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CHAPTER D: BUSINESS PUBLICATIONS

Article 1

D 1.1 Paid Circulation Defined

Paid circulation is hereby defined to be copies of publications that have been paid for by the purchasers, not for resale, under the following conditions, viz.:

(a) If the sale is a single copy sale, it shall be paid for at not less than one cent.

(b) Subscription Sales:

On term order for any period the subscription must be paid for at not less than one cent.

A price for a period of less than one year that is less than a pro rata of the basic annual price shall not be considered a basic price.

(c) Subscriptions may be served for no longer than 25 percent of the original term ordered, with a maximum of three consecutive months immediately following the expiration date and such post-expiration copies ("post-expires") may be included in paid circulation. For publications that have a break in service, e.g., published only during the winter months or all months except the three-month period during the summer, the subscriber may receive post-expiration ("post-expires") service of 25 percent of the original term ordered up to three consecutive months immediately following the expiration date or up to all consecutive issues published between expiration and the break in service plus a maximum of one month following the break in service, with the total number of copies served in post-expires limited to the number of issues published within three months, and said service can be included in paid circulation.

Post-expiration copies, if served, must be distributed prior to the distribution of the next regularly scheduled issue.

(1) For publications that are published on a weekly or bi-weekly frequency, the publisher may opt to use a month end common expire date. For publications using the common expire date, incremental copies served during the month of expire (one to four copies per subscription) shall be considered paid circulation not post-expire copies. If used, the practice shall be disclosed in the explanatory paragraph of ABC reports.

(d) Subscriptions to any publication received as a result of an offer by a publisher that stipulates that part of the subscription term is free will qualify for inclusion in paid circulation only when a contractual agreement exists for the full term of the subscription and is in accord with the provisions of Paragraph (b) above. Without such contractual agreement, those copies which a subscriber is informed are free shall not qualify as paid circulation and instead shall be presented in unpaid circulation.

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

D 1.2 Prices

(a) Basic prices (subscriptions and/or single copy) are the prices at which the publication may be purchased by anyone, at any time, for a definite duration. No special, reduced or higher price, no matter how often or how regularly repeated, even though established through announcement in the masthead or by any other means, shall be considered a bona fide basic price.

(b) Basic prices must be reported in the semi-annual Publisher's Statements. Only those prices appropriately established as basic prices in the judgment of the managing director will be recognized by the Bureau as basic prices.

(c) Publisher's Statements and Audit Reports shall include an analysis of sales for the period based on sales price as a percent of basic price. For purposes of this classification, premium values, if any, shall be included in the analysis. All sales are to be classified as either:

(1) sold at basic or higher than basic

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(2) sold at between 75% and basic price

(3) sold at from 50% to 75% of basic price

(4) sold at from 25% to 50% of basic price

(5) sold at less than 25% of basic price

Subscriptions sold for periods less than one year are to be classified based on a pro rata of the basic annual subscription price.

Subscriptions sold for periods of greater than one year are to be classified based on the established basic price for that term. If there is no basic price for the term, such sales are to be classified based on a pro rata of the annual basic price.

In addition, the explanatory paragraph shall include an annotation of any and all prices which individually generate 5% of more for subscription sales for the period covered by the report.

(d) When any change in basic prices occurs, a period of six months following the date of the price increase is allowed to process subscriptions sold before the date of the price increase at previous basic and lower than basic prices.

(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.

(f) A cash discount not to exceed 5 percent, payable within 30 days of the start or renewal of service, may be allowed on the sale of new or renewal subscriptions sold at the basic subscription price without affecting the status of such sales in the Bureau's reports.

(g) Business Publications may opt to report average per-copy prices and average annualized prices in Publisher's Statements and Audit Reports.

The calculation of Average Annualized Subscription Price will be as follows: Total gross production revenue minus revenue from credit cancelled orders, minus premium values from paid orders only, divided by gross production copies minus credit cancel production copies. The yield of an average copy price shall also be extended by the one-year frequency (copies served in one-year period) to yield an average annualized subscription price. The base period of any Publisher's Statement shall be the twelve months ending with the prior Publisher's Statement period (e.g. December ending statements calculation will be based on production revenue and dollars, premium values and credit cancel information for the twelve months ended with the prior June 30.)

In addition, any publisher opting to include an average price calculation per the above requirements may also include a calculation which includes premium values in the gross production revenue number.

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D 1.3 Subscription Offer Based on Acceptance Unless Declined

Subscription resulting from offers based upon the assumption that the offer has been accepted unless specifically declined shall qualify as paid only upon satisfactory evidence that money has been collected to qualify the subscription.

Article 2

D 2.1 Multi-Copy Sales

(a) All copies or subscriptions purchased in quantities of 2 or more, which in the opinion of the managing director promote the professional or business interests of the purchaser, shall be designated as Multi-Copy Sales, except as otherwise permitted or prohibited by paragraphs (b) through (l). Multi-Copy sales, either term subscription or single issue, wherein the copies are shipped in bulk to the purchaser who controls the final distribution shall be reported as "Multicopy - Same Addressee" in Bureau reports.

Multi-Copy sales, either term subscription or single issue, wherein the copies are individually addressed and mailed, shall be reported as "Sponsored Individually Addressed" in Bureau reports. If the copies are mailed in bulk, satisfactory documentary evidence must be maintained in the publisher's office showing that such copies are for distribution to designated recipients by name and/or title.

(b) If the number of subscriptions involved in a single multi-copy sale exceeds 5 percent of the total average paid term subscriptions of all other types and/or non-paid direct request, as reported in Paragraph 1 of the Publisher's Statement for the period immediately preceding that in which the transaction takes place, the subscriptions involved in that sale which are in excess of 5 percent shall be fully explained, including whether copies were individually addressed or purchased for redistribution, in the Explanatory Paragraph.

(c) If the number of copies of a single issue involved in a multi-copy sale exceeds 1 percent of the "Total Average Paid Circulation" and/or non-paid direct request, exclusive of Multicopy - Same Addressee and Sponsored Individually Addressed, as reported in Paragraph 1 of the Publisher's Statement for the period immediately preceding that in which the transaction takes place, the copies involved in that sale which are in excess of said 1 percent may be included in Single Copy Sales as Multicopy - Same Addressee or Sponsored Individually Addressed. A full explanation of the sale, including whether copies were individually addressed or purchased for redistribution, shall be made in the Explanatory Paragraph.

(d) In the case of initial audits or where there is no Publisher's Statement for the period immediately preceding that in which the transaction takes place, calculations shall be made on the basis of conditions existing during the period in which the sale is made.

(e) Multicopy - Same Addressee or Sponsored Individually Addressed sales shall be included in Publisher's Statements and Audit Reports in Paragraph 1. Single issues Multicopy - Same Addressee or Sponsored Individually Addressed sales shall be included in "Single Copy Sales" and shall be included in the "Total Average Paid Circulation." Analysis of Multicopy - Same Addressee and/or Sponsored Individually Addressed sales shall be made in the explanatory paragraph in such manner as to show the type or character of the sales.

(f) Copies served in post expires to multi-copy term subscriptions shall be excluded from paid circulation and included in non-paid distribution.

(g) Multi-copy sales, if included in paid, shall be fully explained in the body of the Audit Report and the Publisher's Statement, giving details of their character and nature, showing price received, how distributed and any other amplification necessary to make possible a clear analysis of their value including the range of sales as follows: "sold in quantities of _____ to _____."

(h) The subscriptions involved in a quantity sale made to an individual, group of individuals or corporation, which individual, group of individuals or corporation has a financial interest in the publication, shall not be included in multi-copy sales but shall be included in non-paid distribution, 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.

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(i) 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 be reported as "Individual" in ABC reports provided the records show that copies are addressed and mailed to individuals in the employ of the subscriber or singularly to branch offices or subsidiary companies. If the copies are mailed in bulk, satisfactory documentary evidence must be maintained in the publisher's office showing that such copies are for distribution to employees, subsidiary companies or branch offices of such purchasers.

(j) Quantity sales shall be reported as multi-copy sales only when the price paid is in accordance with [D 1.1](#).

D 2.2 Sponsored Educational Multi-Copy Sales

Business Publications may solicit funds from corporations or other businesses to be used to sponsor the purchase of subscriptions to be distributed to college/university students enrolled in studies within the "Field Served" of the publication. Such distribution may qualify as paid circulation and reported as multi-copy sales provided:

(a) funding is solicited for the purchase of subscriptions to a specific program;

(b) if the sponsoring business is also an advertiser to the publication, the sponsorship amount must be incremental to the advertising purchased by the sponsor;

(c) publishers allocate at least one cent per subscription (or single copy) for the sponsorship funding for each sale;

(d) recipients be advised that the subscription/single copy are being provided from sponsorship funding;

(e) no distribution is made unless the publication has received funding in advance; and

(f) the paragraph related to general explanations include a description of the sponsor(s), quantities purchased, amount allocated by the publisher from the sponsorship funding for each subscription/single copy, and the average is included in paid circulation.

D 2.3 Association, Organization and Society Subscriptions

(a) A member of an association, organization or society who receives a publication because of membership in such association, organization or society, whether the subscription to the publication is paid for as part of the dues or by assessment or paid by the member in addition to the dues as a requirement of membership, shall be designated as an association, organization or society subscriber and such subscriptions shall be designated as association, organization or society subscriptions, whichever applies, provided that their records are made available to the Bureau for audit.

