



## Using the Audience-FAX eTrends Tool



**Presented by:**  
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**Manager, Marketing and Sales**

Audience-FAX is a U.S. daily newspaper audience-reporting initiative that allows newspapers to incorporate circulation, print and online readership, net combined audience and total Web site usage data on ABC media reports.

A joint collaboration between ABC, Scarborough Research and the Newspaper Association of America, Audience-FAX is the latest step in a multilevel industry initiative answering advertisers' needs for measurement data that fully reflects newspapers' full reach and audience. The combination of readership and online audience data reflects a more complete picture of a newspaper's total audience and enables advertisers to truly gauge the impact of a newspaper in the community it serves.

ABC independently verifies all of the data reported in Audience-FAX to ensure the highest levels of credibility, transparency and comparability.

There are two databases for accessing Audience-FAX data. There is a free Audience-FAX database at [www.audience-fax.com](http://www.audience-fax.com). This tool carries the most recent Publisher's Statement data for all participating Audience-FAX newspapers. In the tool you may find total average paid circulation, print readership, online readership, net combined print and online readership as well as online usage data (mainly page views and unique users). There is also some basic demographic information.

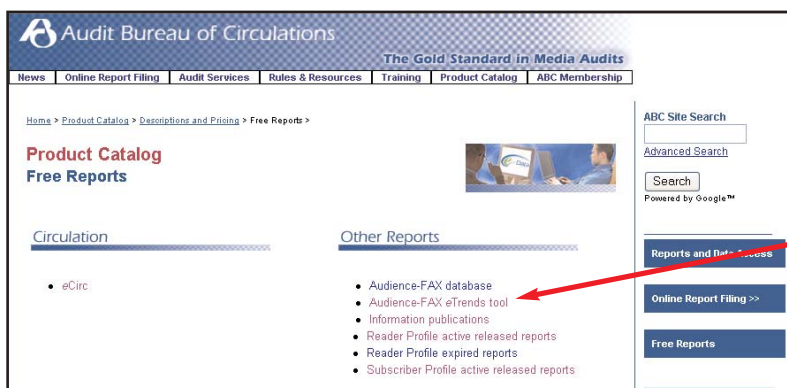
The topic of this discussion, the Audience-FAX eTrends tool, is also free and contains audience information by wave. While there is no demographic data, you will be able to compare trends between Publisher's Statement periods for the following data: total average paid circulation, print readership, online readership, net combined print and online readership as well as online usage data.

Let's take a look at how to access the eTrends tool from ABC's Web site.

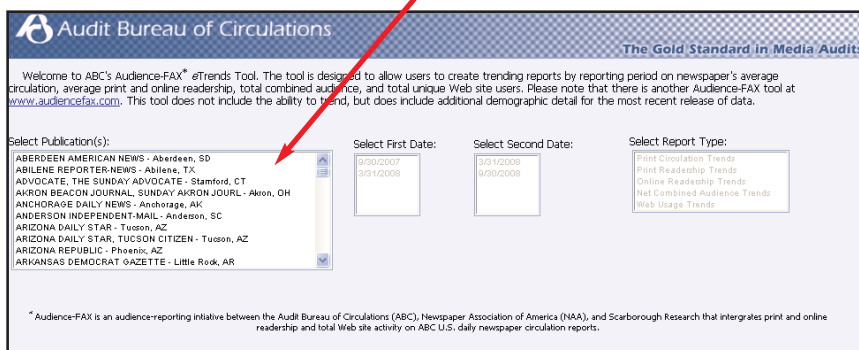
First click on the Free Reports box on the right-hand side of the page. (You can also access the eTrends tool via e-Data if you have a subscription to any of the other products within the e-Data center.)



Next, click on the "Audience-FAX eTrends tool" link under the "Other Reports" heading.



The Audience-FAX eTrends tool will then open up in a new window in your browser. There is no need to enter any kind of login information. Your first step is to select a publication (or a series of publications by holding down the CTR key) from the box on the left. Since Audience-FAX is an optional ABC service, not all ABC-audited newspapers will appear in this tool.



After selecting your publication(s), you will need to select your starting Publisher's Statement period.

Welcome to ABC's Audience-FAX® eTrends Tool. The tool is designed to allow users to create trending reports by reporting period on newspaper's average circulation, average print and online readership, total combined audience, and total unique Web site users. Please note that there is another Audience-FAX tool at [www.audiencefax.com](http://www.audiencefax.com). This tool does not include the ability to trend, but does include additional demographic detail for the most recent release of data.

Select Publication(s):  
ABERDEEN AMERICAN NEWS - Aberdeen, SD  
ABILENE REPORTER-NEWS - Abilene, TX  
ADVOCATE, THE SUNDAY ADVOCATE - Stamford, CT  
AKRON BEACON JOURNAL, SUNDAY AKRON JOURL - Akron, OH  
ANCHORAGE DAILY NEWS - Anchorage, AK  
ANDERSON INDEPENDENT-MAIL - Anderson, SC  
ARIZONA DAILY STAR - Tucson, AZ  
ARIZONA DAILY STAR, TUCSON CITIZEN - Tucson, AZ  
ARIZONA REPUBLIC - Phoenix, AZ  
ARKANSAS DEMOCRAT GAZETTE - Little Rock, AR

Select First Date: 9/30/2007  
3/31/2008

Select Second Date: 3/31/2008  
9/30/2008

Select Report Type:  
Print Circulation Trends  
Print Readership Trends  
Online Readership Trends  
Net Combined Audience Trends  
Web Usage Trends

\* Audience-FAX is an audience-reporting initiative between the Audit Bureau of Circulations (ABC), Newspaper Association of America (NAA), and Scarborough Research that integrates print and online readership and total Web site activity on ABC U.S. daily newspaper circulation reports.

Then select an ending statement period for comparison.

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Print Readership Trends  
Online Readership Trends  
Net Combined Audience Trends  
Web Usage Trends

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Finally, select a report type. You may choose from print circulation trends, print readership trends, online readership trends, net combined audience trends or web usage trends. For this example we will choose online readership trends.

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If you scroll down the page, you will see your finished report. If you wish to download it to a PDF or to Excel, click on the corresponding links.

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Print Readership Trends  
Online Readership Trends  
Net Combined Audience Trends  
Web Usage Trends

[Click Here To Download PDF Version](#)    [Click Here To Download Excel Version](#)

Publications: AKRON BEACON JOURNAL, SUNDAY AKRON JOURL, ANCHORAGE DAILY NEWS, ANDERSON INDEPENDENT-MAIL

1st Date: 9/30/2007    2nd Date: 9/30/2008  
Report Type: Online Readership Trends

**Related Links:**

About Audience-FAX

Access the Audience-FAX database

Access the Audience-FAX eTrends tool

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