



Leading the World in Media Auditing

Reading the BPA Worldwide Business Circulation Statement



How to Use BPA Worldwide Circulation Statements to Prepare a More Effective B-to-B Media Schedule

What is BPA Worldwide?

BPA Worldwide, a not-for-profit organization since 1931, is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 20 countries. Worldwide, BPA serves 3,000 media

properties—including more than 2,000 B-to-B publications more than 600 consumer magazines and newspapers, more than 300 Web sites, plus events, email newsletters, databases, wireless and other advertiser-supported media—as well as more than 2,600 advertiser and agency members.

What does BPA Worldwide do?

The key product offered by BPA Worldwide is the circulation report. The circulation may be all paid, all controlled (the recipient does not pay for the publication), or any combination of paid and controlled.

A BPA Worldwide circulation audit is conducted each year to verify the circulation records of a publication. Ninety-five percent of all audit results are available within six months of the end of the audit period. The publisher must prove to the auditor the publication's circulation conforms to the definitions and qualifications set forth in BPA Worldwide's

rules. A circulation statement and annual audit report are two distinct documents. The unaudited circulation statement is tinted green for business publications and is printed twice a year. The audit report is gold for business publications and is published only if the audit reveals a discrepancy between the circulation statement and the circulation records, or if the publisher specifically requests that it be printed.

Copies of circulation statements and audit reports are available at www.bpaww.com.

What should be looked at first?

While most people probably look first at the total qualified circulation, there is valuable data in every section, starting with the upper half of the first page.

Check the statement's date to make sure it is the most current one available by examining the period of the report.

BPA WORLDWIDE BUSINESS BUSINESS PUBLICATION CIRCULATION STATEMENT FOR THE 6-MONTH PERIOD ENDED JUNE 200_

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.

THE CRITERION

FIELD SERVED
THE CRITERION serves the field of data processing systems and procedures in manufacturing industries, service organizations, finance, insurance companies, government, utilities, retail and wholesale trade and transportation, communication, printing and publishing firms.

DEFINITION OF RECIPIENT QUALIFICATION
Qualified recipients are corporate officials, controllers, data processing and accounting personnel, and other management personnel in the field. Also qualified are a limited number of library addressed copies, and other paid circulation.

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Phone (203) 447-2800
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Since 1931, BPA Worldwide has set the standard for thoroughness, accuracy, transparency and timeliness in media and event audits.

For media buyers and media owners all over the globe, BPA Worldwide helps turn assurance into insight, and insight into advantage.

Criterion Publishing Company
Two Corporate Drive, Ninth Floor
Shelton, CT 06484-6259
Tel. No.: (203) 447-2800
FAX No.: (203) 447-2900
www.criterion.com
Established: 1931
Issues Per Year: 12

No. 000/06-
Compatible

You will find the publishing company's information in the right hand corner. Also, in the right hand corner you can find publishing frequency, year established, and whether it is an official publication of an association or society.

What industry and which individuals does the publication serve?

The publisher defines the market the publication serves and who within the market (i.e. presidents, owners, engineers, etc.) is qualified to receive the publication.

Two declarations, Field Served and Definition of Recipient Qualification, indicate the publisher's basic approach to the market the publication reaches. Note that both declarations

must be factual and non-promotional. BPA Worldwide requires the publisher to define or describe, in auditable terms, the standards or criteria used to determine who is qualified to receive the publication. The analyses that follow include only recipients who conform to the publication's definitions of its qualified circulation, regardless of whether the circulation is paid, non-paid, or a combination of the two.

What is “qualified” circulation?

Qualified circulation is defined as recipients who meet the criteria of the Field Served and Definition of Recipient Qualification. It may also include recipients who have paid for the publication but opted not to provide demographic information.

Evidence to support qualification cannot be more than 3 years old, and is analyzed by source and dated one, two, or three years prior to the issue analyzed.

Is there any difference between paid and non-paid circulation?