Subscriptions to a privately owned publication purchased by an association, organization or society, which does not submit its records to audit by the Bureau, shall be included in bulk, provided such subscriptions meet the general qualifications of bulk subscriptions.

(b) There are two classifications of memberships as explained in the following paragraphs. Full explanation of the type of membership shall be carried in Bureau reports.

The first class shall be known as (association, organization or society (whichever applies)), subscriptions deductible from dues. In this class shall be included subscriptions of members which gives its members the option of accepting the publication or rejecting it and of reducing their dues by a definite named sum if they reject the publication, such sum to be not less than one cent. This option must be made known to the member at the time of joining the association, organization or society, and be clearly stated on each bill for dues or invoice in such manner as to make remittance cover a voluntary subscription to the publication as well as membership payments.

The second class shall be known as (association, organization or society (whichever applies)), subscriptions nondeductible from dues. In this class shall be included subscriptions of members of an association, organization or society whose dues remain the same whether they elect to accept or to reject the publication.

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Each person on becoming a member of the association, organization or society must be notified that the dues include a subscription to the publication and the amount of the dues allocated for payment of the subscription. On every bill for dues the amount of the dues allocated for payment of the subscription must be stated.

(c) The foregoing provisions of the above Paragraph (b) shall not apply to an applicant provided that the bylaws of the association, organization or society provide that a subscription is part of the association, organization or society dues of each member and the publisher agrees at the time of making application that the stipulations as set forth will be complied with not later than the beginning of the second membership year following the period covered by the initial audit. If compliance is not accomplished within the established time limit, the publication shall be automatically dropped from membership in the Bureau as provided in [2.13. Paragraph \(d\)](#) of the bylaws.

(d) In all paragraphs of Bureau reports designated to describe subscriptions or sales methods which are not used by association publications, the fact that it is an association, organization or society publication shall be noted.

(e) Association, organization or society subscriptions shall not be credited as paid circulation unless at least one cent is paid for same.

D 2.4 Gift Subscriptions

(a) A Gift Subscription shall be considered one which is given as a normal expression of friendship and which does not promote the business or professional interests of the donor.

(b) To qualify, Gift Subscriptions must be paid for in accordance with [D 1.1](#).

(c) Subscriptions which are given to promote the professional or business interests of the donor shall be judged by the rule governing term subscriptions in bulk or mail subscriptions special whichever applies.

(d) In no case where an order (or orders) from a single donor covers more than fifty subscriptions shall the subscriptions be regarded as Gift Subscriptions but shall instead be classified as term subscriptions in bulk, provided they conform to the rules governing bulk sales.

D 2.5 Gift Subscriptions Not Recognized as Paid Circulation

(a) Gift Subscriptions paid for by subscription salespersons or others who are compensated by merchandise or other rewards in lieu of cash commission.

(b) Gift Subscriptions which have been paid for by one who has been offered a premium and the amount received is less than the full value of the premium plus one cent.

(c) Gift Subscriptions paid for by a participant in a contest conducted by the publisher or agent.

D 2.6 Non-Deductible Trade Show Subscriptions

(a) Individual subscriptions received as a result of paying a registration fee at a trade show, business seminar, or similar type of business meeting, where the recipient does not have the option of deducting the subscription price from the registration fee, shall qualify as paid circulation, and be reported as "Subscriptions - Individual" under the following conditions.

(b) The amount of the registration fee allocated for the subscription must be clearly stated on the registration form.

(c) The amount allocated for the subscription must not be less than one cent.

(d) Such subscriptions reported in Paragraph 1(a) shall be footnoted to provide a complete explanation in the paragraph devoted to general explanations in Bureau reports.

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(e) Such subscriptions shall be reported separately in the paragraphs devoted to authorized prices and channels of subscription sales as "Sold as non-deductible at business seminars or trade shows."

D 2.7 Definition of Recipient Qualification

The "Definition of Recipient Qualification" in Bureau reports shall be a statement describing specific businesses, industries, titles, occupations and/or functions, with clearly defined limits, to whom the publication is directed. It shall exclude statements of a promotional nature and be subject to editing by the managing director. Publishers shall maintain auditable documentation, not more than three years of age, to substantiate that all non-paid circulation to the field served and all qualified paid circulation meets the recipient qualification definition. Paid circulation pending qualification to field served and/or recipient qualification shall be included in Bureau reports.

D 2.8 Partnership Sales

(Also see Policies and Practices, Regarding Newspapers, Farm Publications, and Farm Publications Sold with the Sale of Other Services.)

All copies purchased by individuals and tied to a partnership agreement (e.g. subscription/single copy of a business publication partnered with a purchase, a product, or other service) shall be classified as "Partnership" subscriptions or single copy sales and shall be reported in Publisher's Statements and Audit Reports per the provision of paragraph (g) below, except as otherwise permitted or prohibited by the following provisions:

- (a) The purchaser is notified of the inclusion of the business publication subscription at the point of purchase.
- (b) The amount to be allocated to the subscription is presented in a clear and reasonable manner in all written information.
- (c) The amount to be allocated to the subscription is identified in a clear and reasonable manner as being deductible from the purchase price.
- (d) The value of other benefits may be calculated as the total cost of purchasing the partnership element without the business publication subscription, provided these benefits are identical to the benefits offered for the purchase which includes a business publication subscription.
- (e) The total price paid must be at least one cent plus the cost of the purchase without the business publication subscription and shall be the same as the amount identified as deductible for the subscription value. For publications making an average price claim, this amount identified as deductible shall be used in the calculation as the value of the publication.
- (f) In the case of single copy sales, the purchase price of the business publication (single copy price) must be deductible at the point of purchase.
- (g) Publications that sell partnership subscriptions and single copy, shall list the average number of copies served as "Partnership Subscriptions" and/or "Partnership Single Copy" and a full description of the sale in the Explanatory Paragraph.

Article 3

D 3.1 Initial Audit

(Also see [B 2.5 Initial Audit](#).)

(a) The initial audit of a business publication may be made for periods shown below and to end with any calendar month:
Monthly or greater frequency - for at least three months provided there has been consecutive issuance for not less than three months.

Bimonthly through semiannual frequency - for six months or at least two consecutive issues.

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Semiannual or less - for all issues published in any six month period.

(b) Publications shall have the option to analyze any issue within the initial audit period.

(c) Any publication having its initial audit for a period ended other than March 31, June 30, September 30 or December 31 shall have its next audit conducted for a period ended March 31, June 30, September 30 or December 31 to align with standard audit periods.

D 3.2 Transfer Audit

Business publications which apply for membership in ABC from other recognized audit bureaus are eligible to receive a Transfer Audit, provided the following criteria are met:

(a) A business publication, previously audited by a recognized audit bureau and subject to management approval, shall have the option with its first audit to identify the Audit Report as a Transfer Audit rather than an Initial Audit, provided no break in service from the previous audit bureau has occurred.

(b) The Transfer Audit of a business publication may be made for periods shown below and to end with any calendar month:
Monthly or greater frequency - for at least three months provided there has been consecutive issuance for not less than three months.

Bimonthly through semiannual frequency - for six months or at least two consecutive issues.

Semiannual or less - for all issues published in any six month period.

(c) Any publication having its Transfer Audit for a period ended other than March 31, June 30, September 30 or December 31 shall have its next audit conducted for a period ended March 31, June 30, September 30 or December 31 to align with standard audit periods.

(d) Exceptions to the reporting for newly admitted members as provided in [D 5.2\(k\)](#), [D 5.3\(e\)](#), and [D 5.4\(d\)](#) will not apply if the publication currently reported data under the previous audit bureau.

Article 4

D 4.1 Publisher's Statements

(a) The semi-annual statements shall cover the period from January 1 to June 30 and July 1 to December 31 or October 1 to March 31 and April 1 to September 30.

(b) On an optional basis, statements may also be filed for periods from January 1 to March 31, April 1 to June 30, July 1 to September 30, and October 1 to December 31. To exercise the option the publisher must notify the managing director at least 15 days prior to the beginning of the applicable audit period. Once a publisher has exercised the option, they may continue for successive audit periods.

(c) For all publications using the semi-annual June/December report cycles, Publisher's Interim Statements may be filed for quarterly period January 1 through March 31 and/or July 1 through September 30 only. For publications utilizing the semi-annual March/September report cycles, Interim Statements may be filed for quarterly period April 1 through June 30 and/or October 1 through December 31 only.

(d) When two or more publications offer to sell advertising in combination, the publications may elect to publish a Group/Network Publisher's Statement which shall combine circulation statistics. In such cases, the Group/Network Publisher's Statement may include a calculation of unduplicated circulation on an optional basis.

