

2012 Bylaws & Rules Book, Edition BM – U.S.

CHAPTER E: FARM PUBLICATIONS

Article 1

E 1.1 Paid Circulation Defined

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

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

(b) Subscription Sales:

(1) On term order for any period the subscription must be paid for at not less than once 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% of the original term ordered, with a maximum of three consecutive months immediately following the expiration date and these post-expiration copies 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 expires service of 25% 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.

(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 be not qualify as paid circulation and instead shall be reported as 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.

E 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:

- sold at basic or higher than basic
- sold at between 75% and basic price
- sold at from 50% to 75% of basic price
- sold at from 25% to 50% of basic price

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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% or 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.

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

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

(4) Digital Editions

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

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

(f) Farm 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.

E 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

E 2.1 Multi-Copy Sales

(a) All copies or subscriptions purchased in quantities of 11 or more, which in the opinion of the managing director promote the professional or business interests of the purchaser shall be designated in Bureau reports as "Multi-Copy Sales" except as otherwise permitted or prohibited by the following provisions.

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

(c) Subscriptions purchased in quantities by corporations, institutions or individuals for their own employees, subsidiary companies or branches are not subject to the provisions of Paragraph (a) but shall instead be judged by the rule governing "Mail Subscriptions Special" (See E 2.3 below).

E 2.2 Paid Multi-Copy Sales Defined

(a) Quantity sales shall be set up as multi-copy sales only when the price paid is in accordance with [E 1.1](#).

(b) Multi-copy subscriptions carried beyond expiration of time originally paid for shall be excluded from multi-copy sales and included in non-analyzed non-paid circulation.

(c) 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 _____."

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

E 2.3 Group (Mail Subscriptions Special)

(a) Publications, which sell subscriptions in quantities to corporations, institutions or individuals for employees, subsidiary companies or branches, shall list subscriptions as "Mail Subscriptions Special" in Paragraph 1, provided the price paid is in accordance with [E 1.1](#), and the records show that copies are addressed and mailed to individuals in the employ of the subscriber, or singly to branches or subsidiary companies. Copies sent in bulk to purchaser for distribution shall be shown as "Average Multi-Copy Same Addressee Sales" 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 branches of such purchasers, in which case the classification, "Mail Subscriptions Special," shall be allowed.

(b) Subscriptions in quantities of ten or less shall automatically qualify for inclusion in "Subscriptions: Individual" provided they conform to regulations in all other respects.

(c) An explanation of Mail Subscriptions Special shall be made in the paragraph devoted to general explanations in Publisher's Statements and Audit Reports and the range of sales stated as follows: "sold in quantities of _____ to _____."

E 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 [E 1.1](#).

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(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.

(e) Publications which sell gift subscriptions in accordance with [E 1.1](#) shall list the average number of copies served on subscriptions as "Gift" in Paragraph 1.

(f) The classification shall carry a reference to general explanations, where a full explanation of the total number of subscriptions sold during the period and the price(s) paid shall appear.

E 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.

E 2.6 Association, Member, Organization and Society Subscriptions

(a) Members of an association, organization or society who receive a publication because of membership or a contribution to public radio or television, a portion of the donation is for the publication, whether the subscription to the publication is paid for as part of the dues, contribution or assessment or paid by the member in addition to the dues as a requirement of membership, shall be designated an association, member, organization or society subscribers, and such subscriptions shall be designated as association, member, 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, member, 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 or contribution 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 or contributor at the time of joining the association or organization, 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, member, organization or society (whichever applies)), subscriptions nondeductible from dues. In this class shall be included subscriptions of members or contributors of an association or organization whose dues or payments remain the same whether they elect to accept the publication or to reject the publication.

Every person on becoming a member or contributor of an association or organization must be notified that dues or payment includes a subscription to the publication, and the amount of the dues or payment allocated for payment of the subscriptions. On every bill for dues, payment or contribution, the amount 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 or organization provide that a subscription is part of the association or organization dues or payment of each member or contributor, and the

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publisher agrees at the time of making application that the stipulation as set forth will be complied with no later than the beginning of the second membership year following the period covered by the initial audit. If compliance is not accomplished within this 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) Association, member, organization or society subscriptions shall not be credited as paid circulation unless at least one cent is paid for same.

E 2.7 Club/Membership Subscriptions

All copies served to individuals as a result of membership in a club or similar organization shall be classified as "club/membership" subscriptions and shall be reported in Publisher's Statements and Audit Reports per the provisions of paragraph (f) below, except as otherwise permitted or prohibited by the following provisions:

(a) The club member is notified of the inclusion of the farm publication subscription at the point of joining the club.

