



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."

All Publications – Page 10

Bylaw 10.2 Procedure

AMENDED BYLAW

ABC's Board voted unanimously to modify Bylaw 10.2 Procedure, to require all members to submit exception requests at least 14 business days prior to an ABC Board Meeting. (Effective November 13, 2006.)

10.2 Procedure

A request for an exception to the rules, standards or bylaws of the Bureau must be filed in writing by the requesting member at the headquarters of the Bureau not less than 14 business days before the meeting of the Board of Directors at which the request is to be considered, and shall include facts and circumstances supporting the request.

All Publications – Page1 through 9

Bylaw 1 Objects

Bylaw 2.1 Classes and Obligations of Membership

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Bylaw 2.4 Periodicals Selling Advertising as a Unit

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Bylaw 2.8 Publisher Duty to Install and Maintain Records

Bylaw 2.15 Access to Records

Bylaw 2.18 Waiver of Damages and Indemnification

Bylaw 3.7 Ownership of Copyright and Indemnification

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Bylaw 4.3 Nomination and Election

Bylaw 4.8 Indemnification

Bylaw 6.2 Votes, Proxies

Bylaw 7.2 Offenses

AMENDED BYLAWS

ABC's Board voted unanimously to modify Bylaws 1 Objects, 2.1 Classes and Obligations of Membership, 2.2 Eligibility for Membership, 2.4 Periodicals Selling Advertising as a Unit, 2.5 Member Representative, Proxy Execution, 2.8 Publisher Duty to Install and Maintain Records, 2.15 Access to Records, 2.18 Waiver of Damages and Indemnification, 3.7 Ownership of Copyright and Indemnification, 4.2 Membership Representation, 4.3 Nomination and Election, 4.8 Indemnification, 6.2 Votes, Proxies, and 7.2 Offenses, to extend indemnification bylaws in the governance of ABC and all its entities, including that of ABCi, and further specify the membership rights of associate members. (Effective November 13, 2006.)

1 Objects

The objects of the Audit Bureau of Circulations (alternatively, the "Bureau" and "ABC") shall be to issue standardized statements of circulation data or other data reported by a member; to verify the figures shown in these statements by auditors' examination of any and all records considered by the Bureau to be necessary; and to disseminate data for the benefit of advertisers advertiser members, advertising agencies agency members and others other members interested in facts in the advertising and publishing industry.

Each member's Statement and each Audit Report issued by the Bureau shall embrace figures and facts bearing on the quality as well as the quantity of circulation data or other data reported. The figures in the Audit Report shall be those verified by Bureau auditors. Facts, without opinion, to be reported.

2.1 Classes and Obligations of Membership [paragraph (b) only]

(b) Members shall abide by all of the published bylaws, rules, policies and practices of the Bureau. Associate members do not have voting rights.

2.2 Eligibility for Membership

(a) Advertisers: Any individual, firm or corporation entity which that advertises shall be eligible for membership.

(b) Advertising Agencies: Any individual, firm or corporation entity which that conducts an advertising agency or media buying service, shall be eligible for membership.

(c) Associates: A parent company of an ABC publisher member or any individual, firm or corporation entity which that requires circulation information or other ABC data or services from ABC's subsidiaries may apply for associate membership.

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(d) ~~Publisher Classes: Any individual, firm or corporation entity which that~~ publishes a publication eligible for membership in one of the publisher classes under subparagraphs (1) through (4) of this subsection shall be eligible for membership. Except in the case of publications admitted to associate membership by the Board of Directors, a publication otherwise eligible to membership shall not be admitted to membership except as a publisher member, and a publication ineligible for a membership as a publisher shall not be eligible to membership in any other class. All reference to a publisher member or membership for a publication in these bylaws shall mean the legal entity holding membership. Except as otherwise provided in these bylaws, a separate membership shall be taken out by a publisher member for each publication.

(1) Business Publication Publishers - Any individual, ~~firm or corporation entity~~ which that publishes a business publication shall be eligible for membership.

To qualify for regular membership:

(a) Publications reporting on the Paid Circulation Form shall have 70 percent or more of the total circulation qualify as paid circulation.

(b) Publications reporting on the Paid and Qualified Non-Paid Circulation Form shall not be required to have a minimum amount of paid and/or non-paid direct request circulation. The provisions of Bylaw 2.13 Provisional Membership do not apply to publications reporting on this form.