If a business publication makes any claim as to the unduplicated circulation, either by oral or written communication direct to advertisers or through advertising matter or as a public comparative statement concerning its unduplicated distribution, the publication shall, in the first

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Publisher's Statement to the Bureau subsequent to the advertised claim make a formal statement of its unduplicated distribution in the paragraph devoted to explanations. Before releasing the Publisher's Statement, the Bureau shall inspect the publication's records and satisfy itself that the publication has the necessary records to substantiate the claim. If inspection reveals that records are not available to substantiate the claim according to standard practice of the Bureau, the statement of unduplicated distribution shall be eliminated from the Publisher's Statement before release and the following declaration shall be substituted: "Records required by the ABC are not available to substantiate any claim of unduplicated distribution and any such claim which may have been made by or in behalf of this publication is to be disregarded."

The next Audit Report shall repeat the same declaration.

If, before records have been established for a sufficient period of time to meet the requirements of the Bureau's standard practice, the publication should again claim a certain amount of unduplicated circulation, either by oral or written communication direct to advertisers or through advertising matter, the managing director shall cite the publisher to appear before the Board of Directors in accordance with the procedure prescribed in [7.4 of the bylaws](#).

Article 5

D 5.1 Geographic Analysis

(a) Circulation (except that distributed through newsdealers if less than 25 percent of total) shall be analyzed by states for any issue in the statement period except as provided in [D 3.1\(b\)](#). Paid and non-paid circulation shall be reported in separate columns when paid circulation equals or exceeds 50 percent of total circulation.

(b) A count and analysis shall be made in connection with an issue in each audit period. This 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 Statement 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 in Paragraph 4.

Any publisher has the option to make a count and analysis of an issue for each Publisher's Statement if so desired.

(c) Every United States publication with paid circulation of 35,000 or more in Canada shall be required to analyze its Canadian circulation by provinces in the paragraph devoted to general explanations.

(d) Unclassified circulation in the breakdown by states shall be limited to 5 percent in Publisher's Statements, but Audit Reports may show the actual conditions as found by the auditor, regardless of the quantity of the unclassified circulation.

(e) International circulation in the Geographic Analysis of Audit Reports and Publisher's Statements, may be analyzed by countries in a format to be approved by the managing director. When the circulation of any country (other than the U.S., Canada and Mexico) equals or exceeds 5% of the total circulation of the issue analyzed, that country and the circulation shall be reported in the Explanatory Paragraph.

(f) When the circulation of the issue of any publication selected for breakdown is greater or less than the average circulation for the period, the percentage of difference between the circulation of that issue and the average circulation for the period shall be stated in the paragraph relating to that breakdown.

(g) Subscription copies directed to members of the Armed Forces or to affiliated Civilian Personnel where the ultimate destination is unknown shall be reported in the geographical analysis in the column "Subscriptions" and opposite the classification "Military or Civilian Personnel Overseas."

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Subscription copies addressed to those in the Armed Forces or to affiliated Civilian Personnel which are directed to known destinations within the United States and territories shall be reported in the geographical analysis in the states or territories to which the copies are addressed. Similarly, copies shipped by a publisher to the Armed Services or to other distributing organizations purchasing such copies for resale to members of the Armed Forces or affiliated Civilian Personnel who are located outside of the United States and territories shall be reported in the geographical analysis in the column "Single Copy Sales" and opposite the classification "Military or Civilian Personnel Overseas." Single Copy Sales of the same type within the United States and territories shall be classified in the states or territories in which the sales are made. If the facts do not support specific classification, these copies shall be reported in the category "Unclassified."

(h) Non-paid circulation to the field served may be reported provided recipient has been or will be served as follows:

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

(2) Publications issued more often than monthly must serve recipient 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.

D 5.2 Business Analysis

(a) Publisher's Statements and Audit Reports of business publications shall contain a business analysis of subscription circulation. This requirement is mandatory for United States and Canadian subscriptions but optional for international subscriptions.

In addition, publishers may analyze and report circulation separately by country or countries subject to the Bureau's standard procedure for establishing a business analysis of subscription circulation.

(b) It shall be optional for all business publication Publisher's Statements and Audit Reports to include in Paragraph 3 separate subtotals for Canadian and international subscription circulation, whether or not such circulation is analyzed.

(c) The business analysis shall be a breakdown by business and industry and/or by title, occupation or function. The analysis shall include sub-totals for Total Qualified paid and non-paid circulation. Paid and non-paid circulation shall be reported in separate columns when paid circulation equals or exceeds 50 percent of total circulation. All publications serving the same field may employ a mutually agreed-upon schedule of classifications subject to the approval of the managing director.

(d) When the nature of a publication is such that a business analysis would be inordinately burdensome or impossible, the Board of Directors may waive such requirements, in which event the publisher shall substitute for the analysis the following: "Figures are omitted by special permission of the Board of Directors."

(e) Figures analyzed in the paragraph relating to the business analysis shall 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. 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.

(f) The classifications assigned by the publishers must be based on information obtained from business cards, letterheads, recognized directories, questionnaires, telephone interviews or other acceptable evidence.

When questionnaires are used to obtain specific information concerning a subscriber's job function, the questionnaire shall be written so as to determine the most important or primary interest in the field served by the publication.

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All such data must be carefully preserved for the auditor's examination. The Bureau reserves the right to subject the assigned classification to verification letter and/or telephone call tests if for any reason the evidence produced is not considered to be sufficiently conclusive.

No information may be used for classification purposes that was obtained more than three years prior to the date of the issue analyzed. No information may be used for classification purposes that was obtained after the filing deadline for the Publisher's Statement.

(g) When government defined Standard Industrial Classifications (SIC) are used for the business and industry portion of the business analysis, publisher members have the option of classifying all subscribers either according to the primary business activity of the subscriber's business establishment or, where distinct and separate activities are performed at a single physical location, according to primary business activity of the subscriber. The classification method employed shall be noted in the analysis reported in Paragraph 3 of Publisher's Statements and Audit Reports.

(h) When the circulation of the issue selected for analysis is greater or less than the average circulation for the period, the percentage of difference between the circulation of the issue and the average circulation for the period shall be stated in the paragraph relating to that analysis.

(i) Where information is available as to the occupation of commissioned officers or enlisted personnel of the Armed Forces the subscription may be included in a classification for which the duty of the subscriber qualifies. If information is not available or if there is no classification for which the duty of the subscriber qualifies, the subscription must be included in a classification "Government" or in the classification "Other" or "Others Allied To The Field."

(j) If there is an "International Government" or "Government" classification, Russian and satellite government subscriptions shall be included therein.

If there are classifications for both "Domestic Government" and "International Government," Russian and satellite government subscriptions shall be included in the latter.

If there is neither an "International Government" or "Government" classification, Russian and satellite government subscriptions may be classified in the same manner as subscriptions purchased by governments of other countries provided the necessary documentary evidence is available to enable the allocation of said subscriptions to the classification applying. If such evidence is not available the subscriptions shall be included in "Other" or "Others Allied To The Field."

(k) In case a newly admitted business publication member is unable to supply records adequate to comply with the Bureau's standard procedure for establishing a business analysis of subscription circulation as described in subsections (e) and (f) above, the following declaration shall be made in the paragraph of Publisher's Statements and Audit Reports devoted to the business analysis: "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 a business analysis, the requirement to declare a business analysis for this publication has been temporarily waived."

The above declaration shall not be used after a 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 shall be reported to the Board of Directors.

(l) Non-paid circulation to the field served may be reported provided recipient has been or will be served as follows:

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

(2) Publications issued more often than monthly must serve recipient 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.

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D 5.3 Age of Source

(a) Age of source data must be reported for that portion of the publication's circulation qualifying as non-paid circulation to the field served and may be reported for that portion of the publication's circulation qualifying as paid.

(b) The analysis of age of source data shall appear in Paragraph 3(b). The issue analyzed must be the same as used in the Business Analysis (Paragraph 3(a)) and the Geographic Analysis (Paragraph 4). No information may be used for classification purposes that was obtained after the end of the Publisher's Statement period.

(c) Separate analyses by age of the source document (1, 2, and 3 years) must be made for each non-paid circulation to field served category for which circulation averages are reported.

If paid circulation is analyzed, publishers shall have the option to either report separate figures for each age of source category (1, 2, and 3 years) or allocate paid circulation to non-paid source categories according to the following criteria:

Individual Subscriptions to Direct Request;

Association Subscriptions (if deductible from dues) to Direct Request;

Association Subscriptions (if non-deductible from dues) to Communication Other Than Request;

Bulk Subscriptions to Communication Other Than Request.

(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 in Paragraph 3(b).

When the analysis is based on percentage projections, the fact is to be noted in the analysis. An analysis based on percentage projections may not be reported if the total average paid circulation and non-paid circulation to field served for the period of the Publisher's Statement is 10 percent greater or less than the total average paid and 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 Paragraph 3(b) of the 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 shall be reported to the Board of Directors.

D 5.4 Mailing Address Analysis

(a) Publisher's Statements and Audit Reports of business publications may contain an analysis by recipient mailing address of qualified paid and non-paid circulation. If reported, the issue analyzed must be the same as used for the Business and the Geographic Analyses. No information may be used for classification purposes that was obtained after the filing deadline for the Publisher's Statement.

Paid and non-paid circulation shall be reported in separate columns if the paid circulation equals or exceeds 50 percent of the total.

(b) Subscription circulation shall be analyzed according to the manner in which copies are addressed, using the following categories:

Individuals by name and title and/or occupation; Individuals by name only; Titles or occupations only; Company names only; and Bulk subscriptions.

