



**Audited Media**  
Association of Australia



## **ABC Print Standards**

### **Audited Media Association of Australia Limited**

**ACN 163 161 402**

(A public company limited by guarantee)

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## 1. INTRODUCTION

These are the ABC Print Standards made under the Constitution and Regulations of Audited Media Association of Australia Limited (**AMAA**), and which apply to paid Print Products registered with the AMAA.

In this Reporting Standard references to the Constitution are denoted as 'Rules', references to the Regulations are denoted as 'Regulations' and the rules of this Reporting Standard are denoted as 'rules'.

## 2. APPLICATION OF THE ABC PRINT STANDARDS AND MEMBERSHIP

2.1 Pursuant to the Regulations of AMAA, the Board of Directors has determined that these ABC Print Standards apply to Media Members of AMAA in respect of the Product types listed in **rule 2.3**.

2.2 These Standards are effective from June 17, 2016.

2.3 These Standards apply to Media Members in respect of the following Registered Products:

- (a) National Newspapers;
- (b) Metropolitan Newspapers;
- (c) Metropolitan Sunday Newspapers (Sunday);
- (d) Overseas Newspapers;
- (e) Newspaper Inserted Magazines;
- (f) Regional Newspapers;
- (g) Regional Sunday Newspapers;
- (h) Agricultural Publications;
- (i) Country Press;
- (j) Consumer Magazines;
- (k) Weekly Consumer Magazines; and
- (l) Community Language and Indigenous Publications (Paid).

### 2.4 Admission as a Media Member

- (a) Pursuant to the Regulations, an Applicant will be accepted as a Member for an ABC Paid Print Media Audit on condition that, in addition to the requirements specified in the Regulations, an Audit or Initial Audit of each Product which the Applicant has registered with AMAA is:
  - (i) conducted by the Auditor appointed by the Chief Executive Officer under the Regulations, in accordance with the Regulations and these ABC Print Standards;
  - (ii) subject to the Regulations, for the Audit Period nominated by the Chief Executive Officer; and
  - (iii) submitted to AMAA within a time which the Chief Executive Officer considers reasonable.

### 2.5 Initial Audit Requirements for newly registered Products

- (a) A Product newly registered with AMAA must complete as a minimum an audit for a defined Reporting Period, which will be called an Initial Audit.
- (b) To complete an Initial Audit, a Product must have published at least one issue in the Product's applicable Reporting Period.
- (c) A Product can complete an Audit for the previous applicable Reporting Period.

## 2.6 **Deregistration of a Member's Product**

- (a) A Media Member's Product may be deregistered at any time by the Board of Directors if:
  - (i) the Media Member's records and information presented to the Auditor appointed for a Product they have registered under the Regulations for the purposes of an Audit are not in that Auditor's opinion suitable to be audited; and
  - (ii) the Media Member does not provide the records and information required to be maintained by the Media Member under the Regulations as the Chief Executive Officer requires in respect of a Product the Member has registered within fourteen days after written notice by the Audit Inspector to do so.
- (b) The Media Member does not submit to AMAA by the due date a Reporting Statement as required by these standards for its Product in accordance with the Regulation.

### 3. 3.AUDITS

#### 3.1 Audit Types

The types of audits applicable to Products registered to audit and report for these Standards are:

- (a) Circulation Audits which include:
  - (i) Initial Audits;
  - (ii) Audits;
  - (iii) Inspection Audits;
  - (iv) Review Audits; and
- (b) any other type of audit determined by the Board of Directors.

#### 3.2 What an ABC Print Audit Report must contain

An ABC Print Audit Report must contain:

- (a) the title of the Product;
- (b) must be signed by someone duly appointed to sign for the legal entity;
- (c) the circulation or sales data required under these standards for the reporting periods applicable;
- (d) must cover the reporting periods required by these standards; and
- (e) data for the applicable calculations.

#### 3.3 ABC Print Audit Reports

##### **Auditor must submit ABC Print Audit Report**

3.3.1 A Media Member must arrange for their Auditor to submit an ABC Print Audit Report for the required Reporting Periods in these standards.

3.3.2 A Media Member must arrange for their Auditor to submit an ABC Print Audit Report for the required Reporting Periods relevant to any or all of its Publications for which it is a Member.

3.3.3 All ABC Print Audit Reports must be prepared and submitted in accordance with the latest version of these standards and the Regulations.

##### **ABC Print Audit Report Must be Audited by Appointed Auditor**

All ABC Print Audit Reports submitted to AMAA in respect of Circulation Audits for a Publication must be audited by the Auditor appointed by the Board of Directors under **the Regulations**.

##### **Media Member Must Provide Information and Access to Auditor**

3.3.5 A Media Member must make available to an Auditor carrying out an Audit of that Media Member's Publication for the purposes of these standards all records, documents, information and explanations which the Auditor considers necessary and reasonable to enable the Auditor to prepare an accurate ABC Print Audit Report.

3.3.6 If a Media Member refuses to make available any of the matters referred to in **rule 3.3.5**, the Auditor must issue a written demand on that Media Member for access to, or the provision of, the necessary records, documents, information or explanations.

3.3.7 If the Auditor's written demand is refused or not fully complied with by the Media Member within seven days of the demand being made, the Auditor must immediately advise the Audit Inspector.

#### 3.4 Submitting ABC Print Audit Reports

##### **Media Member Responsible for Content of ABC Print Audit Report**

3.4.1 Each ABC Print Audit Report submitted online by a Media Member to AMAA must be dated online by the Auditor for approval:

- (a) where the Media Member is an individual, by that individual;
  - (b) where the Media Member is a partnership, by the partner designated as the senior or managing partner or similar; or
  - (c) where the Media Member is a corporation, by the Member's chief executive officer or another officer reporting directly to the chief executive officer who is duly authorised by the Member to lodge ABC Print Audit Report.
- 3.4.2 For the purposes of these Standards, a Media Member is solely responsible for the accuracy of an ABC Print Audit Report in respect of that Member's Publication and the lodgement of an ABC Print Audit Report by or on behalf of the Media Member in accordance with **rule 3.4.1** will be deemed to be a representation to AMAA that the Media Member verifies the accuracy of the ABC Print Audit Report.
- 3.4.3 **Lodgement of ABC Print Audit Report**
- An ABC Print Audit Report must be lodged by an Auditor to AMAA not more than **thirty days** after the end of the Audit Period to which the ABC Print Audit Report relates.
- Fee for Late eLodgement Submission**
- 3.4.4 If an ABC Print Audit Report is lodged after the time stipulated in **rule 3.4.3**, the Media Member must pay to AMAA a late submission fee determined from time to time by the Board of Directors.
- 3.4.5 The fee for late submission of an ABC Print Audit Report must accompany the ABC Print Audit Report when it is lodged and in those circumstances, if AMAA accepts the ABC Print Audit Report under **Regulations 3.2**, AMAA will only be obliged to include the content of the ABC Print Audit Report in the relevant Summary of Data (eData) if that inclusion will not otherwise delay the publication of that Summary.
- 3.4.6 If a Media Member fails to pay a late submission fee required under **rule 3.4.5** within twenty days after the end of the Audit Period for the ABC Print Audit Report to which the late eLodgement submission fee applies, the Board of Directors will regard that failure to be a failure to pay a fee for the purposes of **Regulations 2.5.5**.
- Acceptance of ABC Print Audit Report by AMAA**
- 3.4.7 AMAA will only include in a relevant Summary of Data the content of an ABC Print Audit Report accepted by AMAA.
- 3.4.8 AMAA's acceptance of an ABC Print Audit Report will be deemed to have occurred immediately before the content of the ABC Print Audit Report is published in the relevant Summary of Data (eData) or on AMAA's website.
- 3.4.9 If AMAA accepts an ABC Print Audit Report, that acceptance does not constitute a representation by AMAA that the content of that ABC Print Audit Report is correct.
- 3.4.10 Subject to **rule 3.4.12**, AMAA will accept an ABC Print Audit Report for the purposes of this:
- (a) subject to the result of any Review Audit or Inspection Audit directed by the Board of Directors in respect of the ABC Print Audit Report or its content; and
  - (b) if AMAA has no reason to believe that the ABC Print Audit Report and its submission does not comply with the requirements of these standards.
- 3.4.11 **AMAA will not accept an ABC Print Audit Report if:**
- (a) the Board of Directors considers that the content of the ABC Print Audit Report has not been calculated, prepared or certified in accordance with these Standards;
  - (b) the ABC Print Audit Report has not been lodged within the time stipulated in **rule 3.4.3** and the required fee for late eLodgement submission has not been paid;
  - (c) the Audit Inspector has:
    - (i) advised the Board of Directors that there is a concern relating to the reliability of the content of the ABC Print Audit Report; and
    - (ii) provided the Board of Directors with reasons for that concern which the Board considers are such that the ABC Print Audit Report should not be accepted by AMAA; or

(d) AMAA has exercised its discretion not to accept the ABC Print Audit Report under **rule 3.4.12**.

#### 3.4.12 **AMAA May Request Amendment of ABC Print Audit Report**

AMAA may request a Media Member to amend an ABC Print Audit Report in accordance with **Regulations 3.1.8**.

