

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."

A II Publications – Page 15

Rule B 2.1 Member Obligations

AMENDED RULE

ABC's Board voted unanimously to modify Rule B 2.1 Member Obligations, to reinforce publisher responsibility for agent and third-party contractor circulation programs. (Effective July 18, 2005.)

B 2.1 Member Obligations

An audit examination by the Bureau is designed to obtain a high degree of assurance that total average paid circulation and qualified non paid circulation to the field served set forth in the Audit Report is fairly stated in accordance with the Bureau's Bylaws and Rules, and that other information in the Audit Report is fairly stated in all respects material to an understanding of Total Average Paid Circulation and qualified non paid circulation to the field served.

~~Publisher members accept primary responsibility for all information disclosed in their Publisher's Statements and Audit Reports, and have the obligation of adhering to Bylaw 2.8 Publisher Duty to Install and Maintain Records and Bylaw 2.15 Access to Records.~~

~~Publisher members shall cooperate fully and in timely fashion with Bureau auditors in providing accurate records and information in connection with inquiries that arise during the audit.~~

~~In cases where a publisher does not respond timely to requests for records and/or other pertinent information, the result of which is the inability of the auditor to present final audit findings within twelve months of the last day of the audit period, all report services will be suspended until such time that the necessary documentation has been provided which will enable the auditor to present audit findings. When, in the opinion of the managing director, application of this provision of the rule is not warranted, normal reporting services may be continued.~~

An ABC audit is designed to provide a high degree of assurance that an ABC member-publication's circulation, as well as all other information contained in its ABC Audit Report, is fairly stated in all respects material to average paid and analyzed non-paid circulation.

ABC publisher members are responsible for all information disclosed in their ABC Publisher's Statements and Audit Reports, and are obligated to comply with Bylaw 2.8 "Publisher Duty to Install and Maintain Records" and Bylaw 2.15 "Access to Records." These bylaws state that the publisher is also responsible for the accuracy, completeness and accessibility of records maintained by agents, distributors and other third-party suppliers.

Publishers must cooperate fully and in a timely fashion with ABC auditors in providing accurate records and information in connection with inquiries that arise during the audit process.

All ABC report services will be suspended when the ABC auditor cannot present final audit findings within 12 months of the audit period, if the delay is caused by the failure of the publisher (or its agent, distributor or other third-party supplier) to respond in a timely fashion to requests for records. Report services will be resumed once the necessary documentation has been provided.

A II Publications – Page 17

Rule B 3.2 Time Limit for Filing Publisher's Statements [introductory paragraph only]

AMENDED RULE

ABC's Board voted unanimously to modify Rule B 3.2 Time Limit for Filing Publisher's Statement, to allow farm publications a longer period of time in which to file their Publisher's Statement data with ABC. (Effective July 18, 2005.)

B 3.2 Time Limit for Filing Publisher's Statements [introductory paragraph only]

Publisher's Statements shall be delivered to the principal office of the Bureau after the close of the period covered by the statement as follows:

Daily Newspapers	15 days
Weekly Newspapers	20 days
Farm Publications	15 days One Month
Magazines	One Month
Business Publications	One Month



BUSINESS PUBLICATIONS – Page 37

Rule D 1.1 Paid Circulation Defined [new paragraph (e) only]

AMENDED RULE

ABC's Board voted unanimously to modify Rule D 1.1 Paid Circulation Defined, to add clarity and straightforwardness. (Effective July 18, 2005.)

D 1.1 Paid Circulation Defined [new paragraph (e) only]

(e) Unless stated otherwise, the amount paid by the purchaser/subscriber required to qualify circulation as paid, is net of all other considerations.

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BUSINESS PUBLICATIONS – Pages 37, 43 and 50

Rule D 1.2
Prices
[paragraph (e) only]

Rule D 6.1
Renewals
[paragraph (d) only]

Rule D 12.5
Regularly Scheduled Special
Edition Circulation

AMENDED BYLAWS

ABC's Board of Directors voted unanimously to modify Rules D 1.2 Prices, D 6.1 Renewals, and D 12.5 Regularly Scheduled Special Edition Circulation, to permit publishers to establish a separate basic price for the frequency of regularly scheduled special edition circulation. The modifications require all circulation of this type to be reported separately in ABC reports and analyzed by subscription sales, post expire copies and renewal, if applicable. (Effective July 18, 2005)

D 1.2 Prices [paragraph (e) only]

(e) Basic prices: Types of service for which a basic price shall be recognized and reported in Bureau reports are:

(1) Single Copy Sales – One only basic price for each country or geographical area as stipulated by the publisher.