Copies addressed to individuals without title may be reported as "Individuals by name and title and/or occupation" if supported by auditable documentation of the individual's title. Copies addressed to "Library" or "Librarian" shall be reported in "Company names only."

Publications not reporting a title analysis in the Business/Occupation Analysis in Paragraph 3(a) may, at their option, report "Individuals by name and title" in the "Individuals by name only" category.

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(c) If reported, a count and analysis shall be made of one issue in each audit period. The figures 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 the percentages shall be projected against the total circulation of the issue.

Any publisher has the option to make a count and analysis of an issue for each Publisher's Statement if so desired.

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

Article 6

D 6.1 Renewals

(a) A statement of percentage of renewals is optional for business publications reporting paid subscription circulation. The analysis shall be made on paid subscription circulation only.

(b) A subscription shall be considered a renewal if received within six months after its expiration and paid for within six months following receipt.

(c) To obtain the percentage of renewals the total number of expirations during a 12-month period shall be divided into the total number of renewals of these specific expirations. (By "expirations" is meant the date the subscription expired and not the date it was discontinued or stopped.)

(d) The renewal percentages of association subscriptions, subscriptions limited to special feature issues only (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.

(e) Subscriptions sent to international, F.P.O. and A.P.O. addresses may be omitted in compiling renewal percentages in which case the phrase "excluding international, F.P.O. and A.P.O." should be used in the renewal paragraph.

(f) If a business publication makes any renewal claim either by oral or written communication direct to advertisers or through advertising matter or has made public a comparative statement concerning its renewal percentage, the publication shall in the first Publisher's Statement to the Bureau subsequent to the advertising claim make a formal statement of its renewal claim in the paragraph devoted to explanations. Before releasing the Publisher's Statement, the Bureau shall inspect the publication's records and satisfy itself that the publication has the necessary records to substantiate the claim. If inspection reveals that records are not available to substantiate the claim according to the standard practice of the Bureau, the statement of renewal percentage shall be eliminated from the Publisher's Statement before release and the following declaration shall be substituted:

"Records required by the ABC are not available to substantiate any claim of percentage of renewals and any such claim which may have been made by or in behalf of this publication is to be disregarded."

The next Audit Report shall repeat the same declaration.

If, before records have been established for a sufficient period of time to meet the requirements of the Bureau's standard practice, the publication should again claim a certain number of renewals or percentage of renewals, either by oral or written communication direct to advertisers or through advertising matter, the managing director shall cite the publisher to appear before the Board of Directors in accordance with the procedure prescribed in 7.4 of the bylaws.

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Article 7

D 7.1 Deferred Subscriptions

The deferred subscription plan is that by which subscribers receive the publication a month or more late, being served from returns. If at least one cent is paid for such subscriptions, they shall be classed as paid but shown as a separate classification.

D 7.2 Back Copies

(a) An issue of a publication shall be considered a back copy immediately upon the appearance for sale of the next succeeding issue.

(b) Back copies served in connection with a term subscription offer shall be recognized as paid up to three months preceding the date of the order, provided the subscription offer has specifically included the offer of back copies, or the subscriber has requested a back dating of the subscription, and provided consecutive copies are served and are paid for in accordance with rules governing a paid subscriber.

The number of subscriptions resulting from specific offers involving the distribution of back copies shall be reported in the paragraph of the Publisher's Statements and Audit Reports devoted to general explanations.

(c) Only copies that have been distributed in connection with orders dated during and 30 days after the regular Publisher's Statement period may be included in paid.

(d) In cases where the subscriber has not been specifically notified at or before the date of the order that back copies will be served as part of the subscription, credit shall be allowed only for copies served which do not date back beyond one issue previous to the issue current on the date of the order for publications other than weeklies, or beyond two issues previous to the issue current on the date of the order for weekly publications.

(e) Back copies sold for export to international countries for distribution abroad shall not be included in Publisher's Statements and Audit Reports.

(f) Single issue sales of back copies shall be recognized as paid for a period of three months following the on sale date of an issue provided the purchaser has specifically ordered the back issues. When back issues are packaged with current on sale issues, only the current issue shall be recognized as paid and only if the amount paid is the full single copy price of the current issue.

D 7.3 Collection Stimulants

(a) Any inducement offered for prompt payment, or for providing demographic information, in excess of 10 percent discount of the original offer price (and provided the value of the discount does not equal or exceed the offer price) or up to one month of additional subscription service and offered subsequent to the receipt of a subscription order is a collection stimulant. Any inducement offered for prompt payment prior to receipt of a subscription order in excess of a 10 percent discount of the original offer price, or up to one month of additional subscription service is not a collection stimulant but is a reduced price or premium, whichever applies, and must be so reported. A collection stimulant may be extra copies of the publication or a cash discount or anything of an extraneous nature, and shall be described in the explanatory paragraph of the Publisher's Statements and Audit Reports as a collection stimulant.

(b) The number of subscribers availing themselves of collection stimulants during any regular Publisher's Statement period shall be reported in the explanatory paragraph of the Publisher's Statement and in the Audit Report covering the Publisher's Statements even though the subscription order may have originated in some prior period.

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Article 8

D 8.1 Subscriptions Received in Connection with an Advertising Contract

(a) Subscriptions received in connection with an advertising contract shall be included in Individual under the following conditions: If at least one cent is charged over and above the regular advertising rate for the space covered by the contract and the advertising contract states specifically that if a subscription to the publication is not desired, the amount of the subscription price can be deducted from the amount of the contract and if such subscriptions are mailed individually to branch offices or employees.

(b) When such subscriptions are sent to the purchaser in bulk, they shall be designated as Multi-Copy - Same Addressee, unless satisfactory documentary evidence is on file in publisher's office showing that such copies sent in bulk are for distribution to employees, subsidiary companies or branch offices of such purchasers.

(c) These subscriptions shall be fully explained in the paragraph of the Publisher's Statements and Audit Reports devoted to general explanations.

(d) Subscriptions included in an advertising contract where no additional charge is made for such subscriptions over the regular price of the advertising space contracted for shall not be included in paid circulation, but shall be included in the "Miscellaneous" classification under Non-Qualified Circulation.

D 8.2 Premium Defined

(a) Premiums are anything offered to a subscriber at time of solicitation, in addition to regular issues of the publication itself, and shall be reported in Bureau reports as a premium, regardless of whether said extraneous thing be given with or without additional payment above the subscription price and whether or not such extraneous thing is given only to new subscribers or to all subscribers. In addition, any presentation to current subscribers which, in the opinion of the managing director, implies future receipt of such extraneous things in conjunction with continued (or future) subscriptions will cause renewal subscriptions to be judged as premium induced. The number of subscriptions, whether new or renewal, involving such premiums taken during any period for which Publisher's Statement is filed shall be reported in the paragraph designated for that purpose and the nature of the premium and the provisions of the offer and the distribution thereof shall be described in Publisher's Statements and Audit Reports.

Premiums are anything except:

- (1) Complete issues of newspapers or periodicals sent to all subscribers for the period included in the offer.
- (2) 'Door Openers' are defined as anything sent free by mail with a subscription offer, or provided by solicitor at the time of solicitation, that has been reprinted from, or is printed material directly related to, the publication making the subscription offer.
- (3) Offers of sample merchandise to subscribers in connection with offers of subscription(s) in which the ordering and receipt of the sample product is not contingent upon ordering subscription(s).
- (4) Merchandise offered to current paid subscribers as an inducement to convert payment methodology on future subscriptions. Such offers are to be made separate from subscription renewal efforts and are limited to inducements to subscribers to agree to ongoing (til forbid) continuous service which may include automatic billing process and/or debits to authorize credit card accounts.
- (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) Free or discounted access to the publication's website.
- (7) Programs providing subscribers exclusive access to non-reoccurring functions or activities created by the publisher that are not also available to the general public, but are offered to existing subscribers, subsequent to the purchase of their subscription.

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(8) 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.

(b) If a back copy, either whole or part, is included in a subscription offer, the back copy shall be considered a premium, unless the subscription is taken on a retroactive basis in accord with the Bureau's back copy rule and the date of the back copy is such that it would have been included in the subscription even though not mentioned specifically in the offer.

(c) Periodicals and newspapers offered in combination sales shall not be set up as premiums but shall be reported in a special paragraph devoted to combination sales prices.

D 8.3 Premiums with Subscriptions/Single Copy Sales

(a) When a premium is used in connection with a subscription or single copy sales offer or implied to current subscribers in conjunction with continued or future subscriptions, the full value of the premium, whether stated or not, must be collected. The value of the premium is considered to be the actual cost to the publisher, or the recognized retail value, or the represented value, whichever is highest.

In those situations where the cost to the publisher is used to calculate the premium value, set-up costs and shipping and handling fees to the publisher from the manufacturer shall not be considered.

In addition to the value of the premium the subscriber must pay at least the amounts required by [D 1.1](#).

(b) Where the premium is a piece of merchandise or a service the value of which to the subscriber is, in the judgment of the managing director, not determinable by the method described above, the value shall be determined by comparison with the price at which other similar merchandise or service is available to the subscriber through commercial channels.

