



A Primer on Verified Circulation

Presented by:
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In this discussion, ABC's Marsha Enrici will explain why the verified circulation category was created, what circulation is considered verified and how to understand verified circulation data in an ABC Publisher's Statement.

The most complete information about verified circulation can be found in the "Consumer Magazine Verified Circulation Guide." We have included the guide in its entirety in this PDF.

Related Links:

Paragraph 6A and 6B reporting categories: www.accessabc.com/resources/c_par6a6b.htm

Prototype Publisher's Statements: www.accessabc.com/resources/protos.htm

A Primer on Verified Circulation: www.accessabc.com/press/perry06.pdf

Verified Circulation: One Year Later: www.accessabc.com/press/perry07.pdf

Rule F 15.1 Verified Circulation: www.accessabc.com/bylaws/bylaw2426_15.htm#F151

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Magazines



Consumer Magazine Verified Circulation Guide



Audit Bureau of Circulations

Index

<i>Forward</i>	<i>1</i>
<i>Introduction</i>	<i>2</i>
<i>What Qualifies as Verified Public Place</i>	<i>3</i>
<i>What Qualifies as Verified Individual Use</i>	<i>4</i>
<i>Reporting of Verified Circulation on ABC Reports</i>	<i>5</i>
<i>Paragraph 6A and 6B Standardized Reporting</i>	<i>15</i>
<i>Verified Circulation Opt-Out and Request Requirements</i>	<i>17</i>
<i>Audit Requirements For Verified Circulation</i>	<i>22</i>
<i>Verified / Individually Requested Rules</i>	<i>23</i>
<i>Summary</i>	<i>26</i>

Forward

This booklet provides information on the qualification and reporting of verified circulation. In it you will find a review of the reporting required for publications claiming verified circulation on their ABC reports. In addition, it provides requirements for the qualification of this source as well as a review of necessary records that support verified circulation in the audit.

ABC's Publisher Relations department conducts confidential reviews of member programs for conformance to ABC rules. Contact your Publisher Relations manager at ABC's Schaumburg, IL headquarters (847) 605-0909, with any questions.

The reporting and qualification requirements in this booklet are in effect as of October 2006. This guide is not intended to be all-inclusive, but to provide general guidance on what is required by ABC rules. As new rules become effective, these requirements are subject to change. ABC provides printed copies of current bylaws and rules at no charge. To obtain a copy, contact the Service department at (847) 605-0909 ext. 267. In addition, an online version of the bylaws and rules are available at www.accessabc.com.

No part of this guide may be reproduced without making this forward a part thereof and without the consent of the Audit Bureau of Circulations.

Introduction

Verified circulation is defined under Rule F 15.1 as subscription copies designated by publishers for readership in public places or intended for individual use by recipients who are likely to have a strong affinity for the content of the magazine. This category of circulation is eligible for reporting on ABC reports effective with the June 2006 reporting period.

Verified circulation is made up of two subcategories: *verified public place* and *verified individual use*.

Verified circulation is not subject to Rule F 1.1 Paid Circulation Defined.

What Qualifies as Verified Public Place?

Public place copies are defined by ABC as copies placed in waiting room locations and hotel rooms for use by patrons of a business with the intent for the copy to remain in that waiting room location. ABC rules governing verified public place circulation include the following criteria:

Waiting Rooms:

- Recipient locations must be presented with an opportunity to opt-out of the subscription at least once per year (annually). (*See Opt-Out Requirements for additional information*)
- Distribution must occur for at least two consecutive issues
- Limit: Three copies per location

Hotels:

- A participating hotel must agree to receive the magazines at its establishment
- A contract exists confirming the hotel's agreement to receive the magazines, the number of copies to be received, number of hotel rooms at the establishment, and the locations in the hotel where copies will be placed
- The contract must be renewed at least once annually
- Distribution must occur for at least two consecutive issues
- Limit: Two copies per hotel room, per issue (if published monthly or less frequently)
One copy per hotel room, per issue (if published more frequently than monthly)

What Qualifies as Verified Individual Use?

Subscriptions that qualify for inclusion in the verified individual use category are distributed to individuals whose names were obtained from a list type source that should be consistent with the editorial of the magazine.

Recipients of the subscription should be likely to have a strong affinity for the content of the magazine.

In addition, copies where the consumer has initiated a request for the magazine are classified as verified individual use under the subheading “individually requested” provided the request is in accordance with established ABC rules for direct request.

ABC rules governing verified individual use category of circulation include the following criteria:

Individual Use

- List type sources used to obtain the names should be consistent with the editorial of the magazine
- Recipients must be presented with an opportunity to opt out of the subscription within the first 90 days after the start of service, and at least once annually thereafter. (See Opt-Out Requirements for additional information)
- Distribution must occur for at least two consecutive issues
- Limit: One subscription per consumer

Individually Requested

- Recipients must opt-in to receive the subscription before distribution begins. (See request requirements for additional information).
- Distribution must occur for at least two consecutive issues
- Order documentation must be maintained for auditor’s review and cannot be more than three years old
- Limit: One subscription per consumer
- See also Rule F 15.2 Individually Requested Circulation

Note:

The category of verified individual use may not include:

- Copies originally presented to the consumer as a paid circulation offer wherein payment was never received (e.g. credit cancels)
- Copies claimed as paid circulation on a Publisher’s Statement, then disqualified during the audit process

Reporting of Verified Circulation on ABC Reports

Verified circulation is disclosed in Publisher's Statements and Audit Reports in all appropriate paragraphs reflecting claims of paid and verified subscription data.

Prototypes of the new reporting formats for those publications reporting paid and verified circulation and paid, verified and analyzed non-paid circulation can be found on pages 7-14 of this guide.

Paragraph 1 Average Circulation and Rate Base

Verified circulation is reported as a total average for the report period in Paragraph 1 of the report. Verified circulation is noted as a category under "Subscriptions," as consecutive service to a location (in public place delivery) or to an individual (in individual use delivery) is required.

If the magazine uses any rate base, this primary rate base will be displayed in Paragraph 1 of ABC reports. In situations where a publisher elects to make a rate base claim for a segment of circulation, such as paid only or verified only, then the explanatory paragraph may be used to provide this additional disclosure. (*See Rule F 11.1 Advertising Rate Base or Circulation Guarantee for additional information regarding rate base reporting.*)

Paragraph 6 Circulations by Category

Paragraph 6 of reports make a reporting of the average verified public place and verified individual use for the period.