(2) Term Subscriptions.

(a) One only basic price for field served for each regularly established duration.

(b) One only basic price for subscriptions sold outside the field served for each regularly established duration.

(c) One only scale of such basic prices for each country or geographical area as stipulated by the publisher.

(d) One only basic price for regularly scheduled special edition circulation subscriptions.

(3) Digital Editions.

(a) One only basic price for field served for each regularly established duration.

(b) One only basic price for subscriptions sold outside the field served for each regularly established duration.

D 6.1 Renewals [paragraph (d) only]

(d) The renewal percentages of association subscriptions, subscriptions limited to special feature issues only (~~intermittent subscriptions~~ regularly scheduled special edition circulation), and individual subscriptions shall be shown separately. Publishers shall have the option of reporting a total renewal percentage in addition to the individual and association renewal percentage.

D 12.5 Regularly Scheduled Special Edition Circulation

Copies served to qualified recipients who receive featured edition circulation on a frequency different from regular frequency of the publication (such as once a month for a weekly publication, or once a quarter for a monthly publication) shall be identified as ~~Non-Continuous Qualified Non-Paid Circulation~~ Regularly Scheduled Special Edition Circulation and be reported separately in all reports.

(a) ~~Non-paid circulation~~ must meet the requirements set forth in Rules D 12.1 and D 12.2 except as noted below. Paid circulation must be sold at qualifying prices as determined by Rules D 1.1, and D 1.2.

(b) ~~Non-continuous qualified non-paid circulation~~ must be served as follows in order to be included in the average:

(1) Publications with a regular frequency of monthly or less often must serve recipient every issue carrying the feature editorial for at least six months; or

(2) Publications with a regular frequency of more than monthly must serve recipient every issue carrying the feature editorial for at least three months.

(c) Disclosure of the frequency in which the feature editorial is published shall be noted in Paragraphs 1(a) and 1(b) of the Publisher's Statement and Audit Report and the average copies served for that frequency shall be shown.

(d) Paragraph 2 of the Publisher's Statement and Audit Report shall include a

count by issue of the additions and removals from lists of recipients of the ~~non-continuous non-paid circulation~~ to field served.

(e) Figures analyzed in the paragraph related to the business analysis shall report association subscriptions separately if this type of circulation equals or exceeds 2 percent of the issue analyzed. ~~The analysis shall be based on the May and November issues for publications issued monthly, and on any issue in May and November for publications issued more frequently. If the feature editorial issue served to non-continuous non-paid circulation is not served on the May and/or November issue, the last issue served in the Publisher's Statement period containing the non-continuous non-paid circulation shall be analyzed.~~

(f) Reporting of Age of Source shall be required as outlined in Bureau Rules D 5.3 for ~~non-continuous~~ qualified non-paid circulation except that an actual analysis must be made for one issue in each statement period.

(g) An analysis by recipient of mailing address shall be required as outlined in Bureau Rules D 5.4 for ~~non-continuous~~ qualified non-paid except that an actual analysis must be made for one issue in each statement period.

(h) A count and analysis by states or provinces shall be required for one issue in each statement period as outlined in D 5.1.

(i) ~~The initial analysis of non-continuous qualified non-paid regularly scheduled special edition circulation~~ may not be reported in a Publisher's Statement until having been verified by audit.

(j) A separate analysis of subscription sales, in accord with Rule D 1.2(c) shall be provided in Publisher's Statements and Audit Reports.

(k) If the publication elects to report an analysis of the Average Annualized Subscription Price, a separate analysis of the Average Analyzed Subscription Price, in accord with Rule D 1.2(g) shall be provided for regularly scheduled special edition circulation.

(l) A separate analysis of post expire copies, if served, must be made in accord with Rule D 1.1, in Publisher's Statements and Audit Reports.

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FARM PUBLICATIONS –
Page 53

Rule E 1.1 Paid Circulation Defined [new paragraph (e) only]

AMENDED RULE

ABC's Board voted unanimously to modify Rule E 1.1 Paid Circulation Defined, to add clarity. (Effective July 18, 2005.)

E 1.1 Paid Circulation Defined [new paragraph (e) only]

(e) Unless stated otherwise, the amount paid by the purchaser/subscriber required to qualify circulation as paid, is net of all other considerations.



FARM PUBLICATIONS –
Page 53

Rule E 1.2 Prices [paragraph (e) only]

AMENDED RULE

ABC's Board voted unanimously to modify Rule E 1.2 Prices, to adopt the reporting and qualification guidelines currently utilized in the Business Publication Division. (Effective July 18, 2005.)