(b) The amount to be allocated to the subscription is in accord with Rule E 1.1 and is presented in a clear and reasonable manner in all written membership information.

(c) The amount to be allocated to the subscription shall be identified in a clear and reasonable manner as either deductible or nondeductible from the total membership fee.

(d) For publications making an average price claim, this amount identified as deductible shall be used in the calculation as the value of the publication.

(e) Nondeductible club/membership subscriptions shall qualify for inclusion in paid circulation under the following conditions:

(1) The publication included in the Club/Membership program must be editorially homogeneous with the defining characteristics of the club or membership program.

(2) Annual club/membership dues must be collected from the club/membership members.

(3) The publication must provide unique editorial and/or benefits to the club/membership members at least quarterly - or within every issue for publications published less frequently than quarterly.

(4) Club/membership members shall have the option to "opt" out of the club/membership program, but may continue as subscribers at the same or greater price as allocated as part of the membership fee.

(5) The amount to be allocated to the subscription must be at not less than one cent, and the value of tangible products and services (premiums) plus the amount allocated for the subscription cannot exceed the amount charged as dues.

(6) The Explanatory Paragraph of ABC Publisher's Statements shall include a full description of the club, to include a listing of all club benefits and, where applicable, the value of club benefits.

(f) Publications which sell club/membership subscriptions shall list the average number of copies served as "club/membership subscriptions," along with identifying the program as being deductible or non-deductible from dues in Paragraph 1, with a full description of the sale in the Explanatory Paragraph.

E 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 served to individuals and tied to a partnership agreement (e.g. subscription/single copy of a farm 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

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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 farm 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 farm publication subscription, provided these benefits are identical to the benefits offered for the purchase which includes a farm publication subscription.
- (e) The total price paid must be at least one cent plus the cost of the purchase without the farm 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 farm publication (single copy price) must be deductible at the point of purchase.
- (g) Publications which sell partnership subscriptions and single copy shall list the average number of copies served as "Partnership Subscriptions" and/or "Partnership Single Copy" in Paragraph 1 with a full description of the sale in the Explanatory Paragraph.

E 2.9 Sponsored Educational Multi-Copy Sales

Farm Publications may solicit funds from corporations or other businesses to be used to sponsor the purchase of subscriptions to be distributed to college/university or high school 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.

Article 3

E 3.1 Initial Audit

(a) The initial audit of a farm 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 thru semiannual frequency — for six months or at least two consecutive issues.

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

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

Article 4

E 4.1 Publisher's Statements

(a) For all publications the semiannual Statements shall cover the periods from January 1 to June 30 and July 1 to December 31.

(b) For all publications utilizing the June/December report cycles, Publisher's Interim Statements may be filed for quarterly periods January 1 through March 31 and/or July 1 through September 30 only.

(c) Farm Publications shall report the total paid (total of subscriptions and single-copy sales), qualified non-paid circulation and non-qualified circulation on an issue-by-issue basis in Paragraph 2 of Publisher's Statements.

Article 5

E 5.1 Geographic Analysis

(a) Paid circulation (except that distributed through newsdealers if less than 25 percent of total) may be broken down by states or provinces for one or more issues published within each 6-month Publisher's Statement period.

A count and analysis shall be made of at least one issue published in each audit period. The mail list and summary of the count is to be retained for examination by Bureau auditors. The figures used in the following Publisher's Statement may be based on the percentages for each state as determined from the issue or issues analyzed, and these percentages shall be projected against the total of the issue or issues to be reported.

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

(b) In addition to the totals of subscriptions and single-copy sales for each geographical unit, the percentage of such totals to the total United States circulation shall be shown. The percentage of total United States and totals for each geographical unit outside of the United States to the total circulation shall be shown.

(c) Every United States publication with a circulation of 70,000 or more in Canada shall be required to analyze its Canadian circulation by provinces.

(d) Unclassified circulation in the analysis of distribution 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) 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 that issue and the average circulation for the period shall be stated in the paragraph relating to that breakdown.

(f) 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 opposite the classification "Military or Civilian Personnel Overseas."

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 included in the geographical analysis in the states or territories to which the copies are addressed.

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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 included 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 character within the United States and territories shall be included in the states or territories in which the sales are made if the facts are determinable or in "Unclassified" if not.

(g) Qualified non-paid circulation 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.

E 5.2 Distribution by ABCD County Size

(a) Farm publication members may make an analysis of subscription and single copy sales by ABCD County Size in accordance with a format adopted by the Board of Directors, except as outlined below. All analyses shall be based on the most recent data prepared by the Bureau. The ABCD Counties and percent of population may be reported for a farm publication distributed regionally only for the states in which market coverage is claimed. A farm publication distributed nationally may make a similar analysis in addition to the regular breakdown.

