~

(f) ~~When, in the judgment of the managing director, publisher's records are not sufficient to establish the facts, the Bureau may make a test by verification letters to recipients or to others involved, by personal investigations, or by such other methods as it may deem best. The cost of all such tests shall be paid by the publisher or publishers involved.~~

(g) ~~When a reprint or premium is offered as an inducement to obtain direct requests for non-paid subscription service, a complete description of the offer shall appear in the Publisher's Statement and Audit Report during which the offer is used.~~

~~F 15.2 Analyzed Non-Paid Other Than Direct Request Circulation~~

~~Recipients may be included in Paragraph 1 as analyzed non-paid circulation provided that they meet the following requirements:~~

(a) ~~Age of source documentation for recipients does not exceed 36 months.~~

(b) ~~Recipient meets the Publisher's Definition of Individual Recipients.~~

(c) ~~Publications issued monthly or less often must serve recipients every issue for at least six consecutive months; publications issued more often than monthly must serve recipients at least six consecutive issues, but not less than three consecutive months of service.~~

(d) ~~Communications from recipients which do not meet the direct request criteria may be reported. Reader service reply cards, surveys, questionnaires and other written documents may be included in other sources.~~

(e) ~~Recognized directories may be used as a source of analyzed non-paid circulation. Directories must be adequately identified and dated and must be made available for auditor's examination.~~

(f) ~~Lists of qualified recipients may be reported as analyzed non-paid circulation. Such lists must be dated and identified and are subject to auditor's examination.~~

(g) ~~Other than direct sources shall be explained in the paragraph devoted to general explanations.~~

~~F 11.1 Advertising Rate Base or Circulation Guarantee~~

~~Paragraph 1 of Magazine Publisher's Statement and Audit Reports shall include a statement setting forth facts pertaining to advertising rate base or circulation guarantee if such existed during the period covered by the report.~~

The default presentation of advertising rate base or circulation guarantee in Paragraph 1 will be to Total Paid & Verified Circulation. Publishers wishing to report separate paid versus verified rate base data may do so in the explanatory paragraphs.

In those cases where non-paid circulation is analyzed, Publisher's Statements and Audit Reports shall report separate rate base or circulation guarantee data for each component of circulation (Paid & Verified Circulation versus Analyzed Non-Paid Circulation) provided the publisher has clearly identified the category; or shall report a total combined rate base for those titles that do not provide separate rate bases or circulation guarantees by each component. ~~In cases where separate rate bases or circulation guarantees are made for each component of circulation, a combined rate base will also be reported. publisher's rate card clearly makes the distinction. In the absence of such a distinction, the default presentation in Paragraph 1 will be a comparison of rate base and / or circulation guarantee to total circulation (Paid & Verified plus Analyzed Non-Paid.~~

~~F 13.1 Definition of Individual Recipient~~

The "Definition of Individual Recipient" for publications reporting analyzed non-paid list source circulation shall be a statement describing specific classes of subscribers (e.g. businesses, titles, occupations, geographic or demographic, etc.) to whom the publication is directed. It shall exclude statements of a promotional nature and be subject to editing by the managing director. The publisher shall maintain auditable documentation, not more than three years of age, to substantiate that all analyzed non-paid list source circulation meets the Definition of Individual Recipient.

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F 13.3 Analyzed Non-Paid Circulation

Those publishers reporting analyzed non-paid circulation ~~may~~ shall provide an analysis of circulation for one issue within each statement period (the issue to be the same as that analyzed for paid circulation). The issue to be analyzed shall be the same issue used to report a geographic analysis. ~~The analysis shall be made for all analyzed non-paid circulation for the issue selected.~~ Format for the analysis shall be determined by the managing director working with the publisher and shall conform to the "Definition of Individual Recipient" and "Method of Distribution" statements.

F 13.4 Age of Source

~~(a) Those publishers reporting analyzed non-paid circulation shall be required to show an analysis of age of source data.~~

~~(b) The issue analyzed must be the same as used in the Geographic Analysis.~~

~~(c) Separate analysis by age of the source document (1, 2 and 3 years) must be made for each category for which non-paid circulation averages are reported except for non-paid bulk.~~

~~(d) A count and analysis shall be made of one issue in each audit period. The figures to be used in connection with the following Publisher's Statement may be based on the percentages for each category as determined from the analyzed issue, and these percentages shall be projected against the total circulation of the issue to be reported.~~

~~When the analysis is based on percentage projection, the fact is to be noted in the analysis. An analysis based on percentage projections may not be reported if the total average non-paid circulation for the period of the Publisher's Statement is 10 percent greater or less than the total average analyzed non-paid circulation reported in the previous Publisher's Statement.~~

~~(e) If a newly admitted member is unable to supply records adequate to comply with the Bureau's standard procedure for reporting the age of source data, the following declaration shall be made in Publisher's Statements and Audit Reports:~~

~~"Owing to the fact that a sufficient period of time has not elapsed since initiating records needed for Bureau membership to establish the information required by the standard procedure for reporting age of source data, the requirement to declare age of source data for this publication has been temporarily waived."~~

~~This declaration shall not be used after the maximum period of 18 months following the period covered by the initial audit. After this time limit has expired, if adequate records are still unavailable, the situation will be reported to the Board of Directors.~~

~~(f) Members analyzing non-paid on the Analyzed Non-Paid and Paid Circulation Form have the option of including an analysis for paid circulation using the same issue but shown separately from analyzed non-paid circulation.~~

F 13.4 Analyzed Non-Paid List Source

Circulation served to individual recipients wherein names have been obtained from a list, directory or similar resource may be reported as Analyzed Non-Paid List Source, provided the following requirements are met:

(a) Age of source of recipient name does not exceed 36 months.

