

Individually Distributed to Residential & Commercial /Other Locations

This guide is part of a series designed to help you prepare for a Print Distribution Audit. Each guide describes the different categories that your distribution can qualify for, what is reported and what documentation you need to keep. Please refer to the CAB Print Distribution Audit Reporting Standard and By-Laws for complete details.

What are Copies Individually Distributed to Residential and Commercial Locations?

These are single copies that have been delivered to:

- Residential (i.e. houses);
- Commercial or other locations.

Commercial or other locations include shops and businesses as defined by the CAB.

NB: Some distribution to multi-residential locations may qualify where a managed distribution process takes place – See the Multi-Residential Guide and the Reporting Standard for further details.

This type of distribution contributes to the Average Net Distribution of a publication.

What you need to report

To claim distribution in this category, you must be able to report the number of copies distributed individually to residential and commercial locations.

The copies may be delivered by:

- In-house Distribution - A named individual staff member allocated to one or more single round(s) who undertakes the delivery in person. The responsibility for the distribution of the copies and personnel rests solely with the publishing company or an associated company.
- Third Party Distributor or Contractor - A third party distributor or individual undertaking delivery of a number of areas/editions on a contractual basis. Contract distribution companies that are subsidiaries or associated companies of a Media Member or publishing group must be regarded as in-house distribution.

What documentation you need to keep

You need to keep documents and records as evidence to prove distribution of copies to residential and commercial locations. These may include:

- A full list of all distributors involved in the delivery of each Issue, maintained either by you or the distribution contractor;
- Any list of distributors must include details of each distributor used;
- Proof of payment to distributors;
- Dispatch details for each distribution;
- Maps including distribution quantities by designated delivery area.