



Audited Media Association of Australia

# Platform Summary Report



Print



Digital



Total



Email



Website



Event

## ELECTRICAL GEMS

**Publisher** Gemcell Electrical Group  
<http://www.gemcell.com.au/>

**T** (02) 8814 1174  
**E** [tracy@gemcell.com.au](mailto:tracy@gemcell.com.au)



### Platform Summary

<b>PRINT</b>	cab	<b>ELECTRICAL GEMS</b>		
	71,908 Average Net Distribution (AND)	18.22% Verified Bulk (%)	Sep 20 Period Ending	
<b>DIGITAL</b>	cab	<b>ELECTRICAL GEMS</b>		
	517 Average Net Digital Distribution (ANDD)		Sep 20 Period Ending	
<b>TOTAL</b>	cab	<b>ELECTRICAL GEMS</b>		
	72,425 Average Total Distribution		Sep 20 Period Ending	



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# Detailed Reporting

PRINT

cab

**ELECTRICAL GEMS**

Sep 20 Period Ending	PS Audit Type	B&P Publications Publication Type	Bi Monthly Publishing Frequency
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71,908 Average Net Distribution	18.22% Verified Bulk (%)	6.3% Change YOY
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The 'AND' includes distribution from the following channels:

58,805 Mailed to Individuals	13,093 Public Pickup by Arrangement	10 Education Facilities	13,103 Bulk Distribution
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## Geographical Analysis

19027 NSW	19609 VIC	12186 QLD	9100 SA
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7,671 WA	779 NT	2438 TAS	1095 ACT
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3  
NZ

## Verified Recipient Reporting

0  
Total Verified  
Recipients



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## Detailed Reporting

DIGITAL <span>cab</span>		ELECTRICAL GEMS	
Sep 20 Period Ending	HY Audit Type	B&P Publications Publication Type	Bi Monthly Publishing Frequency
517 Average Net Digital Distribution			
The 'ANDD' includes distribution from the following channels:			
409 Computer	93 Mobile	15 Tablet	
Geographical Analysis			
444 Australia	12 New Zealand	61 Other Overseas	



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## Detailed Reporting

TOTAL		cab		ELECTRICAL GEMS	
Sep 20	B&P Publications	Bi Monthly			
Period Ending	Publication Type	Publishing Frequency			
72,425	71,908	517			
Average Total Distribution	Average Net Print Distribution	Average Net Digital Distribution			

## About the AMAA

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### Brand Report Purpose

The Brand Report provides a broader understanding and identification of all the audited touch points that a brand has with recipients. It is designed to present an analysis of the communication channels utilised by a brand to reach its audience. The reported data is not de-duplicated across channels, but reports the interaction within individual channels.

### About the AMAA

The AMAA is the industry-owned auditor for the media industry providing solutions that empower members and media professionals to transact with greater trust and confidence.

The AMAA is expert at establishing standards to verify trading inventory and delivering compliance and audit processes to ensure adherence to these standards.

With a heritage dating back to 1932 it is a not-for-profit industry organisation that brings together advertisers, media buyers and media company members with a common interest in accountability.

AMAA independently verifies print and digital circulation and distribution, website analytics, exhibition and conference attendance and email newsletter distribution. For further information please visit [www.auditedmedia.org.au](http://www.auditedmedia.org.au) or contact us at AMAA, Suite 6.01, Level 6, 127 York Street, Sydney NSW 2000. Tel: +61 2 9954 9800 or [info@auditedmedia.org.au](mailto:info@auditedmedia.org.au)

**Disclaimer : No Attempt has been made to identify or eliminate duplication that may exist across media channels**