

# 26-Week Audit Period Schedule 2020-2021

Frequency of submitting 26 week Audit Reports or Publisher's Reports:

The periods: **January to June 2020; July to December 2020;** or 26 weeks in each period of six months nearest the periods. All periods to include the start and finish dates as detailed below.

Non-weekly Magazines with an \*Average Issue Circulation of 25,000 copies or more must audit every six-month periods.

Publisher members publishing:

- (a) Regional Daily Newspapers with an Average Issue Circulation less than 25,000 copies
- (b) Regional Sunday Newspapers with an Average Issue Circulation less than 25,000 copies
- (c) Country Press with an \*Average Issue Circulation of less than 25,000 copies,
- Newspaper Inserted magazines provided with the Newspapers nominated in (a), (b), or (c) or
- Any Magazine with an \*Average Issue Circulation less than 25,000 copies

The above publishers will audit at least one 26-week period or 26 weeks in one period nearest either of the periods.

\*Definition: Average Issue Circulation means Average Net Paid Print Sales for each Issue of a Publication in its primary country of circulation for a Reporting Period.

	January to June 2020
Mon - Sat	30.12.2019 to 27.06.2020 = 26 weeks
Mon - Fri	30.12.2019 to 26.06.2020 = 26 weeks
Saturday	04.01.2020 to 27.06.2020 = 26 weeks
Sunday	05.01.2020 to 28.06.2020 = 26 weeks

Deadline Lodgement Date: Thursday July 30, 2020  
MAD Members Deadline Date: Friday July 17, 2020  
^Preliminary Release Date: Tuesday August 11, 2020  
Embargo to: Friday August 14, 2020  
General Release is Friday August 14, 2020

	July to December 2020
Mon-Sat	29.06.2020 to 02.01.2021 = 27 weeks
Mon-Fri	29.06.2020 to 01.01.2021 = 27 weeks
Saturday	04.07.2020 to 02.01.2021 = 27 weeks
Sunday	05.07.2020 to 03.01.2021 = 27 weeks

Deadline Lodgement Date: Friday January 29, 2021  
MAD Members Deadline Date: Friday January 22, 2021  
^Preliminary Release Date: Tuesday February 16, 2021  
Embargo to: Friday February 19, 2021  
General Release is Friday February 19, 2021

**^Access to the Preliminary Release is by an additional subscription and requires a signed NDA Agreement**