



Audit Bureau of Circulations



A Point of View By

*Robin Steinberg, Senior Vice
President, Director of Print
Investment, MediaVest USA*

Demand Timely Circulation Data: An Advertiser's Perspective

Responding to industry demand for more timely circulation data in 2005, ABC worked with advertisers, agencies and publishers to develop ABC Rapid Report, a voluntary tool that allows consumer magazine members to enter their top-line circulation data on an issue-by-issue basis within weeks of the on-sale or non-paid distribution date.

Launched this past summer, about three-dozen titles now participate in Rapid Report. A great start, but we need greater participation in this program.

Many publishers seem to be taking a “wait and see” approach to Rapid Report. I can assure you that buyers see it as essential in today's marketplace. As one of the many people who vetted Rapid Report and a regular user of it, let me share with you why this tool is vital to our business.

Timely, Transparent Circulation Data

As the publishing industry evolves, our leaders must innovate. Rapid Report improves how we do business by providing timely, transparent circulation data—something that has long eluded buyers.

- **Timely** - It is imperative that publishers recognize the importance of providing buyers with updated circulation data on a regular basis. Housed in an easy-to-use, online interface, Rapid Report lets publishers upload fresh data within minutes and make it available to their advertisers.
- **Transparent** – Trust is essential to buyer and seller relationships. Publishers can build critical trust by providing advertisers with data—and providing it quickly. Rapid Report eliminates the guesswork and the waiting game. Instead of waiting six months to view a magazine's circulation, buyers now access this data within weeks. This level of honesty goes a long way in building trust between media buyers and sellers.
- **Circulation data** – Circulation is an essential part of our business and its success. The more frequent and transparent circulation data is, the more likely we are to consider magazines an integral part of our media plan.

“The industry expressed a need for a tool that would deliver more timely circulation data and ABC delivered. Rapid Report is a huge step forward for our industry, but it is only truly beneficial to buyers when all publishers step up and participate.”

Beneficial for Publishers, Advertisers and Advertising Agencies Alike

A joint collaboration between ABC-member advertisers, advertising agencies and publishers, Rapid Report was designed with all parties in mind and therefore benefits everyone.

For advertisers and advertising agencies it delivers access to relevant, timely circulation data from an independent, third-party organization they know and trust. This makes buyers' jobs easier.

more →

**Demand Timely Circulation Data:
An Advertiser's Perspective continued**



For publishers, Rapid Report provides a platform on which to build a solid foundation of trust with their buyers. It reinforces that print is still engaging, competitive and, most importantly, still valuable to the marketplace.

Ask Your Publishers to Participate in Rapid Report

ABC Rapid Report will reach its full potential when all eligible publications participate. Already, buyers are including Rapid Report in requests for proposals (RFPs) and we will continue to emphasize its importance in all of our discussions. Send a clear message to publishers that their participation in Rapid Report is valued.

The industry expressed a need for a tool that would deliver more timely circulation data and ABC delivered. Rapid Report is a huge step forward for our industry, but it is only truly beneficial to buyers when all publishers step up and participate.



More Information

For more information, ABC 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.

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>.



Robin Steinberg is senior vice president, director of print investment for MediaVest USA. Steinberg joined MediaVest in 2004 and is responsible for developing strategically based, tailored print media programs. Prior to joining MediaVest, she was director of print services for Pfizer at Carat. As a member of ABC's Magazine Buyers' Advisory Committee (MBAC), Steinberg led the 2001 charge to develop circulation analyses that would evaluate magazine vitality in a complex marketplace. She currently serves as chair of the MBAC and is a member of ABC's Magazine Publisher Liaison Committee.