#### 3.4.13 **Voluntary Reporting**

A Media Member may report voluntary data in accordance with **rule 5.4** in these Standards.

### 3.5 **Submitting ABC Publication Reports**

#### **Media Member Responsible for Content of an ABC Publication Report**

3.5.1 Each ABC Publication Report submitted by a Media Member to AMAA must be signed:

- (a) where the Media Member is an individual, by that individual;
- (b) where the Media Member is a partnership, by the partner designated as the senior or managing partner or similar; or
- (c) where the Media Member is a corporation, by the Media Members chief executive officer or another officer reporting directly to the chief executive officer who is duly authorised by the Media Member to sign ABC Audit Reports.

3.5.2 For the purposes of these Reporting Standards, a Media Member is solely responsible for the accuracy of an ABC Publication Report in respect of that Members Masthead and the signing of an ABC Publication Report by or on behalf of the Media Member in accordance with **rule 3.5.1** will be deemed to be a representation to AMAA that the Media Member verifies the accuracy of the ABC Publication Report.

#### 3.5.3 **Submission of an ABC Publication Report**

An ABC Publication Report must be submitted by a Media Member to AMAA not more than thirty days after the end of the Reporting Period to which the ABC Publication Report relates.

#### 3.5.4 **Fee for Late Submission**

If a Media Member submits an ABC Publication Report after the time stipulated in **rule 3.5.3**, the Media Member must pay to AMAA a late submission fee determined from time to time by the Board of Directors.

3.5.5 The fee for late submission of an ABC Publication Report must accompany the ABC Publication Report when it is submitted and in those circumstances, if AMAA accepts the ABC Publication Report under **Regulations 3.2**, the AMAA will only be obliged to include the content of the ABC Publication Report in the relevant Summary of Data if that inclusion will not otherwise delay the publication of that Summary.

3.5.6 If a Media Member fails to pay a late submission fee required under **rule 3.5.5** within ninety days after the end of the Reporting Period for the ABC Publication Report to which the late submission fee applies, the Board of Directors will regard that failure to be a failure to pay a fee for the purposes of **Regulations 2.5.5**.

## 4. REPORTING PERIODS

### 4.1 Reporting Periods

The Reporting Periods for ABC Mandatory Reports are:

(a) 1 January to 30 June; and

(b) 1 July to 31 December,

both periods including their start and finish dates, or

(c) twenty-six weeks in each period of six months nearest the periods in **rule 4.1(a)** and **(b)**,

and where necessary to accommodate accumulated odd days a period may cover twenty-seven weeks.

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### 4.2 Variation of Reporting Periods

Notwithstanding any other provision of these standards, the Board of Directors may vary a Reporting Period in respect of a Publication:

(a) on written application to the Board of Directors by the Media Member who publishes the Publication;

(b) where that Media Member has provided documentation in support of their application; and

(c) the Board of Directors considers the variation is warranted because of the occurrence of an event outside the control of the Media Member which would result in the circulation data for the relevant Publication being misleading, deceptive or unreliable if the variation was not made.



## 5. REPORTING REQUIREMENTS

The following mandatory reporting applies to Products registered with AMAA under these Standards:

### 5.1 ABC MANDATORY REPORTS

#### 5.1.1 MEDIA MEMBER TO PREPARE AND SUBMIT ABC MANDATORY REPORTS

A Media Member must submit an ABC Mandatory Report for all Reporting Periods which apply to any or all of its Publications for which it is a Member, in accordance with the latest version of these standards.

#### 5.1.2 AUDIT PERIODS AND REPORTS RELATING TO MANDATORY REPORTING

ABC Print Audit Reports must be submitted by all Media Members for each reporting period defined in **rule 4.1** except Media Members publishing:

- (a) Regional 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) Agricultural Publications with an Average Issue Circulation less than 25,000 copies;
- (d) Country Press with an Average Issue Circulation less than 25,000 copies;
- (e) Newspaper Inserted Magazines provided with a newspaper nominated in **rule 5.1.2(a), (b), (c), or (d)**;
- (f) Weekly Consumer Magazine or Consumer Magazines with an Average Issue Circulation less than 25,000 copies; and
- (g) Community Language and Indigenous Publications (Paid) with an Average Issues Circulation less than 25,000 copies;

who must:

- (h) submit one ABC Print Audit Report and one ABC Publication Report per calendar year; or
- (i) may elect to submit ABC Print Audit Reports for both periods as defined in **rule 4.1**.

5.1.3 All Media Members submitting for the first time must complete an ABC Print Audit Report for their first lodgement.

**Summary Chart of Reporting Requirements, Periods**

Publications Type	Volume	6-month Audit	Publisher's Report
a. National Newspapers		✓	✗
b. Metropolitan Newspapers		✓	✗
c. Metropolitan Sunday Newspapers		✓	✗
d. Overseas Newspapers		✓	✗
e. Regional Newspapers	>= 25,000	✓	✗
f. Regional Sunday Newspapers	>= 25,000	✓	✗
g. Agricultural Publications	>= 25,000	✓	✗
h. Country Press	>= 25,000	✓	✗
i. Newspapers Inserted Magazine (with a newspaper nominated in a. to f.)	>= 25,000	✓	✗
j. Weekly Consumer Magazine	>= 25,000	✓	✗
k. Community Language and Indigenous Publications (Paid)	>= 25,000	✓	✗

l. Consumer Magazine	>= 25,000	✓	✗
m. Regional Newspapers	< 25,000	✓	✓
n. Regional Sunday Newspapers	< 25,000	✓	✓
o. Agricultural Publications	< 25,000	✓	✓
p. Country Press	< 25,000	✓	✓
q. Newspapers Inserted Magazine (with a newspaper nominated in n. to q.)	< 25,000	✓	✓
r. Weekly Consumer Magazine or Consumer Magazine	< 25,000	✓	✓
s. Community Language and Indigenous Publications (Paid)	< 25,000	✓	✓

#### 5.1.4 FORM OF ABC MANDATORY REPORT DETERMINED BY BOARD OF DIRECTORS

The Board of Directors from time to time may determine in writing:

- (a) the form/s in which ABC Mandatory Reports are to be submitted to the AMAA; and
- (b) the information to be contained in ABC Mandatory Reports and the procedures to be adopted in preparing them; and
- (c) the frequency that an ABC Mandatory Report can be submitted to the AMAA, and reported.

5.1.5 All determinations of the Board of Directors under **rule 5.1.4** must be consistent with the Regulations.

5.1.6 A Media Member must ensure that they use the form of ABC Mandatory Report which is current from time to time.

5.1.7 Mandatory reporting requirements, reporting periods and types of reports are defined in **Section 4 and 5** of these standards.

#### 5.1.8 Records Must be Kept

A Media Member must keep all records and documents which are relevant to supporting the circulation claims made in an ABC Mandatory Report for **no less than 24 months** after the date of the ABC Mandatory Report.

#### 5.1.9 ABC Print Audit Report is Required

- (a) If a Media Member submits a Publisher's Report and ascertains that the Average Net Paid Print Sales in Australia for a Publication for a Reporting Period (**Current Reporting Period**) has increased by more than 10% over that shown in the previous Reporting Period, the Media Member must ensure an ABC Print Audit Report is submitted for the Current Reporting Period.
- (b) If **rule 5.1.9(a)** applies, the Current Reporting Period will be deemed to be an Audit Period for that Publication for the purposes of these standards.

#### 5.1.10 Media Member May Elect to Ensure an ABC Print Audit Report Submitted

- (a) A Media Member may elect to ensure an ABC Print Audit Report is submitted for a Publication instead of an ABC Publication Report for a Reporting Period.
- (b) If a Media Member elects to ensure an ABC Print Audit Report is submitted for a Reporting Period under **rule 5.1.10(a)**, that Reporting Period will be deemed to be an Audit Period for that Publication for the purposes of these standards.

## 5.2 MANDATORY REPORTING REQUIREMENTS

### Mandatory Reporting Requirements for Print Versions Sales of a Publication

5.2.1 For every Reporting Period defined under **Section 4** of these Standards, a Reporting Statement for Print Versions Sales of a Publication must be prepared and show:

- (a) the number for Average Net Paid Print Sales (ANPPS) in Australia; and
- (b) as separate Categories, the number of Average Net Paid Print Sales (ANPPS) in Australia, which comprise each of the following:
  - (i) Accommodation and Hotel Sales;
  - (ii) Airline Sales;
  - (iii) Bundled Sales;
  - (iv) Event Sales
  - (v) Multiple Publication Sales;
  - (vi) School Sales; and
  - (vii) Tertiary Education Subscription Sales.

5.2.2 Publications which are any of:

- (a) National Newspapers;
- (b) Metropolitan Newspapers;
- (c) Metropolitan Sunday Newspapers;
- (d) Regional Newspapers;

must report separately ANPPS for:

- (i) Monday-Friday;
- (ii) Saturday (where applicable); and
- (iii) Sunday (where applicable).

