



Audit Bureau of Circulations



*A Point of View By
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sumer Marketing
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Demand Timely Circulation Data: A Publisher's Perspective

In July, ABC responded to industry demands for more timely circulation data by launching ABC Rapid Report. This new service allows consumer magazine publishers to report their top-line circulation data on an issue-by-issue basis within weeks of the on-sale or non-paid distribution date.

American Media Inc.'s titles are all participating in Rapid Report, and the response from the advertiser side has been overwhelmingly positive. Assuming this opinion typifies most advertisers, why aren't more publishers rushing to participate? AMI is taking full advantage of this new tool and using it to further solidify our relationship with advertisers. Let me tell you why more publishers should jump to participate in Rapid Report sooner rather than later.

“ Publishers need to offer the sort of transparency and accountability that begets trust and nourishes long-term relationships. Finally, we need a unified adoption of tools and best practices that illustrate the quality of not just one organization but the industry as a whole. ABC Rapid Report is a step in that direction.”

Providing Timely Circulation Data

The world we live in has transformed into an on-demand environment. Across all aspects of life, people desire instantaneous access to information. The consumer magazine publishing industry is no different. Advertisers are demanding that publishers provide them with updated circulation data in order to be considered for media plans. To show buyers that print media is competitive with other forms of media, we need to provide them with timely, per-issue circulation data.

While print remains the most engaging of media, publishers need to recognize that advertisers have other choices. ABC Rapid Report allows consumer magazine publishers to be more responsive to market demands and demonstrate the superb value of print media to our advertisers.

Building Relationships Based on Transparency and Trust

Today's consumer magazine publishing market also requires more transparency and accountability. By providing circulation updates within weeks of the on-sale or non-paid distribution date, we have a real opportunity to instill confidence and trust in our advertising partners. Now advertisers can access our most current circulation data within weeks instead of the six months they used to wait before the Publisher's Statements were released. By posting these reports online, publishers are able to clearly and honestly communicate to advertisers.

Rapid Report presents us with an opportunity to build crucial trust with our most valued partners – advertisers. We continually ask advertisers to trust our claims; by participating in Rapid Report, publishers pay back on that trust. If the industry gets behind this new tool, we can realize a significant step forward.

Encouraging Widespread Publisher Participation

While some publishers have embraced this new service, many others are still hesitant. Without widespread participation in Rapid Report, we deny buyers access to the timely, comparative magazine circulation data they deserve. Why should publishers participate in Rapid Report? The answer is simple: because it's the right thing to do. Advertisers and advertising agencies are demanding participation in Rapid Report now. At AMI, we are already seeing participation in the service as a requirement in requests for proposals.

Advertisers and advertising agencies need to be able to look at two consumer magazines and decide where to best to place their investment, based on the same timely metrics. Rapid Report provides buyers with that ability.

At the end of the day publishers need to offer buyers the confidence that print media continues to be valuable. By providing advertisers timely, transparent data through an independent, third-party organization, publishers provide buyers with the accountability they desire and reinforce the importance of print in media buys. Publishers need to offer the sort of transparency and accountability that begets trust and nourishes long-term relationships. Finally, we need a unified adoption of tools and best practices that illustrate the quality of not just one organization but the industry as a whole. ABC Rapid Report is a step in that direction.

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More Information

For more information, members are encouraged to contact Kristina Meinig at (847) 879-8412 or kristina.meinig@accessabc.com or Bridget Fleagle at (847) 879-8321 or bridget.fleagle@accessabccom.com.

About ABC

With more than 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 electronic database of audited-circulation information and an array of verified readership, subscriber demographics and online activity data. To learn more, visit <http://www.accessabc.com>.



David W. Leckey is executive vice president, consumer marketing, American Media Inc. (AMI). Before joining AMI in 2006, he was senior vice president, consumer marketing for Hachette Filipacchi Media U.S. Leckey held several positions with HFM including vice president/circulation, director of circulation marketing and group circulation director for *Road & Track* and *Cycle World*. He spent two years at Hearst Books managing direct marketing efforts. In 2002, Leckey was the recipient of the Lee C. Williams Lifetime Achievement Award by the Fulfillment Management Association. He has served on ABC's Magazine Directors' Advisory Committee since 1991 and was elected as an ABC board member in 1998.