(c) When it has been determined by the Bureau that premiums have been given with subscriptions without the authority of the publisher, the Bureau shall take such steps as may be found practicable to ascertain how many subscriptions have been sold with said premiums and to disclose all the facts as to the validity of such subscriptions that are required to be ascertained when premiums are offered or authorized by publishers direct.

(d) In case the premiums have been furnished by a subscription agency or other publisher the entire production of subscriptions for the publication by such subscription agency or publisher shall be included in the Audit Report as premium subscriptions and if, by verification letter or other tests, it is shown that some of said subscriptions have been taken on such terms as would disqualify them from the paid classification under the premium rules, deductions shall be made from the total number of subscriptions furnished by the subscription agency or other publisher in the same proportion as the number of disqualified subscriptions in the test bears to the total number of replies received in the test.

(e) If the evidence in the test referred to in Paragraph (d) of this section reveals that the premiums have not been furnished or authorized by the publisher or the subscription agency, but by individual solicitors (whether employees of the publisher, other publishers, subscription agency, or independent salespeople), all the subscriptions produced by the solicitors involved shall be included as premium subscriptions and the same tests of validity of those subscriptions shall be made and the same ensuing procedure shall be followed concerning them as prescribed in Paragraph (d) of this section.

D 8.4 Premiums with Combination Sales

When a premium is used in connection with a combination of business publications the amount paid by the subscriber must not be less than the value of the premium as defined in Rule D 8.3 plus the amount required by Rule D 8.5. When a premium is used in connection with a combination of two or more publications, one of which is a business publication and the other a magazine, farm publication or newspaper, the amount paid by the subscriber must not be less than one cent for the business publication plus at least the qualifying amount as defined by the other publication's division plus the value of the premium, whether stated or not.

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D 8.5 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 (as determined by [D 1.1](#)) and wherein all publications intend to qualify the distribution as "paid circulation," except: 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.

(b) When subscriptions for two or more publications are ordered or sold in combination by mail or through subscription salespeople the amount paid by the subscriber must not be less than one cent per business publication.

(1) When two subscriptions for two or more publications, one of which is a business publication and another a magazine, farm publication or newspaper, the amount paid by the subscriber must not be less than one cent for the business publication plus at least the qualifying amount as defined by the other publication's division.

(c) The amount of money to be allocated to each title in the combination sale offer for purposes of classification of the sales compared to basic prices (see [D 1.2](#)) shall be based on the offer presentation itself, if it includes references to the value of each subscription in the combination sale (the sum of which must total to the selling price for the combination sale), or the amount to be charged incrementally or reduced from the existing contract or renewal in the "add on" offer, or, if no such presentation is made, shall be based on the pro rata of each publication's basic price to the sales price.

(d) Existing and renewing business publication subscribers may qualify as paid under either of the two 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 business publication 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.

D 8.6 Subscriptions Paid for by Contestant

Subscriptions received in a contest and paid for by the contestant and not by the recipient shall not be recognized as conforming to any of the rules defining a paid subscriber but shall be included in the unpaid distribution and explained in the paragraph of Publisher's Statements and Audit Reports devoted to general explanations.

D 8.7 Subscriptions as Prizes

Subscriptions given as prizes through contests shall not be included in paid circulation. This includes subscriptions offered as premiums at county and state fairs.

D 8.8 Subscriptions Involving Charitable Donations

Circulation obtained through cooperation between a publisher and an organized charity, or other organization where the publisher makes a donation in return for and in proportion to the circulation so obtained, shall be described and included in the paragraphs of Publisher's Statements and Audit Reports devoted to such sales.

D 8.9 Subscriptions Paid for by Advertising

Any subscription obtained by one publisher from another and paid for in service by the insertion of an advertisement, may be included as paid circulation, provided proof of the insertion of the advertisement or other documentary evidence is available to establish the validity of such

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subscription, but in such cases the auditor shall explain in the paragraph of the Audit Reports devoted to general explanations that this procedure has been followed by the publisher.

D 8.10 Subscriptions Purchased with Award Points

Subscriptions to a publication purchased through the redemption of trading stamps or award points (to include frequent flyer miles) shall qualify as paid only upon satisfactory evidence that the cash value of the trading stamps or award points is equivalent to at least one cent. The transactions must be fully explained in Publisher's Statements. Adequate records must be available to verify that the proper payment has been received.

D 8.11 Credit Subscriptions

(a) A subscription which is sold on a promise-to-pay basis shall be regarded as a "credit subscription" and such subscriptions will qualify as paid circulation provided:

- (1) The term of the obligation to pay is not for more than three months.
- (2) The subscriber pays the sum billed.
- (3) That the amount charged is sufficient to meet the requirements of the Bureau's rules in all other respects.

(b) If in any case the publisher is obliged to cancel the subscription because of non-payment, the number of copies served thereon shall be established and deducted from paid circulation and included in unpaid distribution.

(c) To qualify as paid circulation, credit subscriptions must be paid as follows:

- (1) If sold within North America and the West Indies, payment must be made within six months after start of service for business publications.
- (2) If sold outside North America and the West Indies, payment must be made within nine months after start of service.

Copies served on subscriptions which are not paid in accordance with (c) (1) or (c) (2) above and have not been previously cancelled shall automatically be ineligible for inclusion in paid circulation and shall be included in unpaid distribution.

D 8.12 Installment Subscriptions

On a subscription payable in installments, or payable on delivery, only those copies shall be shown in paid circulation that are actually paid for until at least 50 percent of the original order has been paid, when the subscription automatically qualifies as paid for full term of order.

Article 9

D 9.1 Reinstatements

When a subscription is discontinued upon expiration of period paid for, or at any time after such expiration, said subscription cannot be reinstated as a paid subscription without definite request for renewal or new order. When subscriptions have been reinstated after expiration without the receipt of a new or renewal order, copies served on such reinstated subscriptions shall be included in unpaid distribution.

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D 9.2 Extensions Because of Price Reduction

(a) In the event of a reduction in the basic subscription price of a publication the unexpired portion of a subscription which was paid for at the higher price may be extended in the ratio that the value of such unexpired portion at the old price bears to the new subscription price for such unexpired period.

(b) If at a later date the subscription price is increased, credit as paid will be allowed on the service still due on subscriptions which were extended by reason of a previous price reduction only in the ratio that the price on which said extensions were made bears to the increased price. All calculations shall be made from the issue with which the increased price becomes effective.

(c) When the extension of subscriptions is contemplated because of a reduction in the basic subscription price a subscription mail galley shall be run covering the issues immediately preceding that with which the reduced price becomes effective and an affidavit filed with the Bureau that this has been done. The list must reflect the original expiration dates. The list should also indicate the dates to which each subscription is extended but if this is not done a specific record must be maintained from which the dates to which the expirations have been advanced can be readily determined.

(d) This list and all records pertaining to extensions must be preserved until all subscriptions have reached the expiration dates to which they have been advanced.

D 9.3 Extensions Because of Reduction in Frequency

(a) If a publication reduces its frequency of issuance the expiration dates of all unexpired subscriptions appearing on the list at the time such change becomes effective may be extended to a date which would enable the delivery of the same number of copies originally ordered and promised.

(b) If at a later date the issue frequency is increased, credit as paid will be allowed on the service still due on subscriptions which were extended by reason of a previous reduction in issue frequency only to the extent of the number of copies originally ordered and promised.

(c) When the advancement of expiration dates is contemplated because of a reduction in issue frequency a subscription mail galley shall be run covering the issue immediately preceding that with which the change is to become effective and an affidavit filed with the Bureau that this has been done. The list must reflect the original expiration dates. This list should also indicate the dates to which each subscription is extended but if that is not done a specific record must be maintained from which the dates to which the expiration dates have been advanced can be readily determined.

(d) This list and all records pertaining to extensions must be preserved until all subscriptions have reached the expiration dates to which they have been advanced.

D 9.4 Transfers on Consolidation

When two or more publications merge, copies of the surviving publication served to the subscribers of the merged publications may be included in the Bureau reports as paid circulation under the following conditions and with the following qualifications:

(a) The merged publications must be homogeneous.

(b) A merger of publications with a predominantly local appeal will be recognized under this rule only when the merged publications have been published in the same community.

(c) The number of issues to be credited as paid circulation on an unexpired subscription shall, at the option of the publisher, be ascertained by one of the following methods. The decision shall be subject to approval by the managing director.

(1) By dividing the sum of money still due the subscriber at the basic annual subscription price of the discontinued publication by the price per copy of the surviving publication, said per copy price to be a pro rata of the basic annual subscription price of the surviving publication.

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(2) By counting the number of copies of the discontinued publication still due the subscriber and crediting the same number of copies of the substituted publication as paid, providing the basic annual subscription price of the discontinued publication is at least 50 percent of the basic annual subscription price of the substituted publication or provided that the pro rata single copy price (basic annual subscription price divided by number of copies published annually) of the discontinued publication is at least 50 percent of the pro rata single copy price of the continued publication.

(d) Not more than six months may elapse between the cessation of service to the subscriber of the publication subscribed for and the beginning of service by the publication substituted therefor.