### 5.2.3 Reporting Requirements for ABC Total Sales of a Publication

(a) Where a Member reports Digital Version Sales for a Publication, for every Reporting Period defined under **Section 4** of these standards, a Reporting Statement for ABC Total Sales of a Publication must be prepared and show

- (i) separately, the number of:
  - a. Average Net Paid Print Sales in Australia (ANPPS);
  - b. Average Net Paid Digital Sales in Australia (ANPDS); and
- (ii) the number of Packaged Print and Digital Sales in Australia.

(b) Where a Member reports Print Version Sales or Digital Version Sales the Publication will be reported in ABC Total Sales.

### 5.2.4 Reporting Statement Must Show Separately Average Other Print Sales in Australia

A Reporting Statement must show the number of Average Other Print Sales for a Publication in Australia separate from the number of Average Net Paid Print Sales in Australia.

### 5.2.5 Reporting Statement Must Show Separately Average Net Paid Print Sales Outside Australia

A Reporting Statement must show each of the numbers for:

- (a) Average Net Paid Print Sales for a Publication in New Zealand; and
- (b) Average Net Paid Print Sales for a Publication in countries other than Australia and New Zealand, separate from any other number in the Reporting Statement.

**5.2.6 Reporting Statement May Show Explanation of Modified Overseas Copies**

A Media Member of AMAA may show the number of Modified Overseas Copies of a Publication described in the Definitions.

**5.2.7 Publication May Show Lower Figures**

A Publication may submit and show a lower than actual figure for ANPPS for a Reporting Period.

**5.3 DAY OF WEEK REPORTING**

**5.3.1 Day of Week Reporting**

Publications which are publishing Monday - Friday:

- (a) National Newspapers;
- (b) Metropolitan Newspapers (Monday - Friday);
- (c) Regional Newspapers with an Average Issue Circulation of 25,000 copies or more;

must report Average Net Paid Print Sales without the requirement of separate Category reporting under **rules 5.2.1(b)** for each of:

- (i) Monday;
- (ii) Tuesday;
- (iii) Wednesday;
- (iv) Thursday;
- (v) Friday; and
- (vi) Saturday (where applicable).

5.3.2 Regional Newspapers (Monday - Friday only) with an Average Issue Circulation of less than 25,000 copies may elect to report under **rule 5.3.1**.

5.3.3 Day of Week Reporting applies to Australian Sales only with publication type as in **rule 5.3.1**.

**Summary Chart Of Day of Week Reporting**

Publications Type	Volume	Day of Week Reporting
a. National Newspaper		✓
b. Metropolitan Newspaper		✓
c. Metropolitan Sunday Newspaper		✗
d. Overseas Newspaper		Optional
e. Regional Newspaper	>= 25,000	✓
f. Regional Sunday Newspaper	>= 25,000	✗
g. Country Press	>= 25,000	✗
h. Newspaper Inserted Magazine (with a newspaper nominated in a. to g.)		✗
i. Weekly Consumer Magazine	>= 25,000	✗
j. Consumer Magazine	>= 25,000	✗
k. Regional Newspaper	< 25,000	Optional
l. Regional Sunday Newspaper	< 25,000	✗
m. Agricultural Publications		✗
n. Country Press	< 25,000	✗

o. Newspaper Inserted Magazine (with a newspaper nominated in i. to n.)	< 25,000	x
p. Weekly Consumer Magazine or Consumer Magazine	< 25,000	x
q. Community Language and Indigenous Publications (Paid)		x

## 5.4 VOLUNTARY REPORTING REQUIREMENTS

### 5.4.1 Voluntary Reporting Accepted by AMAA

AMAA will accept ABC Voluntary Reports from a Media Member in respect of a Publication relating to:

- (a) specific additional data;
- (b) specific Issue reporting; or
- (c) the frequency of reporting of Average Net Paid Print Sales.

### 5.4.2 Media Members May Elect to Report Additional Data

Media Members may elect to report specific additional data (**Voluntary Reporting**) for a Publication in the form of separate reporting of Individual Subscription Sales.

### 5.4.3 Additional data reported by a Media Member for a Publication will be:

- (a) submitted as an ABC Voluntary Report;
- (b) reported in the form determined by the Board of Directors; and
- (c) must be provided with auditor's verification or the Media Member must make available to AMAA relevant substantive documentation.

### 5.4.4 Media Members May Elect to Report Specific Issue Data

Media Members may elect to report specific Issue data (**Voluntary Reporting**) for a Publication in the form of Specific Issue Circulation for any Publication provided without the requirement of separate Category reporting under **rules 5.2.1(b)**.

### 5.4.5 Specific Issue data reported by a Media Member for a Publication will be:

- (a) submitted as an ABC Voluntary Report;
- (b) reported in the form determined by the Board of Directors;
- (c) must have accounted for Return Copies for Print Versions of a Publication from at least 75% of that Issue's distribution; and
- (d) must be provided with auditor's verification or the Media Member must make available to AMAA relevant substantive documentation.

### 5.4.6 Media Members May Elect to Increase Frequency of Reporting of Average Net Paid Print Sales

Media Members may elect to provide ABC Voluntary Reports for a Publication on a greater frequency than as required by these Standards.

### 5.4.7 ABC Voluntary Reports by a Media Member for a Publication must:

- (a) be submitted as an ABC Voluntary Report;
- (b) be reported in the form determined by the Board of Directors and in accordance with these standards and the Audit Guidelines;
- (c) fall within an established Reporting Period; and
- (d) be for a minimum of 12 continuous months.

**5.4.8 Cessation of Voluntary Reporting**

If a Media Member elects to cease Voluntary Reporting they can only do so at the end of a Reporting Period.

**5.4.9 Updating ABC Voluntary Report Data**

Data submitted as an ABC Voluntary Report can be updated where there has been a variation between an estimate made at the time of data release and subsequent actual sales data being finalised.

**5.4.10 All Voluntary Reporting Data is Subject to Audit Inspection**

(a) All data submitted as an ABC Voluntary Report may be subject to an Inspection Audit in accordance with the Regulations.

(b) Any variances discovered in an Inspection Audit will be dealt with by the Board of Directors in the same manner as a Query in accordance with the **Regulations 7.1** of AMAA.

**5.4.11 Application to submit an ABC Voluntary Report**

Any Media Member wishing to submit an ABC Voluntary Report must apply in writing to the Chief Executive Officer for approval, specifying:

(a) the type of additional data to be provided; and

(b) the nominated frequency of reporting.

All ABC Voluntary Reports must be submitted in accordance with **rules 5.4.3, 5.4.5, and 5.4.7**, as applicable.

5.4.12 The Chief Executive Officer may accept or refuse an application from a Media Member applying for Voluntary Reporting and will advise the Member of the acceptance or refusal of the application.

5.4.13 If the application is accepted, the Chief Executive Officer will notify the Media Member in writing of:

(a) the data to be submitted; and

(b) the frequency of reporting.

## 6 EXCLUSIONS

### 6.1 ABC Mandatory Report Must Include Every Publishing Day

Subject to the remaining provisions of these Standards, an ABC Mandatory Report for a Reporting Period must include every Publishing Day in respect of the Publication to which it relates subsequent to the immediately previous Reporting Period for that Publication.

### 6.2 Media Members publishing a:

- (a) National Newspapers;
- (b) Metropolitan Newspapers;
- (c) Metropolitan Newspaper (Sunday);
- (d) Overseas Newspapers (classified as National Newspapers);
- (e) Regional Newspaper;
- (f) Regional Sunday Newspaper;
- (g) Country Press; or
- (h) Newspaper Inserted Magazine provided with a newspaper nominated in **rule 6.2 (a) to (g)**, may elect **to omit** from an ABC Mandatory Report for the Print Version of that newspaper or Newspaper Inserted Magazine those Issues published on:
  - (i) officially gazetted public holidays in the state or territory of publication; and
  - (ii) where that newspaper or Newspaper Inserted Magazine is published nationally, which are held on the same or different dates in the various states and territories of publication; and
  - (iii) other days nominated by the Board of Directors from time to time and advised to affected Members and in this respect the Board must nominate relevant days relating to the Christmas, New Year and Easter holiday periods each year as Optional Exclusion Dates.

### 6.3 Media Members publishing a Weekly Consumer Magazine may elect to omit from an ABC Mandatory Report for the Print Version of that magazine those Issues published on:

- (a) officially gazetted public holidays:
  - (i) in the state or territory of publication; or
  - (ii) where that magazine is published nationally, which are held on the same or different dates in the various states and territories of publication; and
- (b) other days nominated by the Board of Directors from time to time and advised to affected Members, and in this respect the Board of Directors must nominate relevant days relating to the Christmas, New Year and Easter holiday periods each year as Optional Exclusion Dates.

### 6.4 Media Members publishing a Consumer Magazine with any Issue whose **Start Date** (On Sale) falls within 7 days (inclusive) of the end of an Audit Period will not be included in that Audit Period and will be included in the following Audit Period instead.

Example: an Issue of a Monthly Magazine has a Start Date of June 24. The Audit Period ends on June 30. This Issue will be included in the July 1 to December 31 Audit Period.