(2) Farm Publication Publishers — Any individual, ~~firm or corporation entity~~ which that publishes a farm publication shall be eligible for membership. The provisions of Bylaw 2.13 Provisional Membership do not apply.

(3) Magazine Publishers — Any individual, ~~firm or corporation entity~~ which that publishes a magazine shall be eligible for membership. The Bureau shall determine the manner and form in which magazine publishers shall report and analyze their circulation.

The provisions of Bylaw 2.13 Provisional Membership do not apply.

(4) Newspaper Publishers — Any individual, ~~firm or corporation entity~~ which that publishes a newspaper with paid circulation as defined by these bylaws shall be eligible for membership.

A newspaper ~~which that~~ meets the requirements of Bylaw 2.13 may be a provisional member.

(e) Transfer of membership: Membership shall be nontransferable.

(f) Revision of membership eligibility requirements:

(1) Membership eligibility requirements may be determined only by the Board of Directors.

(2) Prior to any revision of the membership eligibility requirements of a publisher division, the Board of Directors shall submit the proposed revision in writing to the members of the division affected for an advisory vote by mail ballot or at an annual divisional meeting.

(3) If an advisory vote by mail ballot does not favor the proposed revision, the proposed revision will be scheduled for discussion at the next annual meeting of the division affected.

2.4 Periodicals Selling Advertising as a Unit

When all advertising in two or more periodicals owned by the same person, ~~firm or corporation entity~~ is sold as a unit, such periodicals may be admitted under one membership. When all advertising in two or more periodicals owned by different persons, ~~firm or corporation entities~~ is sold as a unit, separate memberships will be required. In the case of separate memberships, each of said members shall be jointly and severally liable to discharge the combined obligations incident to the membership of each of them in the Bureau. In both cases a combined Publisher's Statement and a combined Audit Report shall be issued and the dues shall be computed upon the combined distribution.

2.5 Member Representative, Proxy Execution

(a) ~~A corporation or any partner of a partnership or the owner in case of~~ Any individual ownership or entity admitted to membership in the Bureau shall, at the time of admission, designate in writing and file with the Bureau the name of a member representative, who shall, at the time of appointment and so long as being the member representative, be employed by, and actively engaged in the operation of the member, and who shall be authorized and empowered to act in all dealings with the Bureau as well as to vote membership at all annual or special meetings of the Bureau. ~~A corporation or any partner of a partnership or the owner in case of individual ownership~~ member may change the member representative at any time by filing with the Bureau a certificate canceling the authority of such member representative, and designating some other person to act as member representative.

(b) Nothing contained in this bylaw shall be considered to limit the right of any corporation a member or any partner of a partnership or the owner in case of individual ownership to execute a proxy to any person other than the member representative to vote at any meeting of the Bureau, but in the absence of such proxy such member representative shall be deemed to have full voting rights.

2.8 Publisher Duty to Install and Maintain Records

(Also see ABC Practice of Auditing Copies of Newspapers Sold Through Street Salespersons (Hawkers)—page 82.)

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It shall be the duty of the ~~publisher~~ members to install, maintain and make available to the Bureau auditors at all times true and correct records of circulation and other data, capable of being audited in accordance with the established auditing practices of the Bureau.

Publisher members may sell copies in quantities through agents, distributors and wholesalers, independent contractors or other third-parties, however, the publisher shall remain responsible for the accuracy, completeness and accessibility of the records maintained by such organizations as though the records were maintained by the publisher.

Circulation data reported in Publisher's Statements ~~which~~ that cannot be substantiated because of the absence or unavailability of adequate records shall be subject to deduction in the Audit Report.

2.15 Access to Records

For the purpose of accomplishing the objects of the Bureau, the Bureau and its subsidiaries shall have the right of access to all books and records of publisher members deemed necessary by the Bureau. This right of access may be exercised at any time not only for the purpose of making an audit but also for the purpose of verifying a detail or details of a Publisher's Statement submitted to the Bureau, whether that Publisher's Statement has been released or not; or for the purpose of investigating the accuracy of an Audit Report already released; or for obtaining information which, in the opinion of the managing director, may be pertinent to a future Publisher's Statement or Audit Report.