(e) When a merger of publications is effected the first Publisher's Statement thereafter shall contain a consolidated statement of the circulation in Paragraph 1 but the other analyses in the report shall be made separately on each of the merged publications. Analyses of member publications involved shall be based upon the latest Bureau reports. Those not previously members of the Bureau shall be analyzed as thoroughly as may be possible under the circumstances and inability to state any specific fact called for by Bureau reports shall be noted with explanation. Separate analyses may be continued thereafter, if, in the judgment of the managing director, such procedure is necessary to give essential information.

D 9.5 Purchase of Subscription List

When a publication purchases a subscription list of another publication that has ceased or is about to cease publication, the subscribers of the discontinued publication served with copies of the going publication may be included in Bureau reports in paid circulation under the following conditions:

(a) The publications must be homogeneous.

(b) In the case of publications of predominantly local appeal, both publications must have been published in the same community.

(c) The number of issues to be credited as paid circulation on an unexpired subscription shall, at the option of the publisher, be ascertained by one of the following methods. The decision shall be subject to approval by the managing director.

(1) By dividing the sum of money still due the subscriber at the basic annual subscription price of the discontinued publication by the price per copy of the surviving publication, said per copy price to be a pro rata of the basic annual subscription price of the surviving publication.

(2) By counting the number of copies of the discontinued publication still due the subscriber and crediting the same number of copies of the substituted publication as paid, providing the basic annual subscription price of the discontinued publication is at least 50 percent of the basic annual subscription price of the substituted publication, or provided that the pro rata single copy price (basic annual subscription price divided by number of copies published annually) of the discontinued publication is at least 50 percent of the pro rata single copy price of the continued publication.

(d) Not more than six months may elapse between the cessation of service to the subscriber of the publication subscribed for and the beginning of service by the publication substituted therefor.

(e) Post-expiration copies served to subscribers of the purchased publication shall not be included in paid circulation.

(f) If the option is given to the subscriber of receiving in cash what is due on the old subscription but the subscriber chooses to be served instead with copies of the purchasing publication and authorization to serve the publication instead of the cash is satisfactorily established in the judgment of the managing director, the subscription shall be counted the same as if the subscriber had subscribed for the purchasing publication in the first place, subject to provisions of Paragraph (c) of this rule.

(g) The first Publisher's Statement after the inclusion of the purchased subscription list shall contain a consolidated statement, of the circulation in Paragraph 1 but the other analyses in the report shall be made separately on each of the publications involved. Analyses of member publications involved shall be based upon the latest Bureau reports. Those not previously members of the Bureau shall be analyzed

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as thoroughly as may be possible under the circumstances and inability to state any specific fact called for by Bureau reports shall be noted with explanation. Separate analyses may be continued thereafter, if, in the judgment of the managing director, such procedure is necessary to give essential information.

D 9.6 Transfers from One Going Publication to Another

When one going publication transfers subscriptions to another going publication, the subscribers so transferred may be included in Bureau reports in paid circulation under the following conditions:

(a) The publications must be homogeneous.

(b) In the case of publications of predominantly local appeal, both publications must have been published in the same community.

(c) The subscriber proposed to be transferred must have had the option of being transferred or remaining on the list of the publication subscribed to; or the subscriber must have had the option of receiving in cash what is due on the old subscription or of accepting the substitution of the other publication; and authorization by the subscriber in the case of any of these options must be of record.

(d) The number of issues to be credited as paid circulation on an unexpired subscription shall, at the option of the publisher, be ascertained by one of the following methods. The decision shall be subject to approval by the managing director.

(1) By dividing the sum of money still due the subscribers at the basic annual price of the transferring publication by the price per copy of the publication to which the subscription is transferred, said per copy price in the case of each publication to be a pro rata of the basic annual subscription price.

(2) By counting the number of copies of the transferring publication still due the subscriber and crediting the same number of copies of the publication to which the subscription is transferred, provided the basic annual subscription price of the transferring publications, is at least 50 percent of the basic annual subscription price of the publication to which the subscription is transferred or provided that the pro rata single copy price (basic annual subscription price divided by number of copies published annually) of the transferring publication is at least 50 percent of the pro rata of the publication to which the subscription is transferred.

(e) Post-expiration copies to the transferred subscribers shall not be included in paid circulation.

(f) The first Publisher's Statement after the transfer shall contain a consolidated statement of the circulation in Paragraph 1 but the other analyses in the report shall be made separately on each of the publications involved. Analyses of member publications involved shall be based upon the latest Bureau reports. Those not previously members of the Bureau shall be analyzed as thoroughly as may be possible under the circumstances and inability to state any specific fact called for by Bureau reports shall be noted with explanation. Separate analyses may be continued thereafter, if, in the judgment of the managing director, such procedure is necessary to give essential information.

D 9.7 Transfers from Suspended Publication to Others

When the subscribers to a publication which has discontinued issuance are offered a choice from a list of two or more other publications, the subscriptions transferred through exercise of such option may be included as paid circulation by the other publications under the following conditions:

(a) Choice of other publications must be offered within six months after last publication date of publication which has discontinued issuance.

(b) The subscriptions of the discontinued publication must conform fully to all other Bureau regulations.

(c) At least one of the publications offered as a substitute must be homogeneous in editorial content to that of the suspended publication.

(d) The number of issues to be credited as paid circulation on an unexpired subscription shall, at the option of the publisher, be ascertained by one of the following methods. The decision shall be subject to approval by the managing director.

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(1) By dividing the sum of money still due the subscriber at the basic annual subscription price of the discontinued publication by the price per copy of the surviving publication, said per copy price to be a pro rata of the basic annual subscription price of the surviving publication.

(2) By counting the number of copies of the discontinued publication still due the subscriber and crediting the same number of copies of the substituted publication as paid, providing the basic annual subscription price of the discontinued publication is at least 50 percent of the basic annual subscription price of the substituted publication, or provided that the pro rata single copy price (basic annual subscription price divided by the number of copies published annually) of the discontinued publication is at least 50 percent of the pro rata single copy price of the continued publication.

(e) Copies served in post expires to subscribers of the suspended publication shall not be included in paid circulation.

(f) If the option is given to the subscriber of receiving in cash what is due on the old subscription but the subscriber chooses to be served instead with copies of the purchasing publication and authorization to serve the publication instead of the cash is satisfactorily established in the judgment of the managing director, the subscription shall be counted the same as if the subscriber had subscribed for the purchasing publication in the first place, subject only to the provisions of Paragraph (d) of this rule.

(g) The first Publisher's Statement which includes the transferred subscriptions as paid circulation shall contain a statement naming the publication from which the subscriptions were transferred, the number of transferred subscriptions received and the basis on which fulfillment to the subscriber has been made. The publisher may, if desired, report the number of copies served on such subscriptions during the period covered by the statement. This explanation shall continue in subsequent Publisher's Statements for such periods in which transferred subscriptions are received. The Bureau reserves the right to require a more detailed explanation than above specified if in the judgment of the managing director such procedure is necessary to give essential information.

Article 10

D 10.1 Channels of Subscription Sales

Subscription production may be classified by channels in Bureau reports designated for business publications in accordance with the following definitions and instructions.

Paragraphs (a) through (d) apply only to paid subscription circulation. Paragraph (f) applies only to non-paid circulation to field served.

(a) Ordered by mail: Subscriptions produced by a publisher, individually or in behalf of other publishers; department stores; or other media may be classified as "Ordered by Mail and/or direct request" if the subscription order is received as the result of a voluntary effort by the subscribers or telephone orders initiated by the subscriber.

Subscriptions sent in by mail as the result of solicitation or obtained as a result of a telephone solicitation by a field salesperson shall be classified as "Ordered through salespeople."

Subscriptions sent by internet related mediums, via e-mail, fax and other electronic means may be classified as "Ordered by Mail and/or direct request" if the subscriptions are a result of a voluntary effort initiated by the subscriber.

(b) Ordered through salespeople:

(1) Catalog agencies and individual agents:

A catalog agency is a concern which publishes in substantial volume a wholesale price list and/or a retail price list, commonly known as a "catalog." Catalog agencies generally accept subscriptions for many and often for all publications. The retail price catalogs are mailed direct to prospective subscribers by catalog agencies. The wholesale catalogs are distributed to subagents such as individual agents, department stores, bookstores, newsdealers, postmasters or others dealing directly with prospective subscribers.

Subagents employ various forms of solicitation such as direct mail, telephone, newspaper and periodical advertising and door-to-

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door canvass. Retail catalogs are usually furnished subagents by catalog agencies for mailing. The subagents or agencies send the subscriptions which they originate to the wholesale catalog agency which in turn clears them to respective publishers. The term "individual agents" is intended to apply to subscription salespeople who are not attached to the staff of a field selling organization such as referred to in (b)(2) below. It also applies to agencies which do not publish a wholesale trade price list and/or a retail price list. Such agents are either part or full time workers who are compensated by either cash commission or merchandise reward. They include individuals and concerns variously described as "pin-money salespeople," "personal effort solicitors," individual salespeople, newsdealers, bookstores, postmasters, etc.

(2) Publisher's own and other publishers' salespeople:

Subscriptions produced by the publisher through:

(a) Full-time field selling employees.

(b) Appointed independent field selling contractors who report directly to the publisher.

(c) A field selling subscription agency jointly owned by two or more publishers shall be shown in Bureau reports as having been ordered through "publisher's own and other publishers' salespeople."