E 1.2 Prices [paragraph (e) only]

(e) Basic prices: Types of service for which a basic price shall be recognized and reported in Bureau reports are:

(1) Single Copy Sales – one only basic price.

(2) Subscriptions – one only basic price for each regularly established duration.

(3) One only scale of such basic prices for each country or geographical area as stipulated by the publisher.

(4) Digital Editions.

(a) One only basic price for field served for each regularly established duration.

(b) One only basic price for subscriptions sold outside the field served for each regularly established duration.



MAGAZINES – Page 66

Rule F 2.1 Sponsored Sales

AMENDED RULE

ABC's Board voted unanimously to modify Rule F 2.1 Sponsored Sales, to require a qualifying amount to be paid net of all considerations by the purchaser and an eligible purchaser to be defined as a business having a consumer presence. (Effective for all issues published dated January 1, 2006 and after.)

F 2.1 Sponsored Sales

(a) All copies or subscriptions purchased in quantities of 11 or more, which in the opinion of the managing director promote the professional or business interests of the purchaser, shall be considered "Sponsored" subscriptions or single copy sales and shall be reported in Publisher's Statements and Audit Reports per the provisions of paragraphs ~~(e)~~(f) and ~~(f)~~(g) below, except as otherwise permitted or prohibited by the following provisions:

(b) Quantity sales shall be set up as Sponsored Sales only if the purchaser pays the publisher or publisher's agent amounts required by F 1.1 net of all other considerations. ~~Promotional and/or distribution credits given to the purchaser by the publisher's agent shall not be considered in the qualification as paid in accord with F 1.1. Promotional and/or distribution credits are intended to cover services such as creation of targeted lists, actual cost incurred for distribution to hotel rooms, etc.~~

(c) Qualified purchasers of sponsored sales shall be defined as businesses or individuals having a consumer presence. Third party subscription selling organizations or other vendors to the publication circulation industry shall not be recognized as qualified sponsored purchasers.

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

(ee) All copies or subscriptions purchased in quantities of 10 or less shall be designated in Bureau reports as "Single Copy Sales" or "Subscriptions: Individual" except as otherwise permitted or prohibited by the provisions hereafter stated.

(ef) The average number of copies served in the period for sponsored subscriptions shall be reported in Paragraph 4B, with an explanation in the Explanatory Paragraph.

In addition, publishers shall have the option of reporting these sales by distribution points (i.e. airlines, hotels, waiting rooms, individually addressed, etc.).

(fg) The average number of copies served in the period from sponsored single copy sales shall be reported in Paragraph 4B, with an explanation in the explanatory paragraph of Publisher's Statements and Audit Reports.

(gh) On an optional basis, publishers may elect to further analyze Sponsored Sales (subscription and/or single copy) as either "Public Place/Sponsored" or "Individually Addressed/Sponsored" as per the following definitions.:

"Public Place/Sponsored" sales are copies delivered to waiting rooms, reception areas or other public settings to be shared by multiple consumers, or to be picked up by unknown users of the venue.

"Individually Addressed/Sponsored" sales are copies delivered to private residences or business offices and intended for the personal consumption of the addressee.

Only those publications that have adequate records to verify classification as defined above should consider making this optional reporting analysis.

(hi) If a magazine is the official journal of an association and the majority of the subscriptions are Association, Sponsored Sales subscriptions may be included with Association Subscriptions in Paragraph 1 if the average for the period does not exceed

10 percent of the total average subscription circulation.

(hj) The subscriptions involved in a quantity sale made to an individual, group of individuals or corporation, which have a financial interest in the publication, shall not be included in Sponsored Sales but shall be included in non-analyzed non-paid circulation, unless it can be proved to the satisfaction of the managing director that the sale was made for the benefit of the purchaser and not for the benefit of the publication.

(jk) Subscriptions purchased in quantities by corporations, institutions or individuals for their own employees, subsidiary companies or branches are not subject to the provisions of Paragraph (a) but shall instead be judged by the rule governing Group (Mail Subscriptions Special). (See F 2.5)

(kl) Copies of magazines that are distributed through redemption programs utilizing advertiser coupons are eligible to be included in paid circulation when the price paid by the purchaser (advertiser) is in accord with F 1.1. In addition, the total number to be included in paid circulation is limited to 1 percent of total circulation in the geographic area in which the coupons are distributed. Copies in excess of 1 percent of total circulation for the period in which the transaction takes place shall be included in total non-analyzed non-paid circulation. Any program involving advertiser coupons for the redemption of single copy sales must be reviewed and approved in advance by the Bureau and all copies so distributed must be fully explained in the appropriate paragraph of the Bureau Publisher's Statements and Audit Reports.