Publisher members shall also be responsible for maintaining the Bureau's right of access to records required for the purposes listed above that are maintained by other organizations used by the member to sell and distribute their publications.

All such information so obtained, together with transcripts of any such books and records, work sheets, memoranda, communications to the Bureau and its subsidiaries, and other information in the possession of the Bureau and its subsidiaries pertaining to an Audit Report or Publisher's Statement, shall be confidential and used solely for the above purposes, and shall not be available or used for any other purpose except by authority of the Board of Directors.

2.18 Waiver of Damages and Indemnification

(a) Purpose and Scope. To maintain the economic well-being of the Bureau for the benefit of the membership as a whole, the following ~~provision~~ provisions shall constitute a condition of membership, shall bind each member (and successor) and shall be for the direct protection of the Bureau (including its directors, officers, employees and agents).

(b) Limited Damage Waiver. Each member waives any right to assert claims for money damages against the Bureau or its subsidiaries for any action, negligence or breach relating to its performance or nonperformance of its activities or services, except that this waiver shall not apply to damages that are determined by final adjudication to have arisen from intentional misconduct on the part of the Bureau or its subsidiaries in verifying and disseminating erroneous circulation data or other data. In no event, without limiting the foregoing waiver, shall the Bureau or its subsidiaries be liable for damages which are punitive or multiplied. This provision shall be without prejudice to members seeking damages against other individual members or third parties, but members are expected to act with diligence to assert any grievances promptly so as to avoid incurring any substantial losses.

(c) Member Suits. Members may assert claims or actions for nonmonetary relief against the Bureau or its subsidiaries, but each member shall exercise the rights and remedies provided in the bylaws and rules. A member shall not make or bring any claim, suit, or proceeding against the Bureau or its subsidiaries until after the member has exhausted all rights and remedies provided under the bylaws and rules. Any member who brings an action against the Bureau or its subsidiaries or whose actions cause action to be taken against the Bureau or its subsidiaries shall fully reimburse the Bureau and its subsidiaries for all costs and expenses (including reasonable attorneys' fees) ~~which~~ that the Bureau or its subsidiaries incurs, unless the member's action is successful in establishing a right to the relief sought.

(d) Indemnification. A member shall fully reimburse and indemnify the Bureau and its subsidiaries for all costs and expenses the Bureau and its subsidiaries incurs, including, without limitation, ~~the Bureau's~~ reasonable attorneys' fees and all sums paid by way of settlement, judgment, or other disposition, if the Bureau is or its subsidiaries are named as a defendant, ~~is~~ are required to respond to discovery, or ~~is~~ are otherwise required to participate in litigation, disputes, investigations, regulatory actions, regulatory compliance, or any other proceedings relating to such member.

(e) Enforcement. Any costs and expenses (including reasonable attorneys' fees) incurred by the Bureau or its subsidiaries to successfully enforce these provisions against any member shall be reimbursed by the member of the Bureau.

(f) Existing legal rights. The provisions of this bylaw shall supplement whatever rights and protections, including common law rights to contribution or indemnification, ~~which~~ that the Bureau and its subsidiaries may otherwise have by separate agreement or operation of law, but in no event shall the Bureau and its subsidiaries be entitled to more than a full recovery in any claim for reimbursement for a loss, cost or expense.

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3.7 Ownership of Copyright and Indemnification [paragraph (b)(2) only]

(2) Members are granted the non-exclusive legal right to use any data or other publication protected or owned by ABC only in accordance with the terms set forth specifically in the Publicity Rules and only in accordance with all other bylaws, rules and bylaws policies. ABC shall retain the exclusive copyright to such data. The Publisher's Statements, Audit Reports and any report furnished to a member or members ~~which that~~ is published by ABC incorporating data from any source shall bear at least the first sentence of the following inscription:

Copyright, Year (of publication) Audit Bureau of Circulations. All rights reserved. No part of this report, whether in written form or on magnetic tape or transmitted electronically, may be reproduced, used or transmitted in any form or by any means, without express written permission of the publisher, Audit Bureau of Circulations, 900 North Meacham Road, Schaumburg, Illinois 60173-4968.

