



Audience-FAX

A U.S. Daily Newspaper Audience Reporting Initiative



Presented by:
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In this discussion, ABC's Bridget Fleagle explains why Audience-FAX was implemented, an overview of reporting options, and how it affects ABC reports.

About Audience-FAX

At its July 2007 meeting, the ABC board of directors approved development of "Audience-FAX," a new newspaper audience-reporting initiative that for the first time will integrate newspaper readership and online audience estimates into ABC circulation reports. Monthly Web site unique visitors will also be reported.

All audience and Web site estimates in Audience-FAX will be independently audited by ABC and reported in ABC Publisher's Statements, Audit Reports and FAS-FAX. The information will also be available in a new industry database that will allow advertisers to generate custom reports on national and local newspapers comparing selected markets or newspapers across a range of demographic segments, using print and online audience data.

Audience-FAX will be available in two tiers or groups: one covering Scarborough-measured newspapers and one for all other newspapers.

Please access the links below for more complete information about Audience-FAX:

- ◆ About Audience-FAX
- ◆ Reporting options and FAQs
- ◆ Listing of Audience-FAX Scarborough-measured newspapers
- ◆ Recording of Aug. 22, 2007 Audience-FAX webinar
- ◆ Information request form

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