### 6.5 The Board of Directors may omit days from a Reporting Period:

- (a) in respect of a Publication if:
  - (i) the Media Member for that Publication makes a **written application** to the Board of Directors requesting that omission;
  - (ii) the reason for the Media Member's request for omission of days relates to an event **beyond the control** of the Member (**Event**);
  - (iii) the Media Member provides **evidence** satisfactory to the Board which substantiates that the Event occurred; and

- (iv) the Board considers that the Event would result in the circulation data for the Publication for the relevant Reporting Period being misleading, deceptive or unreliable if days were not omitted from the Reporting Period that Publication; or
  - (b) if the Board of Directors on its own initiative considers that the omission of days is reasonable in respect of a certain class of Publication in all the circumstances and the omission applies to all Media Members who publish that class of Publication.
- 6.6 Media Members publishing a:
- (a) National Newspaper;
  - (b) Metropolitan Newspaper;
  - (c) Metropolitan Sunday Newspaper;
  - (d) Overseas Newspapers (classified as National Newspapers);
  - (e) Regional Newspaper;
  - (f) Regional Sunday Newspaper;
  - (g) Country Press; or
  - (h) Newspaper Inserted Magazine provided with a newspaper nominated in **rule 6.6 (a) to (g)**,
- may elect **not to publish** an Issue of the Publication on a regular Publishing Day which is either:
- (i) an officially gazetted public holiday in the state or territory in which the Publication is published;
  - (j) a day nominated by the Board of Directors and advised to affected Members pursuant to **rule 6.2**; or
  - (k) a day which immediately precedes or immediately follows a day mentioned in **rule 6.6 (i) or (j)**,
- and **instead may**:
- (l) publish a single Issue across a period which comprises only days referred to in **rule 6.6 (i) to (j)** or any combination of them (**Occasion**); and
  - (m) for the purposes of an ABC Mandatory Report, elect to regard all sales of that single Issue made across the Occasion as being made on a day nominated by the Media Member and which falls in the Occasion,
- but only in respect of:
- (n) for a National Newspaper or a Newspaper Inserted Magazine provided with a National Newspaper, not more than five Occasions each year; and
  - (o) for any other newspaper or a Newspaper Inserted Magazine provided with that other newspaper referred to in **rule 6.6 (b) to (h)** not more than four Occasions each year,
- where a Media Member includes an Occasion (or more than one Occasion) in a Reporting Period for a Publication, the Member must advise that fact to AMAA. In that case, AMAA must note in any relevant Summary of Data covering the Reporting Period that the number of Issues for that Publication for the Reporting Period includes the relevant number of 'Bumper Issues'.
- 6.7 If a Media Member elects to omit gazetted public holidays or other days in accordance with **rules 6.2 or 6.3** or accepts an omission allowed by the Board of Directors under **rule 6.5** (or where the Media Member is entitled to do so, omits days in accordance with both of those rules), the Member must apply these exemptions to all versions of the Publication.
- 6.8 If a Media Member elects to omit gazetted public holidays or other days in accordance with **rules 6.2 or 6.3** or accepts an omission allowed by the Board of Directors under **rule 6.5** (or where the Media Member is entitled to do so, omits days in accordance with both of those rules), the Media Member must submit an ABC Mandatory Report for the Reporting Period with days omitted as provided in (or where the Media Member is entitled to do so, as provided in more than one of those rules), as the case may be.



## 7. CALCULATIONS

### 7.1 CALCULATION OF AVERAGE NET PAID PRINT SALES FOR A PUBLICATION

Average Net Paid Print Sales must be calculated as follows:

- 7.1.1 Add the total number of copies comprising Gross Paid Print Sales of each Issue of the Publication made in the Reporting Period (Total Gross Paid Print Sales).
- 7.1.2 From Total Gross Paid Print Sales:
- (a) Adjust for the number (if any) of copies of the Publication comprising the difference between the estimated number of Return Copies of the previous Reporting Period and the actual number of Return Copies of the current Reporting Period. The total variance of the previous Reporting Period must be divided by the number of issues of the current Reporting Period. Any adjustment is then to be transferred to the current Reporting Period as previous Reporting Period average adjustment.

**Prior Period Adjustments explained:**

Half Yearly Audit		Publisher's Report		Half Yearly Audit	
Jan-13	Actual Sales	Jul-13	Actual Sales	Jan-14	Actual Sales
Feb-13	Actual Sales	Aug-13	Actual Sales	Feb-14	Actual Sales
Mar-13	Actual Sales	Sep-13	Actual Sales	Mar-14	Actual Sales
Apr-13	Actual Sales	Oct-13	Actual Sales	Apr-14	Actual Sales
May-13	Estimate Sales	Nov-13	Estimate Sales	May-14	Estimate Sales
Jun-13	Estimate Sales	Dec-13	Estimate Sales	Jun-14	Estimate Sales

Check that the sales adjustment for May and June 2013 was taken up in the Publisher's Report for Dec 2013. If this adjustment was not taken up, the Auditor will need to calculate based on the requested necessary documentation for May and June 2013 and take up in Half Yearly Audit for Jun 2014. The Auditor will also need to take up sales adjustment for Nov and Dec 2013.

- (b) Then, deduct the number (if any) of copies of the Publication which are any of the following and which are included in Total Gross Paid Print Sales:
- (i) Return Copies;
  - (ii) Contra Copies;
  - (iii) Out of Date Copies;
  - (iv) Banded Copies;
  - (v) Modified Domestic Copies; and
  - (vi) Modified Overseas Copies.

Resulting in **Total Adjusted Gross Paid Print Sales** (Total Net Paid Print Sales).

- 7.1.3 Divide the number of Total Net Paid Print Sales of the Publication in **Australia** by the number of Issues in the Reporting Period less Exclusions described in **Section 6** in these standards to obtain the number for **Average Net Paid Print Sales** in Australia.
- 7.1.4 Determine the number of Total Adjusted Gross Paid Print Sales for each of:
- (a) New Zealand; and
  - (b) Other Countries (countries other than Australia and New Zealand),
- which will be the numbers for, respectively:
- (c) Total Net Paid Print Sales in New Zealand; and

- (d) Total Net Paid Print Sales in countries other than Australia and New Zealand.
- 7.1.5 Divide each of the numbers for Total Net Paid Print Sales **in New Zealand** and Total Net Paid Print Sales **in Other Countries** by the **number of Issues** during the Reporting Period to obtain the numbers for, respectively:
  - (a) Average Net Paid Print Sales in New Zealand; and
  - (b) Average Net Paid Print Sales in Other Countries (countries other than Australia and New Zealand).
- 7.1.7 Print Sales made to an Event Organiser are classified as Event Sales, however selling directly to individuals at an event are classified as Cover Price Sales.

## 7.2 CALCULATION OF DAY OF WEEK REPORTING

The following calculations are applicable to products registered for audit with AMAA under **rule 5.3**:

- 7.2.1 Day of Week Reporting must be calculated as follows:
- 7.2.2 Refer to **rules 7.1.2** and **7.1.3** for calculating **Total Adjusted Gross Paid Print Sales** (Total Net Paid Print Sales).
- 7.2.3 For Day of Week Reporting Average Net Paid Print Sales do not require separate Category reporting under **rule 5.2.1(b)** for:
  - (i) Monday;
  - (ii) Tuesday;
  - (iii) Wednesday;
  - (iv) Thursday; and
  - (v) Friday.
  - (vi) Saturday. (where applicable)
- 7.2.4 The calculation for each of the day of the week according to **rule 7.2.3 (i) to (vi)**, will be **Total Adjusted Gross Paid Print Sales** (Total Net Paid Print Sales) for each day (where applicable) less exclusions refer to **Section 6** in these Standards for that day, divided by the number of issues in the Reporting Period, to obtain the number for Average Net Paid Print Sales in Australia for each day.
- 7.2.5 **Reconciling Day of Week Calculations – TWO TYPES;**
  - NO exclusion days, please refer to **rules 7.2.6** to **7.2.7**
  - WITH exclusion days, please refer to **rules 7.2.8** to **7.2.9**
- 7.2.6 The above calculation in **rule 7.2.4** for each of the day of the week in Day of Week Reporting must reconcile back to the **Average Net Paid Print Sales in Australia where there are no exclusion days present**, which is:
  - (i) Title of the Publication (M-F) Monday - Friday.
- 7.2.7 The calculation for the above reconciliation is –Times the average total for each day by the number of issues in that day, repeat this calculation for each day in the Day of Week Reporting then divide this by the total sum of number of issues in the period. This should then reconcile back to the **Average Net Paid Print Sales** in Australia.

Example: Day of Week Reporting must reconcile back to Average Net Paid Print Sales in Australia. Monday - Friday for this example.

TITLE	Monday	Tuesday	Wednesday	Thursday	Friday
XYZ Publications	26,336	25,909	27,780	25,097	24,157
Number of Issues	13	13	13	13	13

Average Net Paid Print Sales in Australia = **25,856**

Calculation:

Add Monday through to Friday

$$= (26,336 \times 13 + 25,909 \times 13 + 27,780 \times 13 + 25,097 \times 13 + 24,157 \times 13) / (13+13+13+13+13)$$

$$= \mathbf{25,856}$$

7.2.8 The above calculation in **rule 7.2.4** for each of the day of the week in Day of Week Reporting will reconcile back to the **Average Net Paid Print Sales in Australia where there are exclusion days present**, which is:

(i) Title of the Publication (M-F) – Monday - Friday.