4.2 Membership Representation [first paragraph only]

For carrying out the objects of the Bureau, the different classes of voting members will be divided into the following divisions:

4.3 Nomination and Election [first paragraph of section (a) only]

(a) **Nominations Generally.** At or prior to the annual meeting, the members shall meet, and voting members shall nominate and elect candidates to succeed the directors described in Bylaw 4.2 whose respective terms will expire.

4.8 Indemnification

(a) The Bureau shall indemnify any person who was or is a party, or is threatened to be made a party to any threatened, pending or completed action, suit or proceeding, whether civil, criminal, administrative or investigative (other than an action by or in the right of the Bureau) by reason of the fact that such person is or was a director, officer, employee or agent of the Bureau, or who is or was serving at the request of the Bureau as a director, officer, employee or agent of another Bureau, partnership, joint venture, trust or other enterprise, against expenses (including attorneys' fees), judgments, fines and all of amounts paid in settlement actually and reasonably incurred by such person in connection with such action, suit or proceeding, if such person acted in good faith and in a manner reasonably believed to be in, or not opposed to, the best interests of the Bureau, and, with respect to any criminal action or proceeding, such person had no reasonable cause to believe the subject conduct was unlawful. The termination of any action, suit or proceeding by judgment, order, settlement, conviction, or upon a plea of nolo contendere or its ~~directors, officers, equivalent,~~ shall not, of itself, create a presumption that a person did not act in good faith and in a manner reasonably believed to be in or not opposed to the best interests of the Bureau, and with respect to any criminal action or proceeding, had reasonable cause to believe that the subject conduct was unlawful.

(b) The Bureau shall indemnify any person who was or is a party, or is threatened to be made a party to any threatened, pending or completed action or suit by or in the right of the Bureau to procure a judgment in its favor by reason of the fact that such person is or was a director, officer, employee or agent of the Bureau, or is or was serving at the request of the Bureau as a director, officer, employee or agent of another Bureau, partnership, joint venture, trust or other enterprise, against expenses (including attorneys' fees) actually and reasonably incurred by such person in connection with the defense or settlement of such action or suit, if such person acted in good faith and in a manner reasonably believed to be in, or not opposed to, the best interests of the Bureau, and except that no indemnification shall be made with respect to any claim, issue or matter as to which such person has been adjudged to have been liable for negligence or misconduct in the performance of duty to the Bureau, unless, and only to the extent that the court in which such action or suit was brought shall determine upon application that, despite the adjudication of liability, but in view of all the circumstances of the case, such person is fairly and reasonably entitled to indemnity for such expenses as the court shall deem proper.

(c) To the extent that a director, officer, employee or agent of the Bureau has been successful, on the merits or otherwise, in the defense of any action, suit or proceeding referred to in Bylaw 4.8(a) and (b), or in defense of any claim, issue or matter therein, such person shall be indemnified against expenses (including attorneys' fees) actually and reasonably incurred in connection therewith.

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(d) Any indemnification under Bylaw 4.8(a) and (b) (unless ordered by a court) shall be made by the Bureau only as authorized in the specific case, upon a determination that indemnification of the director, officer, employee or agent is proper in the circumstances because such person has met the applicable standard of conduct set forth in Bylaw 4.8(a) and (b). Such determination shall be made: a) by the Board of Directors by a majority vote of a quorum consisting of directors who were not parties to such action, suit or proceeding, or; b) if such a quorum is not obtainable, or, even if obtainable, if a quorum of disinterested directors so directs, by independent legal counsel in a written opinion.

(e) Expenses incurred in defending a civil or criminal action, suit or proceeding may be paid by the Bureau in advance of the final disposition of such action, suit or proceeding, as authorized by the Board of Directors in the specific case, upon receipt of an undertaking by or on behalf of the director, officer, employee or agent to repay such amount, unless it shall ultimately be determined that such person is entitled to be indemnified by the Bureau as authorized by this Bylaw 4.8. Such expenses (including attorney's fees) incurred by former directors and officers or other employees and agents or former directors, officers, employees and agents, and may be so paid on such terms and conditions, if any, that the Board of Directors deems appropriate.

(f) The indemnification and advancement of expenses provided by or granted under the other sections of this Bylaw 4.8 shall not be deemed exclusive of any other rights to which those seeking indemnification or advancement of expenses may be entitled under any Bylaw, agreement, vote of disinterested directors, or otherwise, both as to action in such person's official capacity and as to action in another capacity while holding such office.