A business publication’s decision to sell paid subscriptions or distribute via controlled circulation is usually based on the need for market coverage and publishing economics.

association membership. Subscriptions are paid out of membership dues and may or may not be deductible from the dues. The publisher provides further explanation in Paragraph 11.

In either case, they are treated equally and reported separately under BPA Worldwide rules. Both must conform to the publication’s definition of qualified circulation. Paragraph 1 breaks out the qualified circulation by paid and non-paid and the following categories:

- Multi-Copy Same Addressee – Two or more copies of the magazine (whether or not individually wrapped and addressed) sent to a single addressee.
- Single Copy Sales – Copies sold at newsstands.

- Individual – Copies are addressed individually to a person, a company, a department, or to any other unit.
- Sponsored Individually Addressed – These include sponsored, group and gift subscriptions that are not multi-copies to the same addressee. These copies are individually addressed.
- Membership Benefit – Subscriptions which are a benefit of

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	19,924	97.0	7,007	34.1	12,917	62.9
Sponsored Individually Addressed _____	523	2.6	-	-	523	2.6
Membership Benefit _____	-	-	-	-	-	-
Multi-copy Same Addressee _____	50	0.2	-	-	50	0.2
Single Copy Sales _____	50	0.2	-	-	50	0.2
TOTAL Qualified CIRCULATION	20,547	100.0	7,007	34.1	13,540	65.9

What is “non-qualified” circulation?

These are the recipients who do not meet the publication’s definition of the field served and recipient qualification. Advertiser and sample copies, for example, fall into this category. The statement includes the figures because a

BPA Worldwide audit accounts for every copy printed.

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED	Copies
Advertiser and Agency _____	443
Rotated or Occasional _____	26
Allocated for Trade Shows and Conventions _____	122
All Other _____	367
TOTAL	958

What is the significance of circulation activity?

Circulation activity is another way of describing Paragraph 2. Qualified Circulation by Issues with Removals and Additions for Period. There are instances where publications are not required to report addition and removal activity. Examples are publications who obtain their names from the American Medical Association list and those reporting their circulation as paid. Whenever such a situation occurs an explanatory comment will appear in Paragraph 11 to ensure full disclosure.

2. QUALIFIED CIRCULATION BY ISSUES WITH REMOVALS AND ADDITIONS FOR PERIOD											
200_ Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified	200_ Issue	Number Removed	Number Added	Qualified Non-Paid	Qualified Paid	Total Qualified
January _____	778	533	6,936	13,546	20,482	April _____	651	684	7,049	13,485	20,534
February _____	351	464	6,696	13,899	20,595	May _____	528	558	7,286	13,278	20,564
March _____	523	429	6,857	13,644	20,501	June _____	345	384	7,215	13,388	20,603
						TOTAL	3,176	3,052			

How is the media matched to the market?

Paragraph 3 has three sections:

- 3a - Who receives the publication by business and occupation.
- 3b - Source and age of circulation.
- 3c - How the copies are addressed.

The information in these sections tells you how closely the publication's circulation matches the target market. This information is for just one of the issues during the period covered by the statement. The statement indicates

which issue is analyzed and whether it is typical by comparing it to the average circulation of the other issues reported in this period.

Also, you may see these analyses augmented by charts and graphs to give you a quick picture of the circulation coverage.

Let's look at Paragraph 3a, Business/Occupational Breakout of Qualified Circulation.

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 200_
 This issue is 0.1% or 18 copies above the average of the other five issues reported in Paragraph 2.
 This publication conforms to the uniform business occupational breakout which was developed by the BPA Worldwide advertiser, agency and publisher committee for the Systems & Procedures Market in December 1985, revised February 1989. A copy of the comparability brochure can be obtained from BPA Worldwide.