Paragraph 6A and 6B Reporting of Verified By Source

Paragraph 6A provides disclosure of the average verified public place circulation for the period for the top five distribution locations, based on volume. The remaining circulation appear in the "Other" category. These reporting categories appear on the statement in alphabetical order with "Other" listed last.

Paragraph 6B provides disclosure of the average verified individual use circulation for the period for the top five name sources, based on volume. The remaining circulation appears in the "Other" category. These reporting categories appear on the statement in alphabetical order with "Other" listed last.

The listings in Paragraph 6A and 6B will appear in alphabetical order with "Other" listed last.

Source reporting in Paragraph 6A and 6B must be made from a standardize list issued by ABC and maintained on the www.accessabc.com website. This online listing should be referenced by publishers in assignment of coding for the reporting to ABC.

Note:

For June 2006 and December 2006 Publisher's Statements, Paragraphs 6A & 6B may be an analysis of a single issue, rather than an average for the entire reporting period. This issue must be representative, but does not have to be the same issue as the analyzed issue. Effective with the June 2007 Publisher's Statement, reporting of Paragraph 6A and 6B must be made for the average circulation served for the period.

Publishers wishing to make reporting of verified public place more detailed may do so at their option. The publication should contact their Publisher Relations manager to discuss their specific plans for optional reporting.

Other Reporting

In addition to the above noted paragraphs, reporting of verified is made in several other locations. This includes, but is not limited to, the reporting of total verified circulation on an issue-by-issue basis, the reporting of total verified subscription by geographic (state) reporting and ABCD as required for the specific publication.

Publications that participate in ABC's e-Data and submit data by county are required to provide verified subscriptions by county in addition to reporting paid subscriptions by county.



**PAID & VERIFIED
MAGAZINE
PUBLISHER'S STATEMENT**
Subject to Audit

Prototype Magazine

For the six months ended June 30, 2006

Field Served: Health.

Published by XYZ Publications
Frequency: 10 times/year

ABC Member # 04-0000-0

Prototype Magazine

Paid & Verified Magazine
Publisher's Statement

For six months ended June 30, 2006

1. TOTAL AVERAGE PAID & VERIFIED CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Paid & Verified Circulation: (See Par. 6)					
Subscriptions:					
Paid	700,209	86.9			
Verified	57,000	7.0			
Total Paid & Verified Subscriptions	757,209	93.9			
Single Copy Sales	48,028	6.1			
Total Paid & Verified Circulation	805,237	100.0	800,000	5,237	0.7

2. PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Single Copy	\$3.95		
Subscription	\$24.95		
Average Subscription Price Annualized (10 issue frequency)		\$15.80	\$21.00
Average Subscription Price per Copy		\$1.58	\$2.10

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2005.

3. PAID & VERIFIED CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation
Jan.	702,381	57,000	759,381	46,228	805,609
Feb.	701,848	57,000	758,848	46,601	805,449
Mar.	699,100	57,000	756,100	48,436	804,536
Apr.	696,899	57,000	753,899	51,602	805,501
May/June	700,818	57,000	757,818	47,273	805,091

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

Edition	Number of Issues	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Rate Base
South	5	130,200		130,200		130,200	
Northeast	5	170,100		170,100		170,100	

5. TREND ANALYSIS

	2001	%	2002	%	2003	%	2004	%	2005	%
Subscriptions:										
Paid	750,211	94.9	755,025	95.0	755,312	94.9	750,105	93.7	757,212	94.0
Verified										
Total Paid & Verified Subscriptions	750,211	94.9	755,025	95.0	755,312	94.9	750,105	93.7	757,212	94.0
Single Copy Sales	40,101	5.1	40,210	5.0	45,311	5.1	50,101	6.3	48,211	6.0
Total Paid & Verified Circulation	790,312	100.0	795,235	100.0	800,623	100.0	800,206	100.0	805,423	100.0
Year Over Year Percent of Change		0.5		0.6		0.7		0.0		0.7
Rate Base	780,000		780,000		800,000		800,000		800,000	
Avg. Annualized Subscription Price	\$15.90		\$15.40		\$15.75		\$15.23		\$15.80	

6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID & VERIFIED CIRCULATION

The following averages, as reported below, are included in Par. 1 and annotated here per applicable rules. See Par. 9 for full explanation

	Average for Period	% of Circulation
PAID SUBSCRIPTIONS		
Individual Subscriptions*	592,492	73.6
Combination Subscriptions*	1,200	0.1
Association:		
Deductible*	2,001	0.2
Non-Deductible*	1,003	0.1
Club Membership:		
Deductible*	10,114	1.3
Non-Deductible	901	0.1
Deferred*	1,200	0.1
Loyalty/Award Point*	2,003	0.3
Partnership:		
Deductible*	35,211	4.4
Non-Deductible	15,099	1.9
Sponsored Sales	38,985	4.8
TOTAL PAID SUBSCRIPTIONS	700,209	86.9
VERIFIED SUBSCRIPTIONS		
Public Place (See Par. 6A)	50,000	6.2
Individual Use (See Par. 6B)	7,000	0.9
TOTAL VERIFIED SUBSCRIPTIONS	57,000	7.1
TOTAL PAID & VERIFIED SUBSCRIPTIONS	757,209	94.0
SINGLE COPY SALES		
Single Issue Sales	43,306	5.5
Combination Sales	1,201	0.1
Partnership:		
Deductible	1,011	0.1
Non-Deductible	902	0.1
Sponsored Sales	1,608	0.2
TOTAL SINGLE COPY SALES	48,028	6.0
TOTAL PAID & VERIFIED CIRCULATION	805,237	100.0

*Included in Average Price calculation

6A. ADDITIONAL ANALYSIS OF VERIFIED PUBLIC PLACE

The following represents the average public place copies made available during the statement period to the following public areas:

Verified Subscription:	Doctor/ Health Care Providers	Education/ Learning Facilities	Hotel/ Lodges	Personal Care Salons	Specialty Locations/ Retail	Other	Total Public Place Copies
Public Place	10,000	10,000	10,000	10,000	10,000		50,000

6B. ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

The following represents the average individual use copies made available during the statement period to the following individuals:

Verified Subscription:	Charitable Donors	Event Attendees	Individually Requested	Licenses Holders	Season Pass Holders	Other	Total Individual Use Copies
Individual Use	3,000	500	500	1,000	2,000		7,000

7. GEOGRAPHIC DATA for the April, 2006 issue

Total circulation of this issue was 0.0% greater than the total average paid & verified circulation.

STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION	STATE	PAID SUBSCRIPTIONS	VERIFIED SUBSCRIPTIONS	TOTAL PAID & VERIFIED SUBSCRIPTIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULATION
Alabama	10,047		10,047	380	10,427	Ohio	29,478		29,478	1,847	31,325
Arizona	11,283		11,283	860	12,143	Oklahoma	7,949		7,949	221	8,170
Arkansas	5,367		5,367	239	5,606	Oregon	10,103		10,103	1,118	11,221
California	90,186	7,000	97,186	7,515	104,701	Pennsylvania	33,185		33,185	1,346	34,531
Colorado	11,828		11,828	706	12,534	Rhode Island	3,220		3,220	207	3,427
Connecticut	11,984		11,984	779	12,763	South Carolina	8,739		8,739	336	9,075
Delaware	2,328		2,328	149	2,477	South Dakota	1,923		1,923	57	1,980
District of Columbia	1,541		1,541	152	1,693	Tennessee	12,967		12,967	425	13,392
Florida	34,393		34,393	2,531	36,924	Texas	45,556		45,556	2,949	48,505
Georgia	18,159		18,159	1,105	19,264	Utah	5,265		5,265	224	5,489
Idaho	2,920		2,920	70	2,990	Vermont	1,967		1,967	157	2,124
Illinois	35,780		35,780	2,211	37,991	Virginia	19,372		19,372	1,080	20,452
Indiana	15,090		15,090	850	15,940	Washington	18,048		18,048	1,295	19,343
Iowa	7,584		7,584	308	7,892	West Virginia	3,785		3,785	129	3,914
Kansas	7,762		7,762	444	8,206	Wisconsin	15,781		15,781	588	16,369
Kentucky	8,313		8,313	419	8,732	Wyoming	1,214		1,214	47	1,261
Louisiana	10,185		10,185	406	10,591	TOTAL 48 CONTERMI- NOUS STATES	677,448		734,448	43,992	778,440
Maine	3,912		3,912	321	4,233	Alaska	2,580		2,580	261	2,841
Maryland	16,715		16,715	904	17,619	Hawaii	4,686		4,686	294	4,980
Massachusetts	18,835		18,835	1,621	20,456	TOTAL ALASKA & HAWAII	7,266		7,266	555	7,821
Michigan	27,537		27,537	1,806	29,343	TOTAL UNITED STATES	684,714		741,714	44,547	786,261
Minnesota	14,728		14,728	791	15,519	Poss. & Other Areas	1,250		1,250	4	1,254
Mississippi	5,424		5,424	143	5,567	U.S. & POSS., etc.	685,964		742,964	44,551	787,515
Missouri	13,995		13,995	675	14,670	Canada	9,721		9,721	7,049	16,770
Montana	2,342		2,342	91	2,433	International	367		367	2	369
Nebraska	4,715		4,715	188	4,903	Other International Military or Civilian Personnel Overseas	847		847		847
Nevada	4,280		4,280	355	4,635	GRAND TOTAL	696,899	57,000	753,899	51,602	805,501
New Hampshire	4,180		4,180	424	4,604						
New Jersey	25,877		25,877	1,461	27,338						
New Mexico	4,202		4,202	193	4,395						
New York	5,198	50,000	55,198	2,808	58,006						
North Carolina	20,179		20,179	990	21,169						
North Dakota	2,027		2,027	69	2,096						

ANALYSIS BY ABCD COUNTY SIZE for the April, 2006 issue

County Size	% of Households	Total Paid & Verified Circulation	% of Total Circulation	Index (% of Circulation/ % of Households)
A	40	364,174	46.8	117
B	30	240,133	30.8	103
C	15	103,535	13.3	89
D	15	70,598	9.1	61

County Size Group Definitions by the A.C. Nielsen Company- Data for the conterminous 48 states.

8. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended June 30, 2006

A. DURATION		%	C. CHANNELS		%
(a) One to six months (1 to 4 issues)	21,527	5.0	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	300,000	70.3
(b) Seven to eleven months (5 to 9 issues)	6,695	1.6	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	127,000	29.7
(c) Twelve months (10 issues)	270,530	63.3	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	None	
(d) Thirteen to twenty-four months	71,149	16.7	(d) Subscriptions as part of membership in an organization	None	
(e) Twenty-five months and more	57,069	13.4			
Total Subscriptions Sold in Period	427,000	100.0	Total Subscriptions Sold in Period	427,000	100.0
B. USE OF PREMIUMS					
(a) Ordered without premium	427,000	100.0			
(b) Ordered with material reprinted from this publication	None				
(c) Ordered with other premiums	None				
Total Subscriptions Sold in Period	427,000	100.0			

9. EXPLANATORY

- (a) Publisher Suggested Prices: Subscriptions: U.S. 2 yrs. \$45.95.
- (b) Average non-analyzed non-paid circulation per issue for the 6 month period: 2,500 copies per issue.
- (c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 3,700 or 0.04% of average paid subscription circulation.
- (d) (Standard explanations to support Paragraph 6 data claims.)

10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2004; Variation from Publisher's Statements

Audit Period Ended	Rate Base (Paid)	Audit Report (Paid)	Publisher's Statements (Paid)	Difference (Paid)	Percentage of Difference (Paid)
12-31-04	800,000	855,000	858,250	-3,250	-0.4

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Audit Bureau of Circulations' Bylaws and Rules.

Parent Company:

PROTOTYPE MAGAZINE, published by XYZ Publications Inc. 123 Any Lane • Anytown, IL 60000

NAME

NAME

Date Signed:

Circulation Director

Publisher

Sales Office:

P: 000.000.0000 • F: 000.000.000 • URL: www.