7.2.9 The calculation for the above reconciliation is –Times the average total for each day by the number of issues in that day, repeat this calculation for each day in the Day of Week Reporting then divide this by the total sum of number of issues in the period. This should then reconcile back to the **Average Net Paid Print Sales** in Australia.

Example: Day of Week Reporting must reconcile back to Average Net Paid Print Sales in Australia. Monday - Friday for this example.

TITLE	Monday	Tuesday	Wednesday	Thursday	Friday
XYZ Publications	15,491	15,510	15,294	15,683	21,348
Number of Issues	11	12	12	12	13

Average Net Paid Print Sales in Australia = **16,763**

Calculation:

Add Monday through to Friday

$$= (15,491 \times 11 + 15,510 \times 12 + 15,294 \times 12 + 15,683 \times 12 + 21,348 \times 13) / (11 + 12 + 12 + 12 + 13)$$

$$= \mathbf{16,763}$$

### 7.3 CALCULATION OF AVERAGE OTHER PRINT SALES OF A PUBLICATION IN AUSTRALIA

7.3.1 If a Media Member elects to show in a Reporting Statement the number for Average Other Print Sales for a Publication in Australia pursuant to **rule 5.2.4**, must be calculated as follows:

Divide the number of Other Print Sales in Australia by the number of Issues during the Reporting Period to obtain the number for Average Other Print Sales in Australia.

7.3.2 All sales for a Publication must be reported in accordance with these Standards.

### 7.4 CALCULATION OF AVERAGE NET PAID PACKAGED PRINT AND DIGITAL SUBSCRIPTION SALES

(a) Calculation of Average Net Paid Packaged Print and Digital Subscription Sales of a Publication must be calculated as follows:

- (b) Add the total number of copies comprising Gross Paid Packaged Print and Digital Subscription Sales of each Issue of the Publication made in the Reporting Period (**Total Gross Paid Packaged Print and Digital Subscription Sales**).
- (c) From Total Gross Paid Packaged Print and Digital Subscription Sales;
- (i) Adjust for the number (if any) of copies of the Publication comprising the difference between the estimated number of Return Copies of the Print Version for the previous Reporting Period and the actual number of Return Copies of the Print Version of the same Reporting Period.
- (ii) Then, deduct the number (if any) of copies of the Publication which are any of the following and which are included in Total Gross Paid Packaged Print and Digital Subscription Sales:
- Return Copies;
  - Contra Copies;
  - Out of Date Copies;
  - Banded Copies;
  - Modified Domestic Copies; and
  - Modified Overseas Copies.

Resulting in **Total Net Paid Packaged Print and Digital Subscription Sales**.

- (d) Divide the number of Total Net Paid Packaged Print and Digital Subscription Sales in Australia by the number of Issues during the Reporting Period to obtain the number for **Average Net Paid Packaged Print and Digital Subscription Sales** in Australia or refer to **rule 5.3.3** for Overseas Publications.

## 7.5 CALCULATION OF ABC TOTAL SALES

- (a) For Australia, the ABC Total Sales is the **total** of:
- (i) Average Net Paid Print Sales (ANPPS); and
- (ii) Average Net Paid Digital Sales (ANPDS).

### ABC Total Sales Calculation Explained

	Metrics	Code	Type	Calc. Value	Example
Total Sales	Average Net Paid Print Sales (ANPPS)	A	Input		120,000
	Average Net Paid Digital Sales (ANPDS)	B	Input		32,560
	ABC Total Sales	C	Calc	= A + B	152,560
Digital Format	Average Net Paid Digital Magazine Sales	D	Input		0
	Average Net Paid Digital Newspaper Sales	E	Input		10,000
	Average Net Paid Newspaper App Sales	F	Input		32,560
	Average Net Paid Website Subscription Sales	G	Input		32,560
	Average Net Paid Packaged Print & Digital Sales	H	Input		7,560
Others	New Zealand Print Sales (ANPPS)	I	Input		5,000
	Other Countries Print Sales (ANPPS)	J	Input		700

Other Countries Digital Sales (ANPDS)	<b>K</b>	Input	
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Australian ABC Total Sales: Code A + B = C (i.e. 152,560)

Average Net Paid Packaged Print & Digital Sales: Code H is included in A, B and C.

## **7.6 CALCULATIONS OTHERS**

### **7.6.1 VOUCHER COPIES**

- (a) Voucher Copies must not be included in any number in a Reporting Statement.

### **7.6.2 NEWSPAPER INSERTED MAGAZINES**

- (a) The provisions of these standards concerning the calculation of the numbers of Average Net Paid Print Sales of a Publication (and their Classes and Categories) and Average Other Print Sales in Australia allowed to be shown in a Reporting Statement apply, with the necessary changes being made, to the calculation of the respective numbers for the average distribution of Newspaper Inserted Magazines allowed to be shown in a Reporting Statement prepared for that purpose.

### **7.6.3 PUBLICATION SUBSCRIPTIONS IN ARREARS**

- (a) An individual continuous subscription to a Publication which:
- (i) being a Regional Newspaper or a Country Press, is more than six months in arrears; or
  - (ii) being any other type of Publication, is more than four months in arrears, must not be included in the calculation of any class of Net Paid Print Sales.

## 8. PUBLICITY

In addition to the Regulations, the following publicity rules apply to the products registered with AMAA under these Standards:

### Principles for Reporting AMAA (ABC) Paid Print Media Audit Data

- 8.1 The reporting of AMAA reported ABC data must be clear and transparent.
- 8.2 Any comparison of AMAA reported ABC data must be made on a like-for-like basis.
- 8.3 AMAA reported ABC data must not be manipulated to create figures that have not been released by the AMAA.
- 8.4 AMAA reported ABC data must not be manipulated to create a false or inaccurate impression.
- 8.5 AMAA reported ABC data must not be compared to data from other sources.
- 8.6 Where a Member makes any statement concerning the circulation data for a Product and involving any figures sourced to AMAA or AMAA's Summaries of Data, that statement:
  - (a) must acknowledge AMAA as the source of the figures; and
  - (b) must include the figures appearing in their most recent AMAA Mandatory Report; and
  - (c) must state the Reporting Period to which the figures relate; and
  - (d) must clearly indicate the actual number of Average Net Paid Print Sales in the Categories stipulated in **rules 5.2.1(b)**, where eighty per cent or more of the Average Net Paid Print Sales in Australia are attributable to one of those Categories.
- 8.7 Data reported under these Standards must not be manipulated to create figures that have not been released by AMAA. For example, no aggregation of any data can be made across categories and products that have not been accumulated by AMAA in its own Summaries of Data.
- 8.8 Members must not aggregate or calculate figures across any metrics or reporting periods, unless approved by the AMAA.
- 8.9 Old or out-of-date ABC metrics can not be compared to current reported data.

### 8.10 Reporting of ABC Total Sales

Any reference to ABC Total Sales must also include notation that ABC Total Sales is the combination of Average Net Paid Print Sales (ANPPS) and Average Net Paid Digital Sales (ANPDS).

- 8.11 Members may report and compare:
  - (a) the Categories of Average Net Paid Print Sales for a Publication(s) but must include the current Average Net Paid Print Sales figure.
  - (b) the Digital Formats of Average Net Paid Digital Sales for a Publication(s) but must include the current Average Net Paid Digital Sales figure.

### 8.12 Board of Directors to approve Voluntary Reporting Publicity Requirements

All publicity requirements relating to AMAA Voluntary Reports will be determined by the Board of Directors. The Board will be guided by the following:

- (a) A Media Member can only make like for like comparisons with other data from the same Publication, not comparisons with other Publications.
- (b) Additional Data must be reported with the relevant Average Net Paid Print Sales figure, Average Net Paid Digital Sales figure or corresponding Specific Issue Net Paid Print Sales figure or Specific Issue Net Paid Digital Sales figure.
- (c) For Specific Issue Reporting only the Net Paid Print Sales figure can be reported but the Average Net Paid Print Sales figure must be reported for the Reporting Period in which the Issue appeared or prior Reporting Period in the event that the Specific Issue Reporting is before the close of a period.

## 9. GLOSSARY

### 9.1 DEFINITIONS

The following definitions apply in these standards unless otherwise indicated:

#### Note

*Certain of these Definitions contain references to the price at which a Publication is sold. These references relate to the eligibility of these sales in Net Paid Print Sales and Other Print Sales and in no way suggest or imply how publishers should construct their sales arrangements for either wholesale or retail.*

**AMAA** is the Audited Media Association of Australia Limited named in **Regulations 1.1**.

**ABC** is a brand of the Audited Media Association of Australia Limited.

**ABC Print Audit Report** is a report by an Auditor:

- (a) in respect of an Audit; and
- (b) which is prepared as required by the Regulations and in accordance with the Audit Guidelines and these Standards.

**ABC Logo** is any official logo or insignia issued by AMAA in relation to its Audit Bureau of Circulations (ABC) brand.