(g) The Bureau shall have the power to purchase and maintain insurance in furtherance of such indemnification, in accordance with, and in the manner provided by Illinois law, on behalf of any person who is or was a director, officer, employee or agent of the Bureau, or who is or was serving at the request of the Bureau as a director, officer, employee or agent of another Bureau, partnership, joint venture, trust or other enterprise, against any liability asserted against such person and incurred in any such capacity, or arising out of such person's status as such, whether or not the Bureau would have the power to indemnify against such liability under the provisions of this Bylaw 4.8.

(h) If the Bureau has paid indemnity or has advanced expenses to a director, officer, employee or agent, the Bureau shall report the indemnification or advance in writing to the Board of Directors with or before the notice of the next Board of Directors' meeting.

6.2 Votes, Proxies [paragraph (b) only]

(b) Each national advertiser member, each advertising agency member and each publisher member (except provisional publisher members) shall have one vote, except newspaper publisher members audited every other year and the individual newspapers participating in a weekly newspaper group audit plan, who shall have a fractional vote of one-half; each regional advertiser member shall have a fractional vote of one-half. Votes may be cast in person or by proxy. Associate members do not have voting rights.

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 or its subsidiaries;

(g) dishonest, fraudulent or dishonorable conduct in dealings with the Bureau or its subsidiaries;

(h) any act deemed by the Board of Directors to be detrimental to the interests or welfare of the Bureau or its subsidiaries; 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.

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A All Publications – Page 18

Rule B 4.10 Reports Furnished to Publisher Members

Rule B 4.11 Purchase of Reports

AMENDED RULES

ABC's Board voted unanimously to modify Rules B 4.10 Reports Furnished to Publisher Members and B 4.11 Purchase of Reports, to provide a digital copy only, thereby eliminating the requirement for ABC to print the 10 free copies. (Effective November 13, 2006.)

B 4.10 Reports Furnished to Publisher Members

A publisher member shall receive without charge a digital copy ~~10 copies each~~ of their own Publisher's Statement, Interim Statement and Audit Report.

B 4.11 Purchase of Reports

~~In addition to the copies furnished without charge, a~~ A publisher member or their representative may purchase copies of the Publisher's Statements for the latest regular statement period, Interim Statements, FAS-FAX and latest Audit Reports of the publication or any other member publication upon assurance of the purchaser that these are for use and distribution by the member and their representatives only, and will not be provided in quantity to others.

Copies of out-of-date Audit Reports, FAS-FAX and Publisher's Statements for the completion of files may be purchased by a publisher member or their representative upon assurance of the purchaser that these are for internal use only and will not be distributed.

B BUSINESS PUBLICATIONS – Page 38

Rule D 2.1 Multi-Copy Sales

AMENDED RULES

ABC's Board voted unanimously to modify Rule D 2.1 Multi-Copy Sales to allow copies or subscriptions induced or influenced by a premium, contest, charitable contribution, special write-up in or out of the publication, special advertisement, or any other extraneous consideration to be included in paid circulation. (Effective November 13, 2006.)

D 2.1 Multi-Copy Sales [paragraph (f) only]

Note subsequent paragraphs (g) through (l) are re-lettered (f) through (k)

~~(f) Copies or subscriptions involved in a multi-copy sale which is induced or influenced by a premium, contest, a contribution to charity, a special write-up in the publication or out of it, a special advertisement, or any other extraneous consideration shall be included in unpaid distribution.~~

B BUSINESS PUBLICATIONS – Page 44

Rule D 8.2 Premium Defined

AMENDED RULES

ABC's Board voted unanimously to modify Rule D 8.2 Premium Defined to allow publishers to provide free or discounted access to their online archives as part of a subscription offer. (Effective November 13, 2006.)

D 8.2 Premium Defined [paragraphs (a)(5) and (a)(6) only]

(5) Free or discounted access to archive or back, or expanded content of the publication included as part of the subscription to the publication.

(6) Goodwill offerings to current subscribers by the publisher on a limited, random or isolated basis, which in the opinion of the managing director does not imply future receipt of such extraneous things in conjunction with continued (or future) subscriptions.