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

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

(b) Single-Copy Sales need not be broken down by ABCD County Size unless such sales exceed 1 percent of the total paid of the issue analyzed.

(c) 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 that issue and the average circulation for the period shall be stated in the paragraph relating to that analysis.

(d) If a publication furnishes a similar analysis to advertisers, either by letter, through advertising matter, or any other means whatsoever, it shall become mandatory for said publication to make an analysis in accordance with the standards as herein set forth for Bureau reports. The issue analyzed for the purpose of the Publisher's Statement shall be the same as that on which the publisher based his original claims, and shall be made to conform thereto.

All records used in compiling the special analysis must be retained for the purpose of verification by the Bureau.

(e) Every U.S. publication analyzing circulation by ABCD County Size shall analyze only its United States circulation in the paragraph devoted to that subject. An analysis of its Canadian circulation shall be optional with the publisher, unless such Canadian circulation amounts to 70,000 or more, in which case it shall be mandatory.

(f) Copies of publications directed to persons overseas in care of post offices, where destination is unknown, shall not be included in the analysis.

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If copies are addressed merely in the name of a camp, fort or similar military or naval unit and the state or province, publishers should consult the official United States postal guide (and latest monthly supplements to the postal guide) and determine therefrom the name of the city or town which serves such camp or fort as a station or branch post office.

The copies thus addressed should then be classified in accordance with the key number as given in the ABCD County Size for the city or town from which mail is served.

(g) The circulation reported as "Unclassified" in Publisher's Statements and Audit Reports shall be limited to not more than 3 percent.

E 5.3 Distribution by Counties

Publishers may, at their option, include as a supplement to farm publication Audit Reports and Publisher's Statements an analysis for one issue of the total paid and/or qualified non-paid circulation (excluding bulk) by counties (or the equivalent).

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

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

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

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

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

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

E 5.4 Distribution by Demographics

(Effective with the 6/30/05 Publisher's Statement)

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

Publishers may include in Paragraph 3(a) of farm publication Audit Reports and Publisher's Statements an analysis for one issue of the total paid subscription and qualified non-paid recipient circulation identifying the subscriber/recipient by degree of farm interest and/or by involvement in farming or other applicable demographics.

(a) 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 mail circulation for the issue analyzed.

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

(c) The reporting format shall be by paid, qualified non-paid and total and must be by breaks shown in standard United States Census of Agriculture. The format for each publication will be approved by the Bureau in advance of its first publication in Bureau reports. National or

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regional agriculture census data may be reported in addition to the publisher's data. The reporting of a percentage for each category and a cumulative percentage is also optional.

Where 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.

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

In the event of a change in census data reporting, publishers will have until the seventh Publisher's Statement from the census release date to make the change within their demographic reporting.

Age of information used for classification purposes shall be reported.

E 5.5 Age of Source

(a) Age of source data must be reported for that portion of the publication's circulation qualifying as qualified 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 for the Geographic Analysis (Paragraph 4).

(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 in Paragraph 1. 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 from Recipient;
Gift, Association, Mail Subscription Special, School and Bulk to Other Sources.

(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 shall 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.

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Article 6

E 6.1 Renewals

(a) If a farm 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 advertised 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 be 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.

(b) A subscription shall be considered a renewal if received within six months after its expiration and paid for within seven 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 percentage of association subscriptions, term subscriptions in bulk and individual subscriptions shall be shown separately. If the total number of term subscriptions in bulk is less than 2 percent of the average number of mail subscriptions for the period, a separate renewal percentage for bulk shall not be shown.

(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.

Article 7

E 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 once cent is paid for such subscriptions, they shall be classed as paid but shown as a separate classification.

E 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 issue.

(b) Back copies served in connection with a 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.

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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 Paragraph 1 of 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.

E 7.3 Collection Stimulants

(a) Any inducement offered for prompt payment 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 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 as a collection stimulant in the explanatory paragraph of the Publisher's Statements and Audit Reports.

(b) The value of the collection stimulant must be taken into consideration in establishing the amount necessary to be paid by the subscriber in order to qualify the subscription as paid as required by the rules relative to Prices, Premiums, Combinations, or any other rules which may apply.

(c) The number of subscribers receiving 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.

Article 8

E 8.1 Subscriptions Received in Connection with an Advertising Contract

Subscriptions received in connection with an advertising contract shall be included in "Mail Subscriptions Special" 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.