Established: 1900

ABC Member since: 19

Page 4 of 4 - Prototype Magazine (04-0000-0)

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PAID, VERIFIED & ANALYZED NON-PAID MAGAZINE PUBLISHER'S STATEMENT

Subject to Audit

Prototype Magazine

For the six months ended June 30, 2006

Field Served: Health.

Definition of List Source Recipients: Consumers who purchased food products from Health Store USA.

Method of Circulation for Analyzed Non-Paid Circulation: List source copies and market coverage copies are delivered through 2nd class mail. Delivered with host product copies are distributed via insert into newspapers. Non-Paid Bulk copies are delivered in bulk to outlets for pickup by patrons.

Published by XYZ Publications

Frequency: 10 times/year

ABC Member # 04-0000-0

Prototype Magazine

Paid, Verified & Analyzed Non-Paid Magazine Publisher's Statement

For six months ended June 30, 2006

1. TOTAL AVERAGE PAID, VERIFIED & ANALYZED NON-PAID CIRCULATION

	Average for the Statement Period	%	Rate Base	Above (Below)	% Above (Below)
Paid, Verified & Analyzed Non-Paid Circulation: (See Par. 6)					
Subscriptions:					
Paid	700,209	79.9			
Verified	57,000	6.5			
Total Paid & Verified Subscriptions	757,209	86.4			
Single Copy Sales	48,028	5.5			
Total Paid & Verified Circulation	805,237	91.9	800,000	5,237	0.7
Total Analyzed Non-Paid Circulation	70,676	8.1	70,000	676	1.0
Total Paid, Verified & Analyzed Non-Paid Circulation	875,913	100.0	870,000	5,913	0.7

2. PRICES

	Suggested Retail Prices (1)	Average Price (2)	
		Net	Gross (Optional)
Average Single Copy Subscription	\$3.95		
Average Subscription Price Annualized (10 issue frequency)	\$24.95		
Average Subscription Price per Copy		\$15.80	\$21.00
		\$1.58	\$2.10

(1) For the Statement period

(2) Represents subscriptions for the 12 months ended December 31, 2005.

3. PAID, VERIFIED & ANALYZED NON-PAID CIRCULATION BY ISSUE

Issue	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Analyzed Non-Paid	Total Paid, Verified, & Analyzed Non-Paid
Jan.	702,381	57,000	759,381	46,228	805,609	70,074	875,683
Feb.	701,848	57,000	758,848	46,601	805,449	67,783	873,232
Mar.	699,100	57,000	756,100	48,436	804,536	71,499	876,035
Apr.	696,899	57,000	753,899	51,602	805,501	72,498	877,999
May/June	700,818	57,000	757,818	47,273	805,091	71,525	876,616

4. AVERAGE CIRCULATION BY REGIONAL, METRO & DEMOGRAPHIC EDITIONS

Edition	Number of Issues	Paid Subscriptions	Verified Subscriptions	Total Paid & Verified Subscriptions	Single Copy Sales	Total Paid & Verified Circulation	Total Paid & Verified Rate Base	Analyzed Non-Paid	Total Analyzed Non-Paid Rate Base	Total Paid, Verified, & Analyzed Non-Paid	Total Paid, Verified, & Analyzed Non-Paid Rate Base
South	5	130,200		130,200		130,200				130,200	
Northeast	5	170,100		170,100		170,100		1,000		171,100	

5. TREND ANALYSIS

	2001	%	2002	%	2003	%	2004	%	2005	%
Subscriptions:										
Paid	750,211	87.3	755,025	87.3	755,312	86.8	750,105	86.2	757,212	86.4
Verified										
Total Average Paid & Verified Subscriptions	750,211	87.3	755,025	87.3	755,312	86.8	750,105	86.2	757,212	86.4
Single Copy Sales	40,101	4.7	40,210	4.6	45,311	5.2	50,101	5.8	48,211	5.5
Total Paid & Verified Circulation	790,312	92.0	795,235	91.9	800,623	92.0	800,206	92.0	805,423	91.9
Total Analyzed Non-Paid	69,000	8.0	39,500	8.1	69,250	8.0	70,000	8.0	70,500	8.1
Total Paid, Verified & Analyzed Non-Paid	859,312	100.0	864,735	100.0	869,873	100.0	870,206	100.0	875,923	100.0
Year Over Year Percent of Change		0.5		0.6		0.6		0.0		0.7
Rate Base	780,000		780,000		800,000		800,000		800,000	
Avg. Annualized Subscription Price	\$15.90		\$15.40		\$15.75		\$15.23		\$15.80	

6. SUPPLEMENTAL ANALYSIS OF AVERAGE PAID, VERIFIED & ANALYZED NON-PAID CIRCULATION

The following averages, as reported below, are included in Par. 1 and annotated here per applicable rules. See Par. 9 for full explanation.

	Average for Period	% of Circulation
PAID SUBSCRIPTIONS		
Individual Subscriptions*	592,492	67.4
Combination Subscriptions*	1,200	0.1
Association:		
Deductible*	2,001	0.2
Non-Deductible*	1,003	0.1
Club/Membership:		
Deductible*	10,114	1.2
Non-Deductible	901	0.1
Deferred*	1,200	0.1
Group*		
Loyalty/Award Point*	2,003	0.2
Partnership:		
Deductible*	35,211	4.1
Non-Deductible	15,099	1.8
School*		
Sponsored Sales	38,985	4.6
Subscriptions for Military Personnel*		
TOTAL PAID SUBSCRIPTIONS	700,209	79.9
VERIFIED SUBSCRIPTIONS		
Public Place (See Par. 6A)	50,000	5.7
Individual Use (See Par. 6B)	7,000	0.8
TOTAL VERIFIED SUBSCRIPTIONS	57,000	6.5
TOTAL PAID & VERIFIED SUBSCRIPTIONS	757,209	86.4
SINGLE COPY SALES		
Single Issue Sales	43,306	5.0
Combination Sales	1,201	0.1
Partnership:		
Deductible	1,011	0.1
Non-Deductible	902	0.1
Sponsored Sales	1,606	0.2
TOTAL SINGLE COPY SALES	48,028	5.5
TOTAL PAID & VERIFIED CIRCULATION	805,237	91.9
ANALYZED NON-PAID		
List Source	10,000	1.0
Market Coverage	10,954	1.1
Delivered with Host Products	46,722	5.5
Non-Paid Bulk	3,000	0.5
TOTAL ANALYZED NON-PAID	70,676	8.1
TOTAL PAID, VERIFIED & ANALYZED NON-PAID	875,913	100.0

*Included in Average Price calculation.