**ABC Mandatory Report** is an ABC Print and/or Digital Audit Report or an ABC Publication Report.

**ABC Publication Report** is a statement by a Media Member:

- (a) in respect of the paid sales of a Publication or the distribution of a Newspaper Inserted Magazine;
- (b) prepared as required by the Regulations and in accordance with the Audit Guidelines and these standards; and
- (c) which may be Audited and subject to Audit Inspection.

**ABC Voluntary Report** is a statement by a Media Member

- (a) in respect of the paid sales of a Publication Product or the distribution of a Newspaper Inserted Magazine;
- (b) providing additional reporting to that required in **rules 4 and 5** for a Publication; and
- (c) prepared as required by these Standards;

but which is not required to be Audited, but may be subject to Audit Inspection.

**Accommodation and Hotel Sale** is a sale at a price of a Publication under an Arrangement by or with the publisher of the Publication to a place which provides accommodation on a commercial basis to a person, and which is not that person's usual place of residence, for distribution to that person.

**Adjustments** means those copies of a Publication that are not eligible for inclusion in the calculation of Average Net Paid Print Sales or Average Net Paid Digital Sales and identified in Total Adjusted Gross Paid Print Sales or Total Adjusted Gross Paid Digital Sales.

**Advertised Price** is the price at which a subscription to a Publication is offered to either:

- (a) the public, or a class of the public, generally;
- (b) for Print Versions sold to an organisation which:
  - (i) arranges for a single copy of the Publication to be distributed to named persons, or their named positions, in that organisation or any other organisation; and
  - (ii) allows the named persons, or the persons in those named positions, the choice to refuse the Publication; or
- (c) a person as a member of an association in circumstances where:
  - (i) the price of the subscription is clearly, separately identified from the membership fee of the association; and
  - (ii) the member can refuse the subscription so as to result in the member not being required to pay the amount identified as the price of the subscription.

**Airline Sale** is a sale at a price of a Publication under an Arrangement by or with the publisher of the Publication to a company operating in the air travel industry serving passengers within or leaving from Australia for distribution to passengers in planes, terminals, lounges and gates, where for Audit purposes the sales and returns of the Publication are accounted for and documentation concerning those sales and Return Copies is retained and available for inspection by an Auditor.

**Agricultural Publication** is a Product which is a newspaper or magazine targeted to the primary producer and other participants in the agribusiness sector.

**Applicant** is the publisher or issuer of a Product whose membership and registration is under consideration by the Board and who has yet to complete an Initial Audit.

**Arrangement** is a financial transaction where there is the payment of money for the sale of copies.

**Association Subscription Sale** is a sale of a Publication to a person as a member of an association in circumstances where the member receives the Publication either:

- (a) as part of the member's membership fee of the association, or
- (b) at a separately identified price;

and cannot elect to refuse to receive the Publication so as to result in the member receiving a refund of the price of the Publication.

**Audit** is the following full Audit of a Product after the Initial Audit has been completed.

**Audit Inspector** is the person appointed in accordance with **Regulations 4.4.1** for the purposes described in **Regulations 4.4.2, 4.4.3, and 4.4.5**.

**Audit Periods** are the reporting periods which require an Audit in accordance with **Section 4** of these standards, which may be varied from time to time by the Board of Directors, and which apply in respect of a Publication.

**Auditor** is an independent auditor who satisfies the requirements of **Regulations 4.3.4** and has been approved by the Board of Directors under **Regulations 4.3.5** to carry out Audits.

**Auditor's Certificate** is an online certificate provided by an Auditor in respect of a Circulation and Digital Audit and in the form required by the Reporting Standards.

**Augmented** means enriched through digital elements.

**Average ABC Total Sales** is the average number of sales of a Publication sold during a Reporting Period and is calculated by the addition of:

- (a) Average Net Paid Print Sales in Australia; and
- (b) Average Net Paid Digital Sales in Australia.

**Average Issue Circulation** is the average of the Net Paid Print Sales for a number of Issues of a Publication in its primary country of circulation for a Reporting Period.

**Average Net Paid Digital Sales** is the average number of sales of a Publication sold during a Reporting Period:

- (a) which are either:
  - (i) Average Net Paid Digital Magazine Sales;
  - (ii) Average Net Paid Digital Newspaper Sales;
  - (iii) Average Net Paid Newspaper App Sales;
  - (iv) Average Net Paid Website Subscription Sales; or
- (b) Average Net Paid Digital Publication Sales.

**Average Net Paid Digital Publication Sales** is the average number of sales of a Digital Publication sold during a Reporting Period.

**Average Net Paid Print Sales** is the average number of sales of a Print Publication sold during a Reporting Period calculated in accordance with **rule 7.1**.

**Average Net Paid Packaged Print and Digital Subscription Sales** is the average number of sales of Packaged Print and Digital Subscriptions of a Publication sold during a Reporting Period.

**Average Net Paid Digital Publication Sales** is the average number of sales of a Digital Publication sold during a Reporting Period.

**Average Net Paid Print Sales** is the average number of sales of Print Versions of a Publication sold during a Reporting Period.

**Average Net Paid Sales** is the average number of sales of a Publication sold during a Reporting Period which are either:

- (a) Average Net Paid Print Sales;
- (b) Average Net Paid Digital Sales; and/or
- (c) Average ABC Total Sales.

**Average Other Print Sales** is the average number of Other Sales of Print Versions of a Publication sold during a Reporting Period as defined in **rule 7.3** of these Standards.



**Banded Copies** are copies of a Publication which are Out of Date Copies and which are either:

- (a) included in sample bags;
- (b) banded with a current Issue of any Publication; or
- (c) are otherwise made available to a person for a promotional purpose.

**Branded Digital Product** is a digital product that carries the branding of a Masthead and:

- (a) may be a brand-extension or branded aggregation publication;
- (b) draws on content which is substantially different from the Publication; and
- (c) is not the Publication.

**Branded Digital Product Sale** is a sale of a Branded Digital Product, which is a separately identifiable purchase.

**Branded Print Product** is a Print Product, which is not a Newspaper Inserted Magazine, that carries the branding of a Masthead and:

- (a) may be a brand-extension or branded aggregation publication;
- (b) draws on content which is substantially different from the Publication; and
- (c) is not the Publication.

**Branded Print Product Sale** is a sale of a Branded Print Product which is a separately identifiable purchase.

**Bundled Sale** is a sale at a price of a Publication involving the bundling of the Publication (**Primary Publication**) with other consumer good(s) or service(s) under Arrangement by or with the publisher of the Publication(s) and the supplier of the items making up the Bundled Sale, where:

- (a) the offer of the Primary Publication included in the Bundled Sale with the other consumer good(s) or services(s) is communicated clearly to the purchaser;
- (b) the purchaser has the right to refuse the Primary Publication and is able to purchase the consumer good(s) or service(s) separately;
- (c) only one copy of the Primary Publication is provided to the purchaser;
- (d) the price of the bundle must exceed the Cover Price of the Primary Publication;
- (e) the other bundled consumer good(s) or services(s) may not be an Event; and
- (f) for Audit purposes for Print Versions, the sales and returns of the Primary Publication(s) are accounted for and all documentation concerning those sales and Return Copies is retained and available for inspection by an Auditor.

**Categories** are defined subsets of sales (buckets) reported in accordance with **rule 5.2.1 (b)** of ABC Print Standards and **rule 5.2.2 (b)** of ABC Digital Standards.

**Circulation Audit** is an Audit of either:

- (a) the paid sales of a Publication; or
- (b) the distribution of a Newspaper Inserted Magazine.

**Community Language and Indigenous Publications (Paid)** is a product which:

- (a) is a publication;
- (a) is distributed to an audience that shares a cultural identity; and
- (b) may be written in a language other than English.

**Company** means Audited Media Association of Australia Limited.

**Constitution** means the Constitution of the Company as amended from time to time.

**Consumer Magazine** is a product which is a Publication which is:

- (a) a magazine;
- (b) published on a non-weekly publication cycle; and
- (c) made available for purchase.

**Content** is editorial and/or advertorial information and material that appears in an Edition of an audited Issue of a Publication.

**Contra Sales** are sales of a Publication where the consideration for these sales is other than the payment of money. These cannot be counted in Net Paid Print Sales.

**Country Press** is a Publication which is:

- (a) a non-daily newspaper;
- (b) published other than in a capital city for local distribution; and
- (c) published on at least one day each week.

**Cover Date** is the date or issue identifier that appears on the Publication.

**Cover Price** is the price charged for a single copy of a Publication sold to the public either as displayed on the Publication or as advertised to the public.

**Cover Price Sale** is a sale of a Publication by a Media Member at the Cover Price direct to the public.

**Dependent Transaction Sale** is a sale (not being an Event Sale) at a price of a Publication under an Arrangement by or with the publisher of the Publication (**Secondary Transaction**) which is made as part of another transaction (**Primary Transaction**) where:

- (a) the Primary Transaction is not the sale of a Publication;
- (b) only one copy of the Publication is provided to the purchaser in the Secondary Transaction; and
- (c) for Audit purposes, the sales and returns of the Publication are accounted for and the documentation concerning those sales and Return Copies of a Print Version, which are excluded, is retained and available for inspection by an Auditor.