(3) Independent agencies' salespeople:

Subscriptions produced by outside field selling organizations which are totally unaffiliated with publisher except as subscription producers shall be shown in Bureau reports as having been ordered through "independent agencies' salespeople."

NOTE: The distinguishing characteristics of field selling staffs listed in (b)(2) and (b)(3) above are:

That the personal solicitation involved is conducted by professional salespeople who have chosen subscription selling as their principal means of livelihood. These salespeople are usually, although not necessarily, associated with others in crews. These salespeople usually take subscriptions for publications in accordance with authority specifically granted by the publishers.

(c) Association memberships:

Subscriptions received as the result of membership in an association shall be included in the subdivision "association membership."

(d) Subscriptions sold on a non-deductible basis to registrants at trade shows or business seminars or similar types of business meetings shall be included in subdivision of "All other channels" with the caption "Sold as non-deductible at business seminars or trade shows."

(e) The Bureau shall prepare a list of subscription selling organizations as defined by this rule and distribute same to publisher members with appropriate instructions as a guide in properly classifying their production.

(f) Analysis of the sources of non-paid circulation to field served shall be shown in Paragraph 3(b) of the Paid and Qualified Non-Paid Circulation Form. Information furnished on sources of non-paid circulation to field served is to appear in the explanatory paragraph and shall exclude statements of a promotional nature and shall be subject to editing by the managing director.

D 10.2 Separate Editions

(a) A member business publication, published in either a print or digital format, may include the circulation of a separate edition, either print or digital format, in the qualified circulation of the member in Publisher's Statements and Audit Reports, subject to the following condition:

(1) The edition may maintain the same publication name and logotype characteristics as the member publication, or editions or portions of the publication's distribution may show on the front page a name other than the name under which ABC membership is held provided the logotype of the member is shown in a manner consistent with the member's basic logotype on all editions, and the term "edition" is consistently shown on each edition and both are clearly legible.

(b) A business publication published in more than one edition in which advertising is sold separately in one or more editions shall be required to list the average circulation for each edition and state frequency of publication in Paragraph 1(d) under a heading "Average Paid and Non-

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Paid Circulation of Regional and Demographic Editions" and totals for all editions in separate columns in Paragraphs 3(a) and 4 of Publisher's Statements and Audit Reports.

(c) A publisher member may designate certain portions of the distribution, either print or digital format, of its publication as "editions."

(d) In the absence of specific designations as "edition" or "editions," a publication shall be required to list the average circulation for each portion, in Paragraph 1(d) and totals for each in Paragraphs 3(a) and 4 of Bureau reports, in which advertising is regularly sold separately, except for areas comprised of a complete state, province or country or comprised of complete business or occupational classification reported in Paragraph 3(a) (or group of each).

(e) A business publication, reporting on either the Paid Circulation Form or the Paid and Qualified Non-Paid Circulation Form and published in more than one edition in which advertising is sold separately in one or more editions shall, in the event any such edition or editions have less than 70 percent paid circulation as defined in 2.11 of the bylaws (or less than 50 percent paid circulation in the case of provisional members), be required to list in separate columns the paid, non-paid and non-qualified circulation, for each edition and totals for all editions, in Paragraphs 1(a), (b) and (c) of the Publisher's Statement. The column for each edition having less than the required paid circulation, as defined above, shall be identified by a reference to the paragraph devoted to general explanations, where a full explanation shall be made. If no edition has less than 70 percent paid circulation as defined in 2.11, of the bylaws (or less than 50 percent paid circulation in the case of provisional members), the segregation for each edition in Paragraphs 1(a), (b) and (c) of the Publisher's Statement shall be optional with the publication for any complete audit period.

[Also, see Rule D 10.3 Digital Editions and Digital Versions.](#)

D 10.3 Digital Versions and Digital Editions

(a) The labels "digital version" or "digital edition" will be used to describe all copies distributed via electronic or paperless means.

(1) Digital version is defined as a publication distributed via electronic / digital means that maintains the basic identity of the host publication by maintaining the same name / logo and wherein the editorial and advertising content is a replica of the core host product. The digital version may contain "hotlinks" to the publisher's Web site provided the Web site contains updated or expanded editorial content when compared to the print edition.

(2) Digital edition is defined as a product distributed via electronic / digital means that maintains the basic identity of the host publication either by maintaining the same name / logo or by identifying itself as "an edition of _____," but contains different editorial and/or advertising content.

Digital edition circulation must be reported separately in Publisher's Statements and Audit Reports in accord with Bureau Rule D 10.2.

(b) Average Qualified digital version and/or digital edition circulation shall be reported separately in Paragraphs 1A, 1B, 1C and 1D of ABC reports.

(1) If the average number of digital version and/or digital edition circulation exceeds 5% of the Total Average Qualified Circulation for the Publisher's Statement period, digital edition and/or digital version circulation must be reported separately in Paragraphs 2, 3A, 3B, 3C and 4 of ABC reports.

(c) Digital versions and editions may not be comprised of a newsletter / e-newsletter or unrestricted website access.

(d) Both "push" and "pull" methods of distribution are acceptable.

For paid subscriptions, either purchased individually or by the subscriber's employer, served via the pull method, e-mail notification to the subscriber of the product's availability on the restricted access Web site is not required. E-mail notification must be made to designated recipients for subscriptions purchased in bulk by third parties.

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For non-paid subscriptions served via the pull method, e-mail notification to the subscriber of the product's availability on the restricted access Web site qualifies as delivery.

(e) Digital version / edition-only subscribers shall be required to provide a land address for reporting purposes in Paragraph 4 Geographic Analysis. Digital version / edition-only subscribers who do not provide a usable land address shall be reported as "e-mail address only" and shall not be subject to the 5 percent limit as articulated in Rule D 5.1(c) Geographic Analysis.

(f) Provided all other qualification criteria are met, non-paid copies served via the pull method and paid and non-paid copies served via the push method identified as delivery issue "bounce backs" may be included in qualified circulation for a limited time frame provided the delivery issue associated with the bounce back is rectified, or the subscriber is purged from the subscriber file in accord with the following scale: daily – 10 issues; weekly – four issues; biweekly – two issues; and monthly – one issue.

(g) Mid-term conversions from print only to digital version / edition only may be completed at the publisher's discretion provided the subscriber has the opportunity to "opt-out" of the conversion and retain the print subscription or terminate the subscription altogether.

(h) Paid bulk sales and license agreements may be reported as qualified circulation in ABC reports provided the purchaser pays a qualifying price for each subscription.

(i) Publications are required to provide a statement of digital delivery methodology in the explanatory paragraph of ABC reports. Also, see [Rules D 1.2 Prices](#), [D 5.3 Age of Source](#), and [D 10.2 Separate Editions](#).

Article 11

D 11.1 Additions and Removals

Publishers reporting qualified non-paid circulation shall include in Paragraph 2 a count by months of the additions and removals from lists of recipients of non-paid circulation to field served. The reporting of additions and removals is optional for the Initial Audit period.

For publications serving the medical industry, which obtain 90% or more of their qualified non-paid subscribers from American Medical Association, American Osteopathic Association or the American Dental Association lists, the reporting of addition and removal statistics is optional.

(a) If a publication elects not to report addition and removal statistics, an explanation stating the reason for the omission must be made in the explanatory paragraph of ABC reports.

(b) If a publication uses the same list for more than one issue, an explanation stating the number of issues serviced from the single list must be made in the explanatory paragraph of ABC reports.

Article 12

D 12.1 Non-Paid Direct Request Circulation

Non-paid direct request circulation may be reported in Paragraph 1(b) of Publisher's Statements and Audit Reports provided it conforms to the following requirements:

(a) If an initial 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.

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If non-paid subscription service is requested of a publisher for employees, subsidiary companies or branch offices of corporations or institutions, the letter or order requesting the non-paid service must bear evidence of the date the request was made and carry the signature of the individual specifically requesting delivery of the publication. The request must include the name of each individual for whom the publication is being requested and the data retained by the publication for auditor's examination.

Information pertaining to the business analysis classification of all recipients must be clearly shown on the request or a reference source noted and available for auditor's examination. Telephone orders for non-paid subscription service initiated by qualified recipients or recipient's company may be reported as direct request.

(b) If an initial non-paid request subscription service is solicited by the publisher, 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, or corporate official in the case of group orders, 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 also 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 business analysis classification of the recipient must either be requested on the order form or a reference source noted and available for auditor's examination.

E-mail, fax, and other forms of electronic mail orders for non-paid subscriptions service initiated by qualified recipients or recipient's company may be reported as direct request - written.

Telephone orders for non-paid subscription service initiated by qualified recipients or recipient's company may be reported as direct request - telecommunications.

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

The e-mail and Internet form must 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. For situations wherein the subscriber is required to provide personal information, such as a website user name and password, a personal identification question is not required. Publishers shall be responsible for maintaining adequate records to verify the placement of the request.

When publishers use telecommunications, 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. For situations wherein the transaction is recorded and subsequently made available for audit purposes, a personal identification question is not required. Publishers shall be responsible for maintaining adequate records to verify the placement of the telephone calls.

(c) Non-paid subscription requests must be renewed at least once each 36 months.

(1) For renewals only, the following subscriber initiated forms of engagement would also qualify as requests for the publication:

(a) Change of address and/or company affiliation.