BUSINESS/INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Qualified Non-Paid	Qualified Paid	CLASSIFICATION BY TITLE				
					CORPORATE OFFICIALS	CONTROLLERS	DATA PROCESSING AND ACCOUNTING PERSONNEL	PURCHASING AND OTHER MANAGEMENT PERSONNEL	LIBRARIES / OTHER TITLED AND NON-TITLED
					PRESIDENTS, VICE PRESIDENTS, SECRETARIES, TREASURERS	CONTROLLERS, ASSISTANT CONTROLLERS	DATA PROCESSING MANAGERS, ACCOUNTING MANAGERS AND ASSISTANTS	PURCHASING AGENTS, OFFICE MANAGERS AND SALES MANAGERS	
MANUFACTURING INDUSTRIES _____	7,434	36.2	2,108	5,326	418	1,538	3,267	2,089	122
SERVICE ORGANIZATIONS _____	4,443	21.6	1,546	2,897	60	792	1,581	1,937	73
FINANCE _____	1,380	6.7	485	895	82	320	382	568	28
INSURANCE _____	1,151	5.6	523	628	91	296	346	395	23
GOVERNMENT _____	3,173	15.4	1,397	1,776	161	891	898	1,141	82
UTILITIES _____	923	4.5	328	595	106	283	259	235	40
RETAIL AND WHOLESALE TRADE _____	1,721	8.4	780	941	141	411	510	627	32
TRANSPORTATION, COMMUNICATION, PRINTING AND PUBLISHING FIRMS _____	189	9	119	70	32	12	131	8	6
OTHER PAID CIRCULATION* (Optional):									
SUBSCRIPTIONS _____	100	.5	-	100	-	-	-	-	100
SINGLE COPY SALES _____	50	.2	-	50	-	-	-	-	50
TOTAL QUALIFIED CIRCULATION	20,564	100.0	7,286	13,278	1,091	4,543	7,374	7,150	406
PERCENT	100.0	-	35.4	64.6	5.3	22.1	35.8	34.8	2.0

Who receives the publication?

The circulation must conform to both the field served and the definition of recipient qualification as stated on page 1 of the statement. In both paragraphs, the publisher must present the information in accurate, auditable terms.

primary market. Some are simple, including only three or four classifications. Others are complex, with some reporting up to six digit North American Industrial Classification System (NAICS) breakouts.

The type of data Paragraph 3a reports varies from market to market, reflecting the unique characteristics of each

Where do the names come from? How old are the names?

Paragraph 3b Qualification Source Breakout, tells you where the publisher obtained the qualified circulation (source) and the period in which these recipients were last qualified (age).

The qualification source descriptions in this section are standard for all publications. You can compare one publication's qualification sources with another's. Each of the groupings of qualification sources are clearly defined and broken out by the nature of the documentation that supports them.

Publishers must further provide an age analysis of the various sources to show when the recipients were last qualified. The age and source of paid circulation may be reported at the publisher's option.

Qualified within 1 year are those proven to conform to the field served and definition of recipient qualification within 12 months of the issue date being reported on. Those within 2 years fell within 13 to 24 months of the issue date, etc.

3b. QUALIFICATION SOURCE BREAKOUT OF NON-PAID CIRCULATION FOR ISSUE OF MAY200_						
QUALIFICATION SOURCE		Qualified Within			Total Qualified Non-Paid	Percent of Non-Paid
		1 year	2 years	3 years		
I.	TOTAL - Personal direct request from the recipient:	4,008	-	-	4,008	55.0
	a. Written	2,758	-	-	2,758	37.9
	b. Telecommunication	1,250	-	-	1,250	17.2
	c. Internet and E-Mail	-	-	-	-	-
II.	TOTAL - Request from recipient's company:	1,085	-	-	1,085	14.9
	a. Written	-	-	-	-	-
	b. Telecommunication	1,085	-	-	1,085	14.9
	c. Internet and E-Mail	-	-	-	-	-
III.	TOTAL - Membership Benefit:	-	-	-	-	-
	a. Individual	-	-	-	-	-
	b. Organizational	-	-	-	-	-
IV.	TOTAL - Communication from recipient or recipient's company (other than request):	585	-	-	585	8.0
	a. Written	203	-	-	203	2.8
	b. Telecommunication	382	-	-	382	5.2
	c. Internet and E-Mail	-	-	-	-	-
V.	TOTAL - Sources other than above (listed alphabetically):	1,608	-	-	1,608	22.1
	Association rosters and directories	-	-	-	-	-
	*Business directories	841	-	-	841	11.5
	Independent field reports	-	-	-	-	-
	Licenseses - National, State or Local Government	-	-	-	-	-
	*Manufacturer's distributor's and wholesaler's lists	519	-	-	519	7.1
	*Other sources	248	-	-	248	3.4
VI.	TOTAL - Single Copy Sales:	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION		7,286	-	-	7,286	100.0
PERCENT		100.0	-	-	100.0	-