F ARM PUBLICATIONS – Page 59

Rule E 8.2 Premium Defined

AMENDED RULES

ABC's Board voted unanimously to modify Rule E 8.2 Premium Defined to allow publishers to provide free or discounted access to their online archives as part of a subscription offer. (Effective November 13, 2006.)

E 8.2 Premium Defined [paragraph (a)(4)]

(4) Free or discounted access to archive or back content of the publication included as part of the subscription to the publication.

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MAGAZINES – Pages 66 & 67

Rule F 2.1 Sponsored Sales

AMENDED RULE

ABC's Board voted unanimously to modify Rule F 2.1 Sponsored Sales requiring recipient notification as to the purchaser; that the purchaser be invoiced for quantity of magazines purchased and amount paid; and require attestations from each purchaser. (Effective November 13, 2006 for copies served beginning January 1, 2007.)

F 2.1 Sponsored Sales [paragraphs (b) and (c) only ... note old paragraphs (c) through (m) to be re-lettered (d) through (n)]

(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. In those instances where an agent develops a sponsored sales program involving more than one publication, the sponsor must demonstrate his / her selection of the specific publications they wish to purchase. This can be accomplished by means of the agent generating invoice(s) that identify the titles, quantities purchased and purchase amount for each title.

In addition, the purchasers involved in agent developed programs must provide, directly to ABC, an attestation of their understanding of the purchase agreement and their primary business reason for making the purchase.

~~(c) Each household and Public Place location scheduled to receive a sponsored copy must be notified copy and each household scheduled to receive a sponsored copy must have notification as to who the sponsor will be and the term the delivery is scheduled to take. Such notification should not be promotional in nature.~~

MAGAZINES – Page 68

Rule F 2.6 Partnership Sales

AMENDED RULE

ABC's Board voted to modify Rule F 2.6 Partnership Sales to eliminate non-deductible partnership sales. (Effective July 1, 2007.)

F 2.6 Partnership Sales [this is a complete re-write of old rule]

(Also see Policies and Practices, regarding Newspapers, Magazines, and Farm Publications sold with the sale of Other Services)

(a) "Partnership Sales" involve the bundling of a magazine (either a single copy or a subscription) with other goods or services. At the point of sale, the consumer must be advised that the magazine is included along with the good or service and informed of the amount allocated for the cost of the magazine. The amount allocated must be in accord with Rule F 1.1 Paid Circulation Defined.

The presentation to the consumer must position the partnered good or service as the primary item purchased. If the magazine is presented as the primary item, Rule F 8.2 Premiums with Subscriptions/Single Copy Sales will be used to qualify the sale.

The amount allocated for the subscription or for the single-copy purchase must be presented to the consumer in a clear and reasonable manner in all written documentation.

Consult ABC's Website: www.accessabc.com for specific requirements regarding notification requirements to the consumer.

(b) To qualify partnership sales as paid circulation:

(1) The consumer must be notified that the magazine is included with the bundled good or service along with the

amount allocated for the cost of the magazine.

(2) The consumer must be given clear and reasonable information on how to obtain a refund in lieu of receiving the magazine. The refund must be for the same amount as the "allocated" value.

Consult ABC's Web site: www.accessabc.com for examples of acceptable refund processes.

(c) Requirements

Documentation must be available for ABC auditors to confirm the order and payment of the bundled good and service.

(1) For Pre-Qualification Review:

Here are the requirements for a complete description of the bundled good or service, including the "channel" (e.g., retail outlets, mail, etc.) used for the sale. Documentation of the consumer notification, the method used for the inclusion of the magazine subscription in the purchase, the option for the consumer to decline the magazine and the refund process.

Some program elements may not be resolved when the pre-qualification review process is initiated. Once completed, they must be communicated to ABC before the program is launched.

- The planned launch date and duration of each program.

- Summary of the participation agreement between the publisher (or agent) and their partner.

For ABC Audit Standards, Sale Guidelines and examples of qualifying sales transactions as paid circulation, consult ABC's Web site: www.accessabc.com.

(d) Reporting

All partnership sales will be reported separately in ABC Publisher's Statements and Audit Reports for subscriptions and/or single copy sales.

The value identified as "deductible" will be included in the average price calculation and indicated in the paragraph of ABC reports reporting the average subscription price.

All partnership sales are included in the "Channels of Sales" section of Bureau reports.