(b) Publications issued monthly or less often must serve recipients every issue for at least six consecutive months; publications issued more often than monthly must serve recipients at least six consecutive issues, but not less than three consecutive months of service.

(c) Source of recipient name must be adequately identified and dated and must be made available for auditor examination.

(d) A full explanatory shall be made in the paragraph devoted to general explanations regarding the source of recipient names.

F 13.6 ~~Analyzed Non-Paid~~ Market Coverage Circulation Analyzed Non-Paid Market Coverage Circulation Defined

Non-Paid distribution served to recipients known by address only and/or for periods less than required by F 13.5, F 15.1 and F 15.2 (to include those circumstances where confirmation of minimum service requirements cannot be made) or multiple copies served to waiting room locations are to be separately reported in Publisher's Statements and Audit Reports. In addition, copies distributed are to be reported as either "Market Coverage" or "Delivered with Host Products," whichever is appropriate. When such categories are reported, full details of the circumstances surrounding the distribution shall be shown in the paragraph devoted to general explanations.

F 13.7 Analyzed Non-Paid Delivered With Host Products Defined

Analyzed non-paid delivered with host products is circulation delivered to recipients as an insert into another publication.

Records must be kept and made available to the auditor on an issue-by-issue basis to show net distribution of the host product delivery.

Publisher's Statements and Audit Reports shall report copies distributed by host publication in the paragraph devoted to supplemental analysis of circulation.

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F 14.1 Supplemental Unit Analyses

(a) Publisher's Statements and Audit Reports of magazines may, at the option of the publisher, include a unit count analysis of circulation to the field served and/or within the definition of recipient qualification.

(b) A written request must be filed with the Bureau at least 30 days prior to the close of the audit period in which the initial analyses are to be reported. The analyses should be filed with the regular Publisher's Statement and be made for the same issue as the geographic analysis breakdown.

(c) The initial analyses may not be reported in a Publisher's Statement until after having been verified by audit.

Verification may be made at time of regular audit and included in the Audit Report. The analyses may be reported in the two regular Publisher's Statements following the period covered by the Audit Report. An explanation, with reference to the issue analyzed is to be included.

(d) The analyses shall contain a breakdown for as many categories of the analysis breakdown as desired by the publication requesting the unit count, but must include categories in the order in which they appear in the analysis of circulation breakdown. Those categories for which analyses are not made shall be clearly identified in the business analysis breakdown.

(e) All data and records pertaining to these analyses must be preserved for auditor's examination. If records are considered inadequate to substantiate the publisher's claim the analyses will not be released.

No information may be used for classification purposes which was obtained more than three year prior to the date of the issue analyzed.

(f) For unit count analyses, standard definitions of a "unit" must be used by all publications serving the same field. The definitions become standard for the field when approved by the managing director and shall appear in Audit Reports and Publisher's Statements where unit analyses are reported. All copies in the categories analyzed by units must be assigned to a unit.

A geographic analysis by states, provinces and countries, in accord with the Bureau's standard format, may be made a part of the unit analysis, at the publisher's option. The breakdown shall include separate totals for those copies analyzed by units and those not analyzed.

F 14.1 Additions and Removals

~~Publishers analyzing non-paid circulation shall include a count by issue of the additions and removals for all individual recipients' circulation.~~



NEWSPAPERS – Page 26

AMENDED RULE

Rule C 5.5 Newspapers Distributed Together [paragraph (c) only]

ABC's Board voted to modify Rule C 5.5 Newspapers Distributed Together so newspapers would be limited to adding no more than two days of additional service under a Joint Distribution Agreement (JDA). (Effective March 13, 2006.)

C 5.5 Newspapers Distributed Together [paragraph (c) only]

(c) A newspaper with less than seven-day frequency may provide home delivered copies of another ABC paid circulation member newspaper on no more than two days per week when the host newspaper does not publish. To qualify copies of the second newspaper as paid circulation, the host newspaper must establish a basic price for such service, and the service must be the only service option available within the reporting market (as defined by C 1.2) and copies must be paid for in accord with C 1.1.

The average copies of the other newspaper served to subscribers under such an arrangement shall be reported as: "Home Delivery – joint distribution agreement." All Publisher's Statements and Audit Reports shall include full explanation in the appropriate paragraph.

Those newspapers wishing to make such a service optional to their subscribers, and therefore, have at least two service options available within the reporting market must price such a service in accord with Paragraphs (a) and (b) above.



NEWSPAPERS – Page 24

"Housekeeping" Rule Change

Rule C 3.6 Gift Subscriptions [header only]

The italicized cross-reference phrase after the rule title was added for clarification purposes. (Effective March 13, 2006.)

C 3.6 Gift Subscriptions See also C 5.6 Multiple Subscription Sales.