

Feb. 5, 2009

FAS-FAX Fact Sheet – Periodicals

The consumer magazine and farm publication FAS-FAX for the six months ending Dec. 31, 2008, will be released on Monday, Feb. 9. It will be posted in ABC's online database no later than 8 a.m. ET. The consumer magazine supplemental FAS-FAX and the business publication FAS-FAX will be released on Monday, Feb. 23.

FAS-FAX is an ABC report of top-line circulation data for all publications filing a Publisher's Statement. Periodicals file in the summer and winter. A complete FAS-FAX schedule is available on [ABC's Web site](#).

Changes to Verified Continue to Impact FAS-FAX Report

In 2007, the ABC board of directors made several modifications to the verified circulation category that continue to have an impact on the comparability of verified circulation statistics reported in this edition of FAS-FAX. These changes include:

- The elimination of the public-place sponsored sales category to require those copies to now be reported as verified circulation.
- The modification of the rules surrounding back copies. Recipients of verified copies are now ineligible to receive back copies.
- The requirement that all copies served and claimed as verified circulation must be included on ABC reports. A minimum of two consecutive issues must be served to qualify circulation as verified.

These changes were effective with Jan. 1, 2008, issues. These changes are reflected in the December 2008 data but not the data from the comparable period of December 2007.

To Access FAS-FAX Online

Members of the accredited press may receive complimentary access to FAS-FAX by contacting ABC for a user login and password. Please note that the password has changed since the last consumer magazine FAS-FAX release. To request the new password, please contact Kammi Altig using the information below.

About ABC

With nearly 4,000 members in North America, ABC is a forum of the world's leading magazine and newspaper publishers, advertisers and advertising agencies. The organization provides credible, verified information essential to the media buying and selling process. ABC maintains the world's foremost online database of audited-circulation information and a growing array of readership, audience and Web site usage data. To learn more, visit <http://www.accessabc.com>.

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