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Details regarding all partnership sales will be provided in the explanatory paragraph. This will include program information and the selling price, or the range of selling price for the magazine subscription.

Consult ABC's Web site: www.accessabc.com.

MAGAZINES – Pages 71 & 72

Rule F 8.1 Premium Defined

AMENDED RULE

ABC's Board voted unanimously to modify Rule F 8.1 Premium Defined to allow publishers to provide free or discounted access to their online archives or website as part of a subscription offer. (Effective November 13, 2006.)

F 8.1 Premium Defined [paragraphs (a)(5) and (a)(6) only]

(5) Free or discounted access to the publication's website.

(6) Free or discounted access to archive or back content of the publication included as part of the subscription to the publication.

MAGAZINES – Pages 68 and 77

Rule F 4.1 Publisher's Statements

AMENDED RULE

F 14.2 Annual Single-Copy Reporting Option

NEW RULE

ABC's Board voted unanimously to modify Rule F 4.1 Publisher's Statements and add new Rule F 14.2 Annual Single Copy Reporting Option to allow for single-copy, annually issued publications to release an Audit Report reflecting final sales without being required to file a Publisher's Statement, but instead be required to report their data via ABC Rapid Report. (Effective November 13, 2006.)

F 4.1 Publisher's Statements [paragraph (d) only]

(d) Publications issued annually and sold only through single-copy sales shall have the option of a simplified reporting of their circulation. (See F 14.2.)

F 14.2 Annual Single-Copy Reporting Option

Publications issued annually and sold only through single-copy sales have the option of a simplified reporting of their circulation. Those publications electing to make simplified reporting shall not be required to submit semi-annual Publisher's Statements to the Bureau, instead having only the release of audited circulation data following the finalization of each issue.

(a) Publications electing this option, shall be required to adhere to the following provisions:

(1) Publications are required to participate in submission of interim data through Rapid Report online product.

(2) Publication's Audit Report will make notation as to no Publisher's Statement data released by ABC as publication is a participant in the annual single copy reporting simplified program.

(3) Publications will carry no data in semi-annual FAS-FAX; instead make notation as to participation in the annual single copy reporting simplified program.

(b) Publications electing to participate in this optional program, shall be required to advise ABC in advance of the beginning of the period in which they wish to report under this option.

MAGAZINES – Page 78

Rule F 16.1 Consolidated Media Report

NEW RULE

ABC's Board voted unanimously to add new Rule F 16.1 Consolidated Media Report to allow consumer magazines the option of filing a Consolidated Media Report (CMR) to report circulation, Web site traffic and other auditable media in one aggregated gross figure. (Effective November 13, 2006.)

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."

F 16.1 Consolidated Media Report

Publisher members may make available a consolidated report of ABC and ABCi audited qualified circulation, unique visitors/registered users and other auditable forms of media, under the following conditions:

(a) The various forms of media are homogeneous in terms of editorial content when compared to the host ABC member publications.

(b) The distribution for all forms of analyzed media must be derived from the current released report issued by ABC.

(c) The Consolidated Media Report must contain the following:

(1) A summary of the report's content, which would identify the original ABC report in which the data first appeared.

(2) An aggregation of the total circulation/distribution/exposure of all forms of media analyzed.

(3) The report shall clearly identify that the figures are "gross" and that no effort has been made to eliminate any duplication circulation/distribution/exposure.

(d) The report may also contain one or more of the following:

(1) Geographic analysis of all, or any portion of the media analyzed.

(2) Other characteristics of the recipients of the circulation / distribution / exposure of the media analyzed, which are supported by auditable records, and subject to the approval of the managing director.

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Rule C 5.1 Premium Defined

AMENDED RULES

ABC's Board voted unanimously to modify Rule C 5.1 Premium Defined to allow publishers to provide free or discounted access to their online archives as part of a subscription offer. (Effective November 13, 2006.)

C 5.1 Premium Defined [paragraph (a)(7)]

(7) Free or discounted access to archive or back content of the publication included as part of the subscription to the publication.

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Rule C 5.15 Purchase of Subscription List

AMENDED RULE

ABC's Board voted to modify Rule C 5.15 Purchase of Subscription List to eliminate the requirement that a replacement paper be from the same community. (Effective November 13, 2006.)