When such subscriptions are sent to the purchaser in bulk, they shall not be included in paid circulation 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, in which case the classification, "Group (Mail Subscriptions Special)," shall be allowed.

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

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 Average Total Non-Qualified Circulation.

E 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 they are given with or without additional payment above the subscription price and whether or not they are 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 premiums 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 farm publications sent to all subscribers for the period included in the offer.

(2) 'Door Openers' defined as anything sent free by mail with 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 and the value of which does not exceed 50 cents as determined by procedure outlined in E 8.3.

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

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

(6) 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.

(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) Any publication, the contents of which consist chiefly of data for reference rather than for general reading, shall not be considered a "periodical" for the purpose of the exception noted in Paragraph (a) of this section but shall, when sold with another publication, be considered as a premium. Any publication, regardless of character of content, whose frequency of issue is less than once in three months shall not be considered a "periodical" for the purpose of the exception noted in Paragraph (a) of this section but shall, when sold with another publication, be considered as a premium.

E 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.

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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 [E 1.1](#).

The provisions of this section apply to carrier-delivered as well as mail subscriptions.

(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.

E 8.4 Premiums with Combination Sales

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

E 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 [E 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 any means the amount paid by the subscriber must not be less than one cent per publication.

(1) When subscriptions for two or more publications, one of which is a farm publication and the other a business publication, magazine or newspaper, the amount paid by the subscriber must be not less than one cent for the farm 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 E 1.2) shall be based on the offer presentation itself, if it includes references to the value of each subscription in the combination

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sale (the sum of which must total to the selling price for the combination sale), 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) Regardless of its frequency of issue, a publication, the contents of which consists chiefly of data for reference rather than for general reading, shall if sold in combination with other publications, be considered a premium in the reports of the publication or publications in the sale of which it is combined. Regardless of the character of its contents a publication whose frequency of issue is less than once in three months shall, if sold in combination with other publications, be considered as a premium in the reports of the publication or publications in the sale of which is combined.

(e) Existing and renewing subscribers may be offered a combination sale under either of the following conditions:

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

(2) The offer to "add on" the combination publication requires notification to the subscriber and promotion materials shall not imply nor suggest that the add on 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.

E 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.

E 8.7 Contests and Coupons

(a) When a contest for a prize or reward in which the public may participate, is promoted, complete description of the contest or feature shall appear in the Publisher's Statement for the period during which the contest is used and in the Audit Report which includes that period, and each report shall show the total amount of prizes given away in connection with contests during the period covered by the Publisher's Statement or Audit Report.

When, in the judgment of the managing director, such contest is not a circulation inducement for the publication, this rule shall not apply.

(b) Subscriptions to, or copies of, a publication given in redemption of coupons or the equivalent, such as wrappers, box tops, etc., shall not be included in paid circulation. This rule shall apply whether or not the coupons or equivalent are redeemable in cash.

(c) When a coupon or coupons or certificate or certificates are published in a publication and publicized by or on behalf of the publisher thereof, directly or indirectly, and representing payment for or part payment for a thing of value and the represented value is more than the cover price less one cent, all single copy sales of the issue in which the coupons or certificates appear will not qualify as paid circulation. The circulation of the issue or issues and the date of publication of the issue or issues in which such coupons appear shall be excluded from computation of average paid circulation for any Publisher's Statement or Audit Report. When, in the judgment of the managing director, such use of coupons or certificates is not a circulation inducement for the publication, this rule shall not apply.

E 8.8 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.

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E 8.9 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.

E 8.10 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 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.

E 8.11 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.

E 8.12 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 seven months after start of service.
- (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.

E 8.13 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 the full term of order.

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Article 9

E 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.

E 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.

E 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.

E 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.

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(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.

(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.

E 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) Copies served in post expires to subscribers of the purchased publication shall not be included in paid circulation.

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(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 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.

E 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) Copies served in post expires 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.

E 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.

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- (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.
- (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

E 10.1 Channels of Subscription Sales

Subscription production shall be classified by channels in Bureau reports designed for farm publications in accordance with the following definitions and instructions.

Paragraphs (a) through (d) apply only to paid subscription circulation. Paragraph (e) applies only to qualified non-paid circulation.

(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 through the mail as the result of a voluntary effort by the subscriber 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."

(b) Ordered through salespeople:

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(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-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.

(4) Newspaper agencies:

A newspaper agency operates under three main methods:

Method (a) Subscriptions ordered by direct mail.

Method (b) Subscriptions ordered through an advertisement in the sponsoring newspaper which carries an order form to be mailed to the publisher.