**Designated On Sale Period** is the on sale period of an Issue as advertised by the Publisher.

**Digital Magazine** is a Digital Version of an audited Publication which:

- (a) can be either a replica or be enhanced in format;
- (b) carries the same Masthead and Underlying Identity and the same Cover Date;
- (c) carries substantially the same publisher-originated Content;
- (d) may carry different editorial content that may be updated or customised; and
- (e) may carry different advertising,

and are not;

- (f) restricted access or unrestricted public access websites;
- (g) service or brand-extension applications;
- (h) or branded aggregation applications that draw on content which is substantially different content from the audited Print Version.

**Digital Magazine Sales** are the sales of a Digital Version of a Publication.

**Digital Newspaper** is a Digital Version of an audited Publication which:

- (a) carries the same Masthead and Underlying Identity and the same Cover Date;
- (b) carries substantially the same run-of-press advertising in the same layout; and
- (c) carries substantially the same editorial Content. The Content can be updated and Augmented but the layout of text and images must remain consistent at all times with the Underlying Identity of the audited Print Version; and
- (d) the advertising can be Augmented.

**Digital Newspaper Sales** are the sales of a Digital Version of a Publication.

**Digital Publication (Paid - Standalone)** is a Publication:

- (a) which is only accessible or distributable digitally and **has no Print Version**;
- (b) which has a Masthead and editorial with a unique Start Date and a defined frequency;
- (c) which may contain advertisements;
- (d) in which editorial can be updated across editions of the audited Issue; and
- (e) which must apply for membership with AMAA as required by the Constitution and Regulations of AMAA.
- (f) Which is made available for purchase.

**Digital Sales** are the sales of Digital Versions of a Publication or a Digital Publication (Paid –Standalone).

**Digital Subscription Sale** is a Subscription Sale to a Publication in a single transaction which includes:

- (a) one or more of the following Digital Versions of that Publication:
  - (i) For magazines:
    - a. a Digital Magazine; and/or
    - b. a Website Subscription
  - (ii) For newspapers:
    - a. or Digital Newspaper; and/or
    - b. a Newspaper App; and/or
    - c. a Website Subscription

Where;

- (b) the sale may be direct to the purchaser/consumer:
  - (i) a purchaser/consumer has taken a positive action to opt-in;
  - (ii) Ability to identify where a purchaser/consumer has opted in through any of the following:
    - a. A direct payment to the publisher; or

- b. Proof of purchase from a store or other repository; or
- c. Activation of a code; or
- d. A registration process; or
- e. Using a social media identity;.
- (iii) The opt-in process can be verified through audit;
- (iv) There is payment for each issue and a financial audit trail; and
- (v) That reporting is available for each copy of each issue sold;

Or;

- (c) the sale is under Arrangement through a Third Party by or with the Publisher which:
  - (i) arranges for individual access to Digital Versions of the Publication to be distributed; and
  - (ii) there is payment and a financial audit trail; and
  - (iii) that reporting is available for each sale.

And;

- (d) In the event that a single transaction involves subscriptions to more than one Publication:
  - (i) the offer has been clearly communicated to the subscriber; and
  - (ii) the subscriber must have the right to refuse any of the Publications and to be able to purchase each Publication separately;
  - (iii) sales that meet the requirements of these standards must be separated into Subscription Sales for each Publication.

And;

- (e) For each Issue of a Publication, a Digital Subscription Sale will be considered as one Gross Paid Digital Sale.

**Digital Versions** of a Publication are any of:

- (a) Digital Magazines; or
  - (b) Digital Newspapers; or
  - (c) Newspaper App; or
  - (d) Website Subscriptions;
- and must be approved by the Board of Directors prior to Member reporting.

**Edition** is an edition of an Issue which is different in content to another edition as a result of either:

- (a) the intended time of its sale;
- (b) the intended place of its sale; or
- (c) both (a) and (b).

**Event Sale** is a sale at a price of a Publication under Arrangement by or with the publisher of the Publication to an attendee of a paid event as part of the cost of admission, where:

- (a) the offer of the Publication included in the price of admission is communicated clearly to the attendee;
- (b) the attendee has the right to refuse the Publication;
- (c) only one copy of the Publication is provided to the attendee;
- (d) the attendee pays an agreed price for the Publication as part of the admission price for the event; and
- (e) for Audit purposes the sales and returns of the Publication are accounted for and the documentation concerning those sales and Return Event Sale Copies is retained and available for inspection by an Auditor.

**Finish Date** is the last day of the Designated On Sale Period.

**Gross Paid Digital Sales** are copies of a Digital Version of a Publication or a Digital Publication, which qualify as:

- (a) Regular Channel Sales;
- (b) Single Issue Sales;
- (c) Single Issue Website Subscription Sales; or
- (d) Subscription Sales.

**Gross Paid Print Sales** are copies of a Print Version of a Publication, which qualify as:

- (a) Regular Channel Sales;
- (b) Cover Price Sales;
- (c) Subscription Sales;
- (d) Accommodation and Hotel Sales;
- (e) Airline Sales;
- (f) Bundled Sales;
- (g) Event Sales;
- (h) Multiple Publication Sales;
- (i) School Sales; or

(j) Tertiary Education Subscription Sales.

**Initial Audit** is the first audit of a Product whose Media Member is applying to meet the requirements of membership.

**Inspection Audit** is an audit by the Audit Inspector, or delegate to AMAA Auditor at the Audit Inspector's direction, to check:

- (a) the records, processes, procedures and methodology being used in and for; and
- (b) a Media Member or Auditor's compliance with the provisions of the Regulations and applicable Standards applying to, audits and the preparation of Reporting Statements in respect of that Media Member's product(s).

**Issue** is an issue of a Masthead with a publication date which remains as the current issue until superseded by the next following issue of that Publication and which for newspapers may only be counted as an Issue in the Membership Group which covers the period in which the bulk of the sales of the Issue occur.

**Masthead** is the name as displayed on the front of the Publication.

**Media Organisation Member** is a Member who has been admitted in respect of a product registered with AMAA in accordance with the Regulations.

**Media Member** means Media Organisation Member.

**Member** is a member of AMAA who has been admitted in accordance with **Regulations 2.4.1-2.4.13** and the Constitution.

**Metropolitan Newspaper** is a Publication which is:

- (a) a newspaper;
- (b) published in a capital city; and
- (c) published on any of Monday to Saturday each week.

**Metropolitan Sunday Newspaper** is a Publication which:

- (a) is a newspaper;
- (b) is published in a capital city; and
- (c) has the bulk of its sales on a Sunday.

**Modified Domestic Copies** are copies of an Edition of a Publication:

- (a) which do not contain all advertisements booked to appear for the entire run of the Issue in Australia; or
- (b) which do not contain all advertisements booked to appear only in a particular Edition of the Issue in Australia; or
- (c) both (a) and (b).

**Modified Overseas Copies** are copies of an Edition of a Publication sold outside Australia which do not contain all advertisements booked to appear (except in cases where an advertiser requests removal of its advertisement) in that Edition's Issue sold in Australia.

**Month** is a calendar month.

**Multiple Publication Sale** is a sale under an Arrangement by or with the publisher of a Publication (**Primary Publication**) with one or more Publication(s) (**Secondary Publication(s)**) as part of the same transaction (other than a Banded Copy) where:

- (a) only one copy of each of the Primary Publication and the Secondary Publication(s) is provided to the purchaser;
- (b) the offer of the Secondary Publication(s) has been communicated clearly to the purchaser;
- (c) the purchaser must have the right to refuse the Secondary Publication(s);
- (d) the combined price of the Primary Publication and the Secondary Publication(s) must exceed the Cover Price of the highest priced Publication;
- (e) the total number of Publications in any sale must not exceed five Publications; and
- (f) for Audit purposes for Print Versions, the sales and returns of the Primary and/or Secondary Publication(s) are accounted for and all documentation concerning those sales and Return Copies is retained and available for inspection by an Auditor.

**National Newspaper** is a Publication which is a newspaper sold nationally in Australia.

**Net Paid Print Sales** are the sales of a Print Version of a Publication which consist of:

- (a) Net Paid Print Sales; and/or
- (b) Net Paid Packaged Print and Digital Subscription Sales.

**Net Paid Digital Sales** are the sales of the Digital Versions of a Publication or a Digital Publication (Paid – Standalone).

**Newspaper Inserted Magazine** is a Publication which is:

- (a) a magazine or in the form of a magazine; and
- (b) provided by a Media Member:
  - (i) on a regular basis;
  - (ii) at the same time; and
  - (iii) at no further chargeto a person purchasing a copy of a newspaper published by that Media Member.

**Other Print Sales** are the sales of a **Print Version of a Publication** which are:

- (a) Association Subscription Sales;
- (b) Dependent Transaction Sales; and
- (c) any sale of a Publication which is not otherwise a Net Paid Print Sale, but excluding:
  - (d) Return Copies;
  - (e) Contra Sales;
  - (f) Out of Date Copies;
  - (g) Banded Copies;
  - (h) Modified Domestic Copies;
  - (i) Modified Overseas Copies; and
  - (j) Digital Versions Sales.