Page 2 of 4 - Prototype Magazine (04-0000-0)
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6A. ADDITIONAL ANALYSIS OF VERIFIED PUBLIC PLACE

The following represents the average public place copies made available during the statement period to the following public areas:

Verified Subscription: Public Place	Doctor/ Health Care Providers	Education/ Learning Facilities	Hotels/ Lodges	Personal Care Salons	Specialty Locations/ Retail	Other	Total Public Place Copies
	10,000	10,000	10,000	10,000	10,000		50,000

6B. ADDITIONAL ANALYSIS OF VERIFIED INDIVIDUAL USE

The following represents the average individual use copies made available during the statement period to the following individuals:

Verified Subscription: Individual Use	Charitable Donors	Event Attendees	Individually Requested	Licenses Holders	Season Pass Holders	Other	Total Individual Use Copies
	3,000	500	500	1,000	2,000		7,000

7. GEOGRAPHIC DATA for the April, 2006 issue

Total circulation of this issue was 0.0% greater/less than the total average paid & verified circulation.

Total circulation of this issue was 0.0% greater/less than the total average analyzed non-paid circulation.

STATE	PAID SUBSCRIP- TIONS	VERIFIED SUBSCRIP- TIONS	TOTAL PAID & VERIFIED SUBSCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULA- TION	ANALYZED NON-PAID	TOTAL CIRCULA- TION	STATE	PAID SUBSCRIP- TIONS	VERIFIED SUBSCRIP- TIONS	TOTAL PAID & VERIFIED SUBSCRIP- TIONS	SINGLE COPY SALES	TOTAL PAID & VERIFIED CIRCULA- TION	ANALYZED NON-PAID	TOTAL CIRCULA- TION
Alabama	10,047		10,047	380	10,427		10,427	Ohio	29,478		29,478	1,847	31,325	5,000	36,325
Arizona	11,288		11,288	860	12,148		12,148	Oklahoma	7,949		7,949	221	8,170		8,170
Arkansas	5,967		5,967	239	6,206		6,206	Oregon	10,103		10,103	1,118	11,221		11,221
California	90,186	7,000	97,186	7,515	104,701	30,676	135,377	Pennsylvania	33,185		33,185	1,346	34,531	10,000	44,531
Colorado	11,828		11,828	706	12,534		12,534	Rhode Island	3,220		3,220	207	3,427		3,427
Connecticut	11,984		11,984	779	12,763		12,763	South Carolina	8,739		8,739	336	9,075		9,075
Delaware	2,328		2,328	149	2,477		2,477	South Dakota	1,923		1,923	57	1,980		1,980
District of Columbia	1,541		1,541	152	1,693		1,693	Tennessee	12,967		12,967	425	13,392		13,392
Florida	34,393		34,393	2,551	36,924		36,924	Texas	45,556		45,556	2,949	48,505		48,505
Georgia	18,159		18,159	1,105	19,264		19,264	Utah	3,265		3,265	224	3,489		3,489
Idaho	2,920		2,920	70	2,990		2,990	Vermont	1,967		1,967	157	2,124		2,124
Illinois	35,780		35,780	2,211	37,991		37,991	Virginia	19,372		19,372	1,080	20,452		20,452
Indiana	15,090		15,090	850	15,940		15,940	Washington	18,048		18,048	1,295	19,343		19,343
Iowa	7,584		7,584	308	7,892		7,892	West Virginia	3,785		3,785	129	3,914		3,914
Kansas	7,762		7,762	444	8,206		8,206	Wisconsin	15,781		15,781	588	16,369		16,369
Kentucky	8,313		8,313	419	8,732		8,732	Wyoming	1,214		1,214	47	1,261		1,261
Louisiana	10,185		10,185	406	10,591		10,591	TOTAL 48 CONTERMI- NIOUS STATES	677,448	57,000	734,448	43,992	778,440	70,676	849,116
Maine	3,912		3,912	321	4,233		4,233	Alaska	2,580		2,580	261	2,841		2,841
Massachusetts	18,635		18,635	1,621	20,456		20,456	Hawaii	4,686		4,686	294	4,980		4,980
Michigan	27,537		27,537	1,808	29,345		29,345	TOTAL ALASKA & HAWAII U.S. Unclassified	7,266		7,266	555	7,821	70,676	866,937
Minnesota	14,726		14,726	791	15,519		15,519	TOTAL UNITED STATES	684,714	57,000	741,714	44,547	786,261		786,261
Mississippi	5,424		5,424	143	5,567		5,567	Poss. & Other Areas	1,250		1,250	4	1,254		1,254
Missouri	13,995		13,995	675	14,670		14,670	U.S. & POSS., etc.	685,964	57,000	742,964	44,551	787,515	70,676	858,191
Montana	2,342		2,342	91	2,433		2,433	Canada	9,721		9,721	7,049	16,770	1,822	18,598
Nebraska	4,715		4,715	188	4,903		4,903	International	367		367	2	369		369
Nevada	4,280		4,280	355	4,635		4,635	Military or Civilian							
New Hampshire	4,180		4,180	424	4,604		4,604	Personnel Overseas	847		847		847		847
New Jersey	25,677		25,677	1,461	27,338		27,338	GRAND TOTAL	696,899	57,000	753,899	51,602	805,501	72,498	877,999
New Mexico	4,202		4,202	193	4,395		4,395								
New York	5,198	50,000	55,198	2,808	58,006	25,000	83,006								
North Carolina	20,179		20,179	990	21,169		21,169								
North Dakota	2,027		2,027	89	2,096		2,096								

ANALYSIS BY ABCD COUNTY SIZE for the April, 2006 issue

County Size	% of Households	Total Paid & Verified Circulation	Analyzed Non-Paid	Total Paid, Verified & Analyzed Non-Paid	% of Total Circulation	Index (% of Circulation/ % of Households)
A	40	364,174	36,276	400,450	47.1	118
B	30	240,133	22,871	263,004	31.0	103
C	15	103,535	8,435	111,970	13.2	88
D	15	70,598	3,364	73,962	8.7	58

County Size Group Definitions by the A.C. Nielsen Company- Data for the conterminous 48 states.

