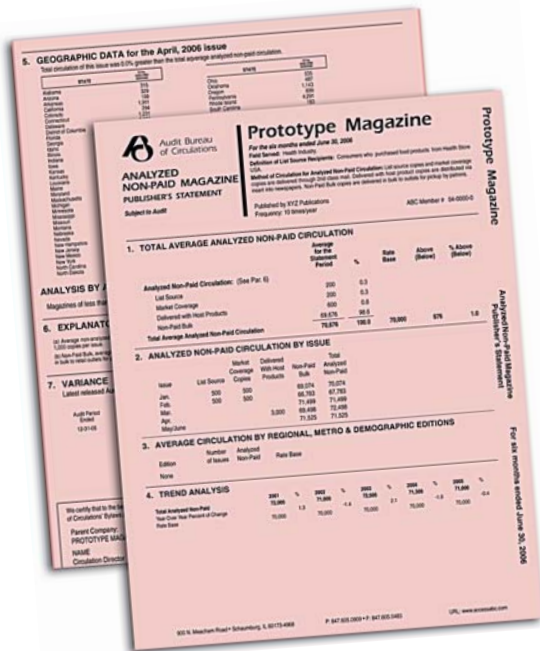


Analyzed Non-Paid Circulation

Publishers can report analyzed non-paid circulation derived from the following categories:

- List Source
- Market Coverage
- Delivered with Host Product
- Non-Paid Bulk



How it Works

The initial audit period is selected by the publisher and can cover three to six months. An initial audit period of less than six months must include at least two consecutive issues of the publication.

The publication must establish a description of the field served and definition of recipient.

The field served and definition of recipient qualification must be non-promotional in nature and must be approved by ABC prior to the start of the initial audit.

ABC auditors verify the accuracy of analyzed non-paid circulation reported as "list source" by means of a subscription order test (SOT). The SOT will verify that the individual recipient received the publication through a qualified list source.

Upon completion and release of the initial audit, membership in ABC is official. Publisher's Statements must be filed every six months.

List Source Circulation Requirements

- Lists must be identified and dated and must be made available for examination by the auditor.
- The subscriber must fit the definition of recipient qualification.
- Subscribers to monthly publications must receive at least six consecutive issues (three months for publications with greater than monthly frequency).

Commonly Used Terms

Field served describes the businesses or industries to which the editorial focus of the publication is directed.

Definition of recipient qualification describes the business, occupation or geographic location of specific individuals within the field served that have been targeted to receive the publication.

List source refers to copies distributed to individual recipients as a result of their name appearing on qualified lists.

Market coverage are delivery areas where addresses are known, but copies are not necessarily addressed by name; or where consecutive issue service requirements of ABC rules cannot be confirmed.

Delivered with host product are magazines that are inserted into another publication.

Non-paid bulk are copies delivered in bulk and available for pick-up free of charge at designated locations.



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