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- (b)** Accessing the publication's digital version on the following scale:
- (i) For business publications that publish 13 to 52 or more issues per year – nine times per Publisher's Statement period.
 - (ii) For business publications that publish five to 12 issues per year – two times per Publisher's Statement period.
 - (iii) For business publications that publish three to four issues per year – one time per Publisher's Statement period.
 - (iv) For business publications that publish one or two issues per year – one time per audit period.
 - Publications must maintain proof of initial request and subsequent engagement activity for auditor review.

(d) Non-paid request circulation must be served as follows in order to be included in the average:

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

(2) Publications issued more often than monthly must serve recipient 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 be in the "Field Served" by 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 for the period during which the offer is used.

D 12.2 Non-Paid Circulation Other Than Direct Request

(a) Non-paid circulation other than direct request may be reported in Paragraph 1(b) in Publisher's Statements and Audit Reports provided the recipient is in the field served by the publication and the age of the source documentation does not exceed 36 months.

(b) Communications from recipient and recipient's company which do not meet the direct request criteria in [D 12.1](#) may be reported as communication other than request. Reader service reply cards, surveys, questionnaires, other written documents, electronic or telecommunications which do not satisfy direct request specifications may be included.

(c) Recognized business directories may be used as a source of non-paid circulation to the field served. Directories must be adequately identified and dated and be made available for auditor's examination.

(d) Lists of qualified recipients may be reported as non-paid to field served. Such lists must be dated and identified and are subject to auditor's examination.

(e) Non-paid circulation must be served as follows in order to be included in the average:

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

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

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(3) Provisions of Paragraphs (1) and (2) shown above are not applicable to members that obtain at least 90% of their non-paid circulation from American Medical Association, American Osteopathic Association or the American Dental Association lists.

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

D 12.3 Non-Paid Multi-Copy Same Addressee Circulation

(a) Non-paid multi-copy same addressee circulation is circulation delivered to designated addressees for redistribution to recipients unknown to the publisher. Records must be kept on an issue-by-issue basis to show gross distribution.

(b) Publisher's Statements and Audit Reports shall show copies distributed to designated areas but make no inference as to their final disposition.

(c) Non-paid multi-copy same addressee circulation may be reported in Paragraph 1B in Publisher's Statements and Audit Reports provided primary recipient (addressee) is in the field served by the publication and the Age of Source documentation does not exceed 36 months.

(d) Non-paid multi-copy same addressee circulation shall be reported in a separate column. Circulation may be classified by Business and Industry based upon the primary recipient's (addressee's) demographic data. In these situations the primary recipient (addressee) must provide satisfactory evidence to support the classification. Classification by title and occupation shall be "other".

(e) Non-paid multi-copy same addressee circulation initiated by a request from the primary recipient (addressee) shall be reported as "Direct request from recipient's company" in Paragraph 3B. Other acceptable sources are Business Directories, Lists, and Other Sources.

(f) Non-paid subscriptions delivered in bulk to corporations, institutions or individuals for their own employees, subsidiary companies or branches are not subject to the provisions of this rule provided the records show that copies are addressed and mailed to individuals in the employ of the subscriber or singularly to branch offices or subsidiary companies. If the copies are mailed in bulk, satisfactory documentary evidence must be maintained in the publisher's office showing that such copies are for distribution to employees, subsidiary companies or branch offices of such purchasers.

(g) Non-paid multi-copy same addressee circulation shall be fully explained in the body of the Audit Report and the Publisher's Statement, giving details of their character and nature, showing how the copies are distributed and any other amplification necessary to make possible a clear analysis of their value including the range of distribution as follows: "distributed in quantities of _____ to _____."

(h) Non-paid multi-copy same addressee subscriptions may not be fulfilled with digital editions.

D 12.4 General Explanation for Non-Qualified Circulation

(a) Business Publication Publisher's Statements and Audit Reports may include in the Explanatory Paragraph an explanation of circulation reported as non-continuous market coverage copies in non-qualified circulation, provided classification data are available to verify recipients to field served and by business and industry and/or by title and job function. Frequency of service to recipients reported in the Explanatory Paragraph shall be noted.

All data pertaining to non-continuous market coverage copies must be preserved for the auditor's examination. The Bureau reserves the right to subject the assigned classifications to a verification letter or any other tests deemed necessary if, for any reason, the evidence produced is not considered to be sufficiently conclusive.

The data shall be compiled by the publisher and verified by Bureau auditors and shall be based on an actual count of the issue analyzed. No information may be used for classification purposes which was obtained more than three years prior to the date on which the explanation is made.

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(b) Business Publication Publisher's Statements and Audit Reports may also include in the Explanatory Paragraph an explanation of circulation reported as allocated for shows and conventions. Publications shall have the option to report the distribution for selective shows within the Publisher's Statement period.

Copies allocated for shows and conventions represent circulation delivered to designated locations for redistribution. No inference shall be made as to the final disposition of copies allocated for shows and conventions. The term "non-qualified circulation" shall be noted in the Explanatory Paragraph when copies allocated for shows and conventions are reported.

Distribution records must be maintained on an issue-by-issue basis and preserved for the auditor's examination. These records shall detail the method of delivery, quantity delivered, location, date, cost of delivery and proof of payment.

(c) Noted in the Explanatory Paragraph shall be the average number of copies included in Average Non-Qualified Circulation distributed in the period as checking and promotion copies.

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 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-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-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.

(f) Reporting of Age of Source shall be required as outlined in Bureau Rules [D 5.3](#) for 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-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 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.

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(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.

Article 13

D 13.1 Supplemental Analyses

(a) Publisher's Statements and Audit Reports of business publications may, at the option of the publisher, include a unit count analysis of circulation to the field served and/or an analysis of subscribers according to secondary or multiple job functions.

(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 business 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 business analysis breakdown as desired by the publication requesting the unit count and/or multiple job function audit, but must include categories in the order in which they appear in the 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 years 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.

(g) Questionnaires used to obtain multiple job function data from subscribers shall be written so as to determine the most important or primary interest, plus ancillary job functions.

In reporting these data, separate figures are required for the "primary" and the "multiple" job function statistics for each classification analyzed. Each Publisher's Statement and Audit Report that includes a multiple job function analysis shall contain an appropriate explanatory notation so there will be no confusion about the exact number of subscribers being reported.

D 13.2 Supplemental Data Reports

Publishers may include as a supplement to business publication Audit Reports and Publisher's Statements an analysis of recipients which are reported in non-qualified circulation as a result of being served less than six consecutive months for monthly publications or less than six consecutive issues for publications issued more often than monthly. Frequency of service to non-qualified recipients analyzed shall be included in the supplemental data report.

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The data shall be compiled by the publisher and verified by Bureau auditors and shall be based on an actual count and analysis of the circulation for the issue analyzed.

A written request for a supplemental data report must be filed, including a format for the report, at least 30 days prior to the close of the period in which the initial analysis is to be reported.

The initial analysis may not be released until after having been verified by audit.

All data must be preserved for the auditor's examination. The Bureau reserves the right to subject the assigned classifications to verification letter tests or any other tests deemed necessary if for any reason the evidence produced is not considered to be sufficiently conclusive.

No information may be used for classification purposes which was obtained more than three years prior to the date of issue on which the analysis is made.

D 13.3 Consolidated Media Report

Publisher members may make available a consolidated report of ABC/ABCi/ABVS audited qualified circulation, pass-along receivership, unique website visitors / registered users, newsletter distribution, 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 publication.
- (b)** Advertising is offered for sale in combination.
- (c)** The distribution for all forms of analyzed media must be derived from the current released Supplemental Data Report / Publisher's Statement.
- (d)** The Consolidated Media Report must contain the following:
 - A summary of the report's content, which would identify the original ABC report in which the data first appeared, and/or an audit statement for all data not previously disclosed in an ABC report.
 - An aggregation of the total circulation / distribution / exposure of all forms of media analyzed.
 - The report shall clearly identify that the figures are "gross" and that no effort has been made to eliminate any duplicate circulation / distribution / exposure.
- (e)** The report may also contain one or more of the following:
 - Demographic characteristics / Age of Source / Mailing Address of all, or any portion of, the media analyzed.
 - Geographic analysis of all, or any portion of, the media analyzed.
 - Any 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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Article 14

D 14.1 Late Mailing Explanation

When 15% or more of the copies mailed to recipients for an issue are mailed on or after the stated mailing date of the next issue, the completion date of mailing for that issue shall be reported in the paragraph of the Publisher's Statements and Audit Reports devoted to general explanations. In the absence of a stated mailing date for a publication in either its rate card or in recognized directories, the first day of the next issue cover date shall be used to determine if copies are mailed late. The explanation shall state the percentage and number of copies mailed late.

Article 15

D 15.1 Special Issues

Special issues are those issues published in addition to the regular frequency in which editorial content differs from the subject material of issues regularly published.

Special issues shall be reported in Paragraph 2 only with a footnote that the circulation is not included in the averages shown in Paragraph 1. A non-promotional explanation of special issues may be shown in Paragraph 11, subject to the provisions of [Rule B 3.4](#). Special issues shall not be considered in the determination of consecutive issuance for non-paid circulation.