8. ANALYSIS OF TOTAL NEW AND RENEWAL PAID INDIVIDUAL SUBSCRIPTIONS

Total gross subscriptions (new and renewal) sold in the six month period ended June 30, 2006

A. DURATION		%		C. CHANNELS		%	
(a) One to six months (1 to 4 issues)	21,527	5.0	(a) Ordered by subscriber action via direct mail, direct mail agents, inserts, online, renewals, catalogs, or other outlets available to the subscribers	300,000	70.3		
(b) Seven to eleven months (5 to 9 issues)	6,695	1.6	(b) Ordered by subscribers in response to unsolicited telemarketing and door to door selling	127,000	29.7		
(c) Twelve months (10 issues)	270,530	63.3	(c) Ordered by subscribers in response to fund-raising programs of schools, churches, and other similar organizations	None			
(d) Thirteen to twenty-four months	71,149	16.7	(d) Subscriptions as part of membership in an organization	None			
(e) Twenty-five months and more	57,069	13.4					
Total Subscriptions Sold in Period	427,000	100.0	Total Subscriptions Sold in Period	427,000	100.0		

9. EXPLANATORY

- (a) Publisher Suggested Prices: Subscriptions: U.S. 2 yrs. \$45.95.
 (b) Average non-analyzed non-paid circulation for the 6 month period: 2,500 copies per issue.
 (c) Post expiration copies: Average number of copies served on subscriptions not more than three months after expiration was 3,700 or 0.04% of average paid subscription circulation.
 (d) (Standard explanations to support Paragraph 6 data claims.)

10. VARIANCE

Latest released Audit Report for 12 months ended December 31, 2004; Variation from Publisher's Statements

Audit Period Ended	Rate Base (Paid)	Audit Report (Paid)	Publisher's Statements (Paid)	Difference (Paid)	Percentage of Difference (Paid)	Rate Base (Analyzed Non-Paid)	Audit Report (Analyzed Non-Paid)	Publisher's Statements (Analyzed Non-Paid)	Difference (Analyzed Non-Paid)	Percentage of Difference (Analyzed Non-Paid)
12-31-04	800,000	855,000	858,250	-3,250	-0.4					

Audit Period Ended	Rate Base (Combined)	Audit Report (Combined)	Publisher's Statements (Combined)	Difference (Combined)	Percentage of Difference (Combined)
12-31-04					

We certify that to the best of our knowledge all data set forth in this Publisher's Statement are true and report circulation in accordance with Audit Bureau of Circulations' Bylaws and Rules.

Parent Company:

PROTOTYPE MAGAZINE, published by XYZ Publications Inc. 123 Any Lane • Anytown, IL 60000

NAME

NAME

Date Signed:

Circulation Director

Publisher

Sales Office:

P: 000.000.0000 • F: 000.000.000 • URL: www.

Established: 1900

ABC Member since: 1914

Page 4 of 4 - Prototype Magazine (04-0000-0)

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Paragraph 6A and 6B Standardized Reporting

Verified Public Place

Paragraph 6A reports the average circulation served in the reporting period in a standardized list of public place locations. In Paragraph 6A a publisher is required to report the top five locations based on average circulation served and an “Other” category as appropriate.

Standardized list for reporting of Paragraph 6A Verified Public Place

(Current as of Oct.31, 2006)

- Doctor/health care providers
- Personal care salons
- Fitness/recreational facilities
- Education/learning facilities
- Business/professional services
- Automotive outlets
- Transportation outlets
- Government/civil services
- Hotels/lodges
- Specialty locations/retail
- In-room hotel/lodging
- Other

Publishers using Standard Industrial Classification (SIC) codes may obtain a mapping to the above standardized reporting categories through the ABC Web site. (SIC listing last updated June 1, 2006.)

Note: The ABC code noted the online SIC mapping file represents the code that is commonly used by many publishers and their fulfillment organizations the for classification of copies delivered into public place locations. This coding system is not a requirement of ABC.

Verified Individual Use

Paragraph 6B reports the average circulation served in the statement period to individual recipients from eligible verified sources. In Paragraph 6B a publisher is required to report the top five sources of verified individual use recipients based on average circulation served and an “Other” category as appropriate.

***Standardized list for reporting of Paragraph 6B Verified Individual Use
(Current as of Oct. 31, 2006)***

- Card holders (credit/debit)
- Charitable donors
- Club members
- Contest entrants
- Educators
- Event attendees
- Event participants
- Executives
- Individually requested
- License holders
- Merchandise buyers
- Merchandise sellers
- Organization members
- Partnership programs
- Professionals
- Publication subscribers
- Database names
- Season pass holders
- Service buyers
- Survey respondents
- Ticket buyers
- Warrantee registrants
- Other

Publisher Request for Update to Listings

Publishers that request consideration be given to an additional standardized reporting location (Paragraph 6A) or source (Paragraph 6B) must submit their request in writing to Teresa Perry, senior vice president, Publisher Relations and Report Processing, Audit Bureau of Circulations, 900 North Meacham, Schaumburg, IL 60173.

Each request will be considered by the Magazine Buyers' and Publisher Liaison Committees. Those committee meetings typically occur quarterly. For your request to be considered in a timely manner, the following schedule should be followed:

- Consideration at winter liaison meetings should arrive to ABC no later than January 1
- Consideration at spring liaison meetings should arrive at ABC no later than April 1
- Consideration at summer liaison meetings should arrive at ABC no later than June 1
- Consideration at fall liaison meetings should arrive at ABC no later than September 1

Verified Circulation Opt-Out and Request Requirements

As a reminder, verified circulation delivered to public places for use in waiting room locations and copies individually addressed to consumers are required to make an opt-out option available to the location or consumer for circulation served to qualify as verified on ABC reports.

Public Place Verified (Waiting Room Delivery)

Waiting room locations must be presented with the opportunity to opt-out of the service of public place copies at least once per year (annually).