MAGAZINES – Page 65

Rule F 1.1 Paid Circulation Defined [new paragraph (e) only]

AMENDED RULE

ABC's Board voted unanimously to modify Rule F 1.1 Paid Circulation Defined, to add clarity and straightforwardness. (Effective July 18, 2005.)

F 1.1 Paid Circulation Defined [new paragraph (e) only]

(e) Unless stated otherwise, the amount paid by the purchaser/subscriber required to qualify circulation as paid, is net of all other considerations.



NEWSPAPERS – Page 19

Rule C 1.1 Paid Circulation Defined [new paragraph (e) only]

AMENDED RULE

ABC's Board voted unanimously to modify Rule C 1.1 Paid Circulation Defined, to add clarity and straightforwardness. (Effective July 18, 2005.)

C 1.1 Paid Circulation Defined [new paragraph (e) only]

(e) Unless stated otherwise, the amount paid by the purchaser/subscriber required to qualify circulation as paid, is net of all other considerations.

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NEWSPAPERS – Page 26

Rule C 5.4 Subscription/Single Copy Sales in Combination

AMENDED RULE

ABC's Board voted to modify Rule C 5.4 Subscription/Single Copy Sales in Combination to allow newspapers the ability to resell editorial content without invoking combination sales rules; and, to adopt a practice regarding combination sales involving non-member newspapers published outside the United States. (Effective July 18, 2005.)

C 5.4 Subscription/Single Copy Sales in Combination

(a) A "forced" combination is defined as two or more publications offered or sold together for an amount less than the total of the basic prices of all the publications and wherein all publications intend to qualify the distribution as "paid circulation," except:

(1) When it is clearly made known to the purchaser that each of the publications may be purchased individually at the same price as if purchased as part of the group.

(2) One of the publications represents a section/tabloid distributed with the newspaper with a cover price less than 75% of the basic price for the complete newspaper issue that carried the section/tabloid as long as the separate section is not made available for sale until after the publication date of the newspaper that carried the section and the content of the separate section is identical to the section's content in the original newspaper issue. (Packaging/wrapping of the separate section may vary from the original section packaging that was included in the newspaper issue.)

(b) (1) When subscriptions for two or more newspapers are ordered or sold in combination the amount paid by the subscriber must not be less than 25 percent

of the total value of all the subscriptions in the combination as set forth in Rule C 1.1.

(2) When subscriptions for two or more publications, one of which is a newspaper and the other a periodical (magazine, business publication or farm publication), are ordered or sold in combination by any means, the amount paid by the subscriber must not be less than 25 percent of the basic price of the newspaper for the term ordered, plus at least the qualifying amount as defined by the periodical's Paid Circulation Defined rules.

(3) When subscriptions for two or more publications, one of which is a non-member newspaper published outside the United States, are ordered or sold in combination by any means, the amount paid by the subscriber must not be less than the qualifying amount as defined by the applicable member's Paid Circulation Defined Rule plus an incremental amount for the non-member newspaper as defined by C 10.1.

(c) Existing and renewing newspaper subscribers offered a combination sale may qualify as paid under either of the following conditions:

(1) The offer to "add on" the combination publication requires an affirmative act on the part of the subscriber and incremental payment beyond the rate of the existing contract, or an option to reduce the rate of the existing contract if the offer is declined. The amount of incremental payment or reduction of rate from the existing contract must be clearly disclosed, and must be at least a qualifying amount as defined by the publication paid circulation defined rules.

(2) The offer to "add on" the combination publication requires notification to the subscriber and promotion materials shall not imply nor suggest that the add on magazine is "free" or "at no additional cost." The amount being paid for all publications involved in the combination must be at least a qualifying amount as defined by the publication paid circulation defined rules.



NEWSPAPERS – Page 31

Rule C 7.12 List of Towns Receiving 25 or More Copies [paragraph (a)(1) only]

AMENDED RULE

ABC's Board voted unanimously to modify Rule C 7.12 List of Towns Receiving 25 or More Copies, to require that the day being analyzed is from within the five-day average (Monday to Friday) and that the Paragraph 3 Projected Paid circulation will be calculated across the five-day average and a peak day.

C 7.12 List of Towns Receiving 25 or More Copies [paragraph (a)(1) only]

(a) (1) The list shall include a breakdown of the total distribution for one Monday to Friday day for each "All Day," "Morning," "Evening" and/or "Sunday" issue published. The date or dates selected for the listing in Paragraph 3 of Audit Reports shall show circulation which is representative, subject to approval of the Bureau.