Method (c) Subscriptions ordered under a plan whereby the newspaper carrier solicits subscriptions to periodicals and in which said carrier collects for the periodical or periodicals when making collections for the newspaper.

The major part of the orders produced by these methods covers subscriptions to one or more magazines and farm publications and the sponsoring newspaper.

Subscriptions produced by organizations such as above described shall be included in the subdivision "newspaper agencies."

(5) Members of schools, churches, fraternal and similar organizations:

Subscriptions in which sponsorship is involved shall be included in the subdivision "members of schools, churches, fraternal and similar organizations" unless specifically provided for elsewhere.

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This provision shall apply even though the production of the sponsoring organization is cleared through a catalog agency or any other channel whatsoever.

(c) Association memberships:

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

(d) 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 the production.

(e) Analysis of the sources of qualified non-paid circulation shall be shown in Paragraph 1. Information furnished on sources of qualified non-paid circulation 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.

E 10.2 Separate Editions

(a) A farm 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 paid and qualified non-paid circulation for each edition and state frequency of publication in Paragraph 1(a) of Publisher's Statements and Audit Reports.

(b) A publisher member may designate certain portions of the distribution of his publication as "editions."

(c) In the absence of specific designations as "edition" or "editions," a publication shall be required to list the paid and qualified non-paid circulation for each portion of its distribution, in which advertising is regularly sold separately and average totals for each in Paragraph 1a of Bureau reports.

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

(e) A farm publication reporting geographic editions shall be required to list in separate columns the paid, direct request from recipient, telecommunications and other sources circulation for each geographic edition and totals for all editions in Paragraph 1(a) of the Publisher's Statements and Audit Reports.

Article 11

E 11.1 Advertising Rate Base or Circulation Guarantee

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

Article 12

E 12.1 Non-Paid Direct Request Circulation

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

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

(b) If non-paid request subscription service is solicited by the publisher, the order form or questionnaire must conform to the following specifications:

(1) It must be 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) Farm Publication _____ Yes _____ No."

Alternate phrasing approximating the following may also be used:

"Please sign here if you wish to receive (name of publication) Farm Publication." Forms using the alternate phrase must be signed.

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

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

(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.

E 12.2 Non-Paid Circulation Other Than Direct Request

(a) Non-paid circulation other than direct request may be reported in Paragraph 1 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) Recognized industry directories may be used as a source of qualified non-paid circulation. Directories must be adequately identified and dated and be made available for auditor's examination.

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

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(d) Non-paid qualified subscription orders obtained through telephone interviews initiated by publisher or publisher's representatives may be reported as telecommunications circulation. Telephone interview forms must have been signed and dated by the interviewer. The interviews shall, for verification purposes, include a personalized question which only the recipient is likely to be able to answer, such as date of birth or mother's maiden name. Different questions must be used when requests are renewed and all personalized questions shall be subject to approval by the Bureau. Publishers shall be responsible for maintaining adequate records to verify the placement of the telephone calls. Telephone orders for non-paid subscription service initiated by qualified recipients or recipient's company may be reported as direct request.

(e) Written communication from qualified recipient or recipient's company, which do not meet the direct request criteria may be reported in qualified non-paid circulation.

(f) Reader service reply cards, surveys, questionnaires and other written documents which do not satisfy direct request specifications may be reported in qualified non-paid circulation.

(g) Paid subscriptions that are not renewed may at the option of the publisher be reported as "Other Sources" in Paragraph 1 of Bureau Reports provided non-paid copies are 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.

E 12.3 Multiple Subscriptions

Publishers who use order forms or accept letters whereby more than one publication is offered, may count these subscriptions as direct request or telecommunications, provided the following conditions are present:

(a) The publications must be homogenous with comparable definitions of field served.

(b) On written qualification forms, there must be a separate signature for each title ordered. For telecommunications orders, only one personal identifier question needs to be asked for all titles ordered.

(c) For written qualification forms or telecommunication orders, demographics need only be requested once for all titles ordered. Only one date is required.

(d) The text of the telecommunication script must disclose that multiple titles are being offered.

(e) A one-sentence description of the editorial content differentiating the publications must be included on the telecommunication script or qualification form. In addition, written qualification forms must include the logo of each publication next to the signature line to increase awareness among subscribers.

E 12.4 Additions and Removals

Publishers who report Qualified Non-Paid Circulation may include in Paragraph 2 a count by issue 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 farm publications.

E 12.5 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.

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(c) Non-paid multi-copy same addressee circulation may be reported in Paragraph 1 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) If the publication reports demographic information, 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 _____."

Article 13

E 13.1 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.