For waiting room copies, the following guidelines apply to the opt-out notice:

- A notice must be sent to the public place (waiting room) that communicates to the location of the opportunity to opt-out of the service. This notice must be delivered at the beginning of the service, as required by rules, and annually thereafter.
- A Notice to public place waiting rooms of the opportunity to opt-out of the magazine service must be a stand-alone notice distributed by the U.S. Postal Service.
- An opt-out notice delivered through other means, such as e-mail or telephone message, is not acceptable to ABC.
- An opt-out notice to public place locations must be devoted to communicating the opportunity to opt-out of delivery of magazine(s). No other message points are allowed in the notice.
- An opt-out notice must provide, at minimum, one of the following ways to opt-out:
 - Postage-paid postcard
 - A 1-800 number
 - URL to Web site hosting an opt-out form
 - A Dedicated e-mail address

Examples of acceptable verified public place opt-out notice (offering a 1-800 number to call):

Dear Public Place Location:

We hope you are enjoying the delivery of our magazine(s) to your location for use in your reception rooms for visiting patrons.

This delivery is being made to you through our organization. If, for any reason, you wish to not receive our magazine(s), please call 1-800-xxx-xxxx to cancel your service.

Sincerely,
The Reception Room Source

Offering a postage paid postcard to return

Dear Public Place Location:

We hope you are enjoying the delivery of our magazine(s) to your location for use in your reception rooms for visiting patrons.

This delivery is being made to you through our organization. If, for any reason, you wish to not receive our magazine(s), please return the attached postage paid card to cancel your service.

Sincerely,
The Reception Room Source

(Return below portion to cancel service)

Please discontinue delivery of magazine(s) to (filled in by agent/publisher).

Signature _____

Date _____

Verified Individual Use

Verified individual use must meet one of the following two criteria regarding recipient notification:

- Recipients must be presented with an opportunity to opt-out of the subscription within the first 90 days after the start of service, and at least once annually thereafter.
- Recipients must opt-in to receive the subscription before distribution begins. (This class of circulation is noted as individually requested and subject to Rule 15.2 Individually Requested Circulation.)

Verified Individual Use Opt-Out Qualification Criteria

- A notice must be sent to the consumer advising them of the opportunity to opt-out of the service. Such notice must be delivered no later than 90 days after the start of service, and annually thereafter.
- Notice to the individual recipient about the opportunity to opt-out of magazine delivery may be accomplished through one of the following:
 - Direct mail via U.S. Postal Service
 - Cover wrap
 - Cover mount
- Consideration will be given by ABC on e-mail notices provided the publisher or their agent executing the notification has the ability to validate delivery of the e-mails to recipients.
- An opt-out notice, if delivered via direct mail, must be devoted to communicating to recipient the opportunity to opt-out of the delivery of magazine(s) if desired. No other message points are allowed in this notice.
- An opt-out notice to recipient delivered via cover wrap or cover mount must be posted in a clear and conspicuous manner. The notice must be at least 12 point type and within four lines of the address label.
 - It is acceptable for cover wraps and cover mounts to contain other messages to the recipient provided that the notice of opt-out is clear and conspicuous to the consumer in accordance with the above requirements.
- An opt-out notice must provide, at minimum, one of the following avenues for reply if the recipient desires to opt-out:
 - Pre-paid postcard
 - 1-800 number
 - URL to a web site hosting an opt-out form
 - Dedicated e-mail address

Examples of acceptable verified individually addressed opt-out notice:

Direct Mail (offering a Web site address opt-out reply)

Dear Ms. Ann Smith:

We hope you are enjoying the delivery of Proto Magazine to your home.

If for any reason you wish to not receive Proto Magazine, log on to www.proto.com to cancel your service.

Sincerely,
Management Staff of Proto Magazine

Cover Wrap (offering a 1-800 number to call)

(back)



Chicago Summer School
Come join us at 31 South Street Chicago, IL

(front)

Proto Magazine



To discontinue receipt of this magazine, please call 1-800-123-2345


Ann Smith
123 Main Street
Anytown, IL 12345

Verified Individually Requested

If you intend to report individually requested verified circulation on your ABC report, a yes/no question must appear on the form along with a date line. For example: "I wish to receive Prototype Magazine ____ Yes ____ No."

An alternative is to have the subscriber sign the form in response to a statement such as, "Please sign here if you wish to receive Prototype Magazine at no cost." All responses with this phrasing must provide a signature and a date line to be considered direct requests.

Note: Because subscribers often do not follow all directions, ABC recommends you use a yes/no question and request that a signature (or fill in name) is provided.

<p><input type="checkbox"/> YES! Please continue my free subscription to Prototype Magazine. <input type="checkbox"/> NO, please cancel my subscription.</p> <p>Name _____ Address _____ City, State, Zip _____</p> <p>Date: _____</p>	
--	--

When using telemarketing to secure verified individually requested subscriptions, the interviewer must sign and date the interview record and ask a personal question that only the subscriber is likely to answer correctly.

The personal question must change with each subscription update. It is also important to question potential subscribers to ensure they match the publisher's definition of individual recipient.

Internet-verified individually requested subscriptions should follow similar requirements for information collected as for telemarketing requests. This includes the requirement to ask personalized questions such as:

- Mother's maiden name
- Date of birth
- City of birth
- State of birth
- High school attended

Audit Requirements for Verified Circulation

As with any circulation claimed on an ABC report, the publisher must create a program and deliver circulation in accordance with established rules and support qualification and the distribution through auditable records.

To validate verified circulation, the ABC auditor must be provided access to the following data necessary for this category of circulation. During the audit, the ABC auditor will determine additional information that may be necessary and appropriate based on the specifics of a publisher's circulation system, distribution program or source of verified circulation locations or recipient information.

The validation of verified circulation focus on three primary areas, the first is the validation of the source of locations (for public place), request by hotels (for in-room used copies) and recipients (for individual use). This also includes the requirement for reporting of circulation by source in Paragraph 6A and 6B of ABC reports.

The second standard audit validation focuses on the opt-out offer made to the location or recipient or the hotel contract for in-room delivery. For individually requested, it is this request that must be retained.

Finally, the third validation focuses on distribution. The publisher must have satisfactory documentation available that the distribution of the copies to the intended recipient or location occurred and consecutive service, of at least two issues, occurred.