C 5.15 Purchase of Subscription List [paragraph (b) only]

(b) In the case of daily newspapers, or other publications of predominantly local appeal, both publications must have been published in the same ~~community~~ DMA or within a 100-mile radius.

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Rule C 7.12 List of Towns Receiving 25 or More Copies

AMENDED RULE

ABC's Board voted to modify Rule C 7.12 List of Towns Receiving 25 or More Copies requiring the submission of Paragraph 3 data no later than 15 days prior to the scheduled start date of the audit to help expedite the audit release. (Effective November 13, 2006.)

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

(a) All publishers of newspapers shall furnish a complete breakdown of distribution either by towns receiving 25 or more copies per day, arranged alphabetically by counties or an analysis of circulation by U.S. ZIP Codes or Canadian Postal Codes receiving 25 or more copies in numerical order, to be included in Paragraph 3 of Audit Reports.

This data must be submitted to ABC within 30 days of the member's assigned audit period end date. Failure to submit the data on time may result in exclusion from the applicable ABC FAS-FAX report.

Publishers may at their option also furnish a breakdown of distribution to be filed with regular Publisher's Statements for release as a Supplemental Report. The breakdown will be subject to audit at the time of the regularly scheduled audit. "Average Projected Paid Circulation" referred to in sub-sections (c)(4) and (d)(2) will not be included in the Supplemental Report.

Those newspapers opting to report by towns may also include an analysis by ZIP/postal code. Those newspapers electing to report by ZIP/postal code only shall also include total distribution statistics by counties. Canadian newspapers electing to report by postal code only must do so by providing an analysis by three-digit postal codes.



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."

HOUSEKEEPING RULE AMENDMENTS

BUSINESS PUBLICATIONS – Page 42

Rule D 5.2 Business Analysis

Due to an oversight during a modification in March 2005, paragraph (e) should read ...

(e) Figures analyzed in the paragraph relating to the business analysis should include individual subscriptions, association subscriptions, group (mail subscriptions special) and bulk (term subscriptions in bulk) but exclude newsdealer and single copy sales. If association subscriptions, subscriptions limited to special feature issues (intermittent subscriptions), sponsored educational bulk sales, or subscriptions sold on a nondeductible basis to registrants at trade shows or business seminars equal or exceed 2 percent of the issues analyzed, they shall be shown separately in the analysis. The issue analyzed must be the same as used in the Geographic Analysis. ~~Publishers may update the analyzed issue subscriber records with all data received through the end of the statement period.~~ At the option of the publisher, the percentage for each classification, including those not analyzed, may be shown in total column only. United States and Canadian paid subscriptions for which demographic conformance to the field served and definition of recipient qualification is not available shall be reported as Other Paid Circulation. The compilation made by the publisher shall be properly identified by date and retained until after the audit has been made.

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Rule C 5.3 Combination Sales

Due to an oversight during a modification in July 2006, paragraph (e) should read ...

(e) With Premiums

These provisions apply to carrier-delivered as well as mail subscriptions.

(1) Newspapers with Newspapers

When a premium is used with a combination offer, the amount paid by the purchaser must not be less than the value of the premium as defined in Rule C 5.2 plus the amount required in this rule.

(2) Newspapers with Periodicals

When a premium is used with a combination offer, the subscriber must pay a minimum of 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 rule, plus the value of the premium, whether stated or not.

If the newspaper subscription has a term of less than one year included in the offer, the subscriber must pay a minimum of 25 percent of the basic price for the term offered.

If there is no basic price for the term offered, the subscriber must pay a minimum of 25 percent of a pro rata of the basic price for the next shorter term.

If there is no shorter term available, calculate the pro rata of the next longer term.

Percentages will be calculated on either subscription prices or newsstand prices, according to the prices quoted in the offer or used in formulating the claimed total value of the offer.

Newspapers may reprint and sell their own editorial content on a stand-alone basis, without invoking the Combination Sales rule; provided it that (1) the stand-alone editorial content is not offered for sale ~~on a stand-alone basis~~ until after the publication date of the newspaper that carried the editorial content, and (2) the cover price of the stand-alone product is less than 75 percent of the basic price of the relevant newspaper.

For further information, consult ABC's Web site: www.accessabc.com or contact an ABC Publisher Relations manager.