**Out of Date Copies** are copies of Issues which go off sale or remain on sale after the Designated On Sale Period.

**Overseas Newspaper** is a product which is a Publication and which is:

- (a) a newspaper;
- (b) published in an overseas city as National Newspapers; and
- (c) published on any of Monday to Friday and Saturday each week.

**Packaged Digital Subscription Sale** is a Subscription Sale to a Publication in a single transaction which includes:

- (a) For magazines: more than one of the following:
  - (i) a Digital Magazine; and/or
  - (ii) a Website Subscription.
- (b) For newspapers; more than one of the following:
  - (i) a Digital Newspaper; and/or
  - (ii) a Newspaper App; and/or
  - (iii) a Website Subscription.
- (c) For each Issue of a Publication a Paid Packaged Digital Subscription Sale will be considered as one Gross Paid Digital Sale.

**Packaged Print and Digital Subscription Sale** is a Subscription Sale of a **Print Version** of a Publication in a single transaction delivered to a single individual and:

- (a) one or more of the following **Digital Versions** of that Publication:
  - (i) For magazines:
    - a. a Digital Magazine; and/or
    - b. a Website Subscription
  - (ii) For newspapers:
    - a. or Digital Newspaper; and/or
    - b. a Newspaper App; and/or
    - c. a Website Subscription.

And;

- (b) In the event that a single transaction involves subscriptions to more than one Publication:
  - (i) the offer has been clearly communicated to the subscriber; and
  - (ii) the subscriber must have the right to refuse any of the Publications and to be able to purchase each Publication separately;
- (c) For each Issue where both a Print Version and one or more Digital Versions of a Publication is provided in a combined sale, the Print and Digital Subscription Sale will be considered as:
  - (i) one Gross Paid Print Sale; and
  - (ii) one Gross Paid Digital Sale.

- (d) For each Issue where only either a Print Version or a Digital Version of a Publication is provided, the Print and Digital Subscription Sale will be considered as:
  - (i) one Gross Paid Print Sale where only a Print Version has been provided; or
  - (ii) one Gross Paid Digital Sale where only a Digital Version has been provided.

**Print Version** is a version of a Publication:

- (a) which carries the Masthead, editorial and advertising in hard copy format with a unique publication date;
- (b) which contains all advertisements booked to appear for the full run of the printed publication; and
- (c) in which editorial can be updated across editions of the same publication date.

**Product** is a Publication, Email Newsletter, Exhibition, Web Site, Digital Publication, as listed in **Regulations 2.2.3 (a)**, and any other offering or service that the Board of Directors determines can be registered for audit with AMAA.

**Publication** is a newspaper or magazine which falls under one of the Product types in **Regulations 2.2.3 (a)** and is published by a Media Member.

**Publishing Day** is:

- (a) the day; or
- (b) each day in the period,  
(as the case may be) covered by an Issue of a Publication that is, the day or days on which an Issue of a publication is on sale prior to being superceded by a new Issue of that publication.

**Publisher** is a Media Member of AMAA with at least one Registered Product.

**Publisher's Report** is a Report that is prepared by a Publisher as required by the Regulations and these Standards, but which is not audited by an Auditor.

**Regional Newspaper** is a Publication which is:

- (a) a newspaper;
- (b) published other than in a capital city; and
- (c) published on any of Monday to Saturday each week.

**Regional Sunday Newspaper** is a Publication which:

- (a) is a newspaper;
- (b) is published other than in a capital city; and
- (c) has the bulk of its sales on a Sunday.

**Registered Product** means a Product that has satisfied the Regulations of AMAA, the requirements established by the Board of Directors and undertaken an Audit or Initial Audit.

**Regulations** are the regulations of AMAA made and amended by the Board of Directors pursuant to **Rule 18** of the Constitution.

**Regular Channel Sale** is a sale:

- (a) through retailers, wholesale distributors, sellers and other channels of distribution or sale who pay a Wholesale Price for the Publication;
- (b) of a Print Version Only, a Digital Version Only, or a Paid Packaged Print and Digital Subscription Sale of a Print Version and one or more Digital Versions;
- (c) where the sales and returns in the case of a Print Version are accounted for and the documentation concerning those sales and Return Event Sale Copies is retained and available for inspection by an Auditor; and
- (d) which cannot be a Site Licence Digital Sale.

**Reporting Periods** are the periods stipulated in **Section 4** of ABC Print and Digital Standards, as applicable, which may be varied from time to time by the Board of Directors pursuant to **rule 4.2** of ABC Print Standards and **rule 4.2** of ABC Digital Standards, and which apply in respect of certain Publications.

**Reporting Statement** is an ABC Print Audit Report, an ABC Publication Report, an ABC Voluntary Report, or other form determined by the Board of Directors which a member must submit according to the rules detailed in the Standards applying to that member's Product.

**Return Copies** are copies of a Print Version of a Publication, which are:

- (a) either returned to the publisher of the Publication or destroyed after the provision of documentation to the publisher substantiating the number of copies destroyed for any of the following reasons:
  - (i) the copies are unsold;
  - (ii) the copies are uncollected; and/or

(iii) the copies are undeliverable.

**Return Event Sale Copies** are uncollected or refused Event Sale copies of a Print Version of a Publication.

**Review Audit** is an audit by an AMAA Auditor:

- (a) directed by the Chief Executive Officer or Board of Directors as provided in **Regulations 4.2**;
- (b) in respect of, relating to, or in any way arising out of:
  - (i) the preparation or content of any Reporting Statement or Auditor's Certificate;
  - (ii) a Media Member or Auditor's compliance with the provisions of the Regulations and the Standards; or
  - (iii) the subject matter of a challenge lodged under the Regulations.

**School Sale** is a sale at a price of a Publication under an Arrangement between a school or third party and the publisher of the Publication for use by students of the school.

**Single Issue Sale** is a sale of a Digital Version of a Publication or a Digital Publication (Paid – Standalone) direct to a purchaser as well as and including, but not limited to those; through an airline, hotel or accommodation, school or tertiary institution, as part of the price of entry to an event, in a bundle with another product, goods or service, or sold singly with another publication(s).

**Single Website Access Sale** is a sale of a limited timeframe to a Website Subscription version of a Publication direct to a purchaser as well as and including, but not limited to; through an airline, hotel or accommodation, school or tertiary institution, as part of the price of entry to an event, in a bundle with another product, goods or service, or sold singly with another publication(s).

**Site Licence Digital Sales** are sales of Digital Versions of a Publication or a Digital Publication through a licence arrangement between a Publisher and a Third Party for access.

**Specific Issue Circulation** means Net Paid Sales for an Issue of a Publication in its primary country of circulation.

**Standards** are the particular rules and requirements approved by the Board of Directors from time to time which are binding on members and apply to the audit or submission of all data for each Product registered with AMAA.

**Start Date** is the date an Issue is placed on sale or delivered to subscribers.

**Subscription Sale** is a sale by way of a subscription for a term to a Publication which is offered at an Advertised Price and accepted by the offeree at that Advertised Price and which:

- (a) may take the form of a:
  - (i) print only subscription sale;
  - (ii) Digital Subscription Sale;
  - (iii) Packaged Digital Subscription Sale; and/or
  - (iv) Packaged Print and Digital Subscription Sale.
- (b) in the event that a single transaction involves subscriptions to more than one Publication:
  - (i) the offer has been clearly communicated to the subscriber; and
  - (ii) the subscriber must have the right to refuse any of the Publications and to be able to purchase each Publication separately;
  - (iii) sales that meet the requirements of these standards must be separated into Subscription Sales for each Publication.

**Summary of Data** is a summary of the paid sales, distribution and other audited data of Publications and Products which is prepared and distributed by AMAA to Members.

**Tertiary Education Subscription Sale** is a sale at a price of a Publication under an Arrangement between a tertiary learning institution or Third Party and the publisher of the Publication for collection by each student who has subscribed where:

- (a) only a single copy of each issue of the Publication is provided to the student who has subscribed;
- (b) all copies sold for collection by students at a tertiary learning institution are reported in the Tertiary Education Subscription Sale Category;
- (c) for Audit purposes for Print Versions, the sales and returns of the Publication are accounted for and the documentation concerning those sales and Return Copies is retained and available for inspection by an Auditor.

**Third Party** is any intermediary, person or organisation that is not the publisher or the recipient of the Publication(s).

**Underlying Identity** is the Masthead and distinctive content characteristics of an audited Issue of a Print Version of a Publication.

**Updated** means a change to the Content.

**Voucher Copies** are copies of a Publication which are used for checking advertisements by:

- (a) the publisher of the Publication; or
- (b) advertising agencies, advertisers or their agents,  
or which are provided free for use for similar purposes.

**Website Subscription** is a Digital Version of an audited Publication which carries the same Masthead and Underlying Identity of the audited Publication for display on the World Wide Web.

**Website Subscription Sales** are the sales of a Website Subscription version of an audited Publication.

**Weekly Consumer Magazine** is a Product which is:

- (a) a magazine
- (b) which publishes a new Issue each week; and
- (c) made available for purchase.

**Wholesale Price** is a price for a Publication charged by a Publisher to retailers, wholesale distributors, sellers and other regular channels of distribution or sale.