Standard documentation required for an ABC audit include:

- Supporting records for printing of copies, such as print orders, print invoices and proof of payment to printer.
- Supporting records for source of names through third-party verification of list source noted.
- Documentation to support the mailing of opt-out notice including mailing records along with responses of the opt-outs received.
- Supporting records for copies delivered to hotel rooms for in-room use including copies of the contract between publisher and hotel.
- Supporting documentation for all individual names reported as individually requested including request made.
- Supporting documentation regarding the distribution of copies through either U.S. mail or alternative distribution.
- Supporting documentation to confirm at least two consecutive issues were served to the recipient or location.

Verified / Individually Requested Rules

F 15.1 Verified Circulation

(a) Verified circulation shall consist of copies designated by publishers for readership in public places and to individual users who may have an affinity for the publication. Copies classified as 'verified' will not be subjected to paid circulation qualification standards, however all recipients (individuals and public place locations) must be afforded an option to 'opt-out' of receipt on an annual basis and as further described below.

(b) Verified circulation will consist of subscription circulation only. Single-copy distribution will not be eligible to be reported as 'verified' circulation, but may be eligible to be reported as 'analyzed non-paid bulk' or 'analyzed non-paid market coverage' if distribution is in accord with the provisions of Rule F 13.5 or F 13.6.

(c) Verified circulation will be reported in total in Paragraph 1 of ABC Publisher's Statements and Audit Reports and be further analyzed within the appropriate paragraphs of each statement and report.

(d) There are two sub-categories of 'verified' circulation: Public Place and Individual Use. Total verified circulation reported in Paragraph 1 of ABC Publisher's Statements and Audit Reports must be further analyzed into these categories as appropriate in paragraphs devoted to such an analysis and as described below.

(e) Verified Public Place will represent copies intended for use in waiting room locations and hotel rooms and for use by patrons of the business establishment at that location and not intended for individual pick-up and removal. To qualify to be reported as Public Place, the following conditions must be met:

(1) Each business establishment identified as a public place must be given the ability to opt-out as a receiving location on an annual basis.

(2) No more than three copies of each issue of any magazine may be served to a public place location, however no limit will be placed on the total number of unique magazines that may be served to each public place location.

(3) There must be at least two consecutive issues served for each unique magazine at each public place location.

(4) Copies to be distributed to hotels as Public Place locations must also meet the following criteria:

(i) Publications of monthly or less frequency may provide a maximum of two copies per hotel room to each hotel location;

(ii) Publications of greater than monthly frequency may provide a maximum of one copy per hotel room to each hotel location;

(iii) The publisher or publisher's agent must maintain a current contract with each hotel or responsible hotel corporate management. The contract is to be signed by an individual in senior management at the hotel. The contract must stipulate the hotel's agreement to participate, confirm the number of copies of each unique magazine to be provided, and identify the specific locations within the hotel where the copies are to be placed. The contract must be renewed at least annually.

(f) Verified Public Place circulation must also be analyzed so as to report the number of copies distributed to the top five location types (e.g., doctors/healthcare provider locations, personal care salons, etc.). A standard listing of location types will be maintained by ABC.

(g) Verified Individual Use circulation will represent copies delivered to individuals who have been provided the option to 'opt-out' and not receive the magazine. The 'opt-out' option must be presented to the recipient within three months of the initial start of service, and at least annually thereafter. Publishers electing to offer an 'opt-in' may do so and report the circulation as Verified Individual Use if the provisions of F 15.2 are followed.

(1) Only one subscription per household may be reported as Verified Individual Use.

(2) Verified Individual Use circulation must also be analyzed as to the top five sources of names included in the category (e.g. show attendees, charitable donors, individual requested, etc.). A standard listing of source categories will be maintained by ABC.

(3) Copies originally served by a publisher with the intention to qualify as 'paid' circulation, shall not be eligible to be reported in ABC Publisher's Statements as 'Verified Individual Use' but rather may be eligible to be reported as 'analyzed non-paid market coverage' copies.

(4) Copies originally reported as 'paid' circulation and subsequently disqualified through the audit process are not eligible to be reported as Verified Individual Use but rather may be eligible to be reported as 'analyzed non-paid market coverage' copies unless it can be shown to the satisfaction of the Managing Director that each individual recipient took an affirmative action to specifically order the magazine at the inception of service.

(5) Recipients must be served at least two consecutive issues.

F 15.2 Individually Requested Circulation

Individually requested circulation may be included as Verified circulation provided it conforms to the following requirements:

- (a)** If subscription service is requested of a publisher, the letter or order requesting the service must be signed by the individual specifically requesting delivery of the publication and retained by the publication for auditor's examination.
- (b)** If individually requested subscription service is solicited by the publisher, the order form, questionnaire or reader service card must conform to the following specifications:
 - (1)** It must have specifically asked whether or not the individual wished to receive the publication by using a phrase approximating the following: "I wish to receive (name of publication) magazine. Yes ___ No ___." Alternate phrasing approximating the following may be used: "Please sign here if you wish to receive (name of publication) magazine."
Forms using the alternate phrase must be signed.
 - (2)** If the order form used to solicit new subscribers is publication specific (does not include offers for other products or services) and is to be completed by the recipient, the order form shall not be required to contain a phrase asking whether or not the individual, or corporate official in the case of group orders, wished to receive the publication.
 - (3)** The order form must have either required the individual to fill in his name and address or requested his signature.

When publishers use telemarketing, the telephone interview forms must have been signed and dated by the interviewer. The interviews shall, for verification purposes, include a personalized question which only the recipient is likely to be able to answer, such as date of birth or mother's maiden name. Different questions must be used when requests are renewed and all personalized questions shall be subject to approval by the Bureau. Publishers shall be responsible for maintaining adequate records to verify the placement of the telephone calls.

- (c)** Individually requested subscriptions must be renewed at least once each 36 months.
- (d)** Individually requested subscriptions must be served at least two consecutive issues.

Summary

Additional information on verified circulation, including a POV, articles, and an online tutorial can be found at www.accessabc.com. Publisher members are encouraged to use these online resources.

Audit Bureau of Circulations
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Schaumburg, IL 60173-4968
Telephone: (847) 605-0909
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In addition, the ABC Web site provides current updates to both this guide and the ABC Bylaws and Rules at www.accessabc.com.

October 4, 2006

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