What difference does it make how the copies are addressed?

Paragraph 3c, Mailing Address Breakout of Qualified Circulation, indicates how a publication is addressed to its recipients. Because all publications report this information in

the same way, you can compare one publication's method of addressing with another's.

3c. MAILING ADDRESS BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 200_				
MAILING ADDRESS	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
Individuals by name and title and/or function	6,880	11,670	18,550	90.2
Individuals by name only	-	-	-	-
Titles or functions only	351	1,159	1,510	7.3
Company names only	55	351	406	2.0
Multiple Copy Same Addressee copies	-	48	48	0.2
Single Copy Sales	-	50	50	0.3
TOTAL QUALIFIED CIRCULATION	7,286	13,278	20,564	100.0

Where is the market located?

Paragraph 4, Geographical Breakout of Qualified Circulation, tells you the total number of qualified copies circulated to standard geographic areas with subtotals for regional

groupings. You may also see this analysis augmented by charts or maps.

4. GEOGRAPHICAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF MAY 200_

State & Zip Code	Single Copy Sales	Qualified Non-Paid	Qualified Paid	Total Qualified	Percent
039-049 Maine	-	26	6	32	
030-038 New Hampshire	-	37	14	51	
050-059 Vermont	-	10	6	16	
010-027 Massachusetts	-	278	203	481	
028-029 Rhode Island	-	46	35	81	
060-069 Connecticut	-	208	119	327	
NEW ENGLAND	-	605	383	988	4.8
100-149 New York	-				
070-089 New Jersey	-	537	739	1,276	
150-196 Pennsylvania	-				
MIDDLEATLANTIC	-	1,580	1,839	3,419	16.6
430-459 Ohio	-	722	1,303	2,025	
460-479 Indiana	-	334	508	842	
600-629 Illinois	-	640	1,334	1,974	
480-499 Michigan	-	606	1,398	2,004	
530-549 Wisconsin	-	326	751	1,077	
EAST NO. CENTRAL	-	2,628	5,294	7,922	38.5
550-567 Minnesota	-	103	216	319	
500-528 Iowa	-	131	86	217	
630-658 Missouri	-	144	306	450	
580-588 North Dakota	-	7	1	8	
570-577 South Dakota	-	2	3	5	
680-693 Nebraska	-	30	35	65	
660-679 Kansas	-	81	44	125	
WEST NO. CENTRAL	-	498	691	1,189	5.8
197-199 Delaware	-	8	13	21	
206-219 Maryland	-	40	75	115	
200-205 Washington, DC	-	7	17	24	
220-246 Virginia	-	78	62	140	
247-268 West Virginia	-	38	18	56	
270-289 North Carolina	-	105	38	143	
290-299 South Carolina	-	23	17	40	
EAST SO. CENTRAL	-	305	729	1,034	5.0
400-427 Kentucky	-	60	29	89	
370-385 Tennessee	-	91	266	357	
350-369 Alabama	-	130	431	561	
386-397 Mississippi	-	24	3	27	
WEST SO. CENTRAL	-	302	425	727	3.5
716-729 Arkansas	-	40	9	49	
700-714 Louisiana	-	36	7	43	
730-749 Oklahoma	-	54	100	154	
750-799 Texas	-				
MOUNTAIN	-	135	147	282	1.4
995-999 Alaska	-	-	-	-	
980-994 Washington	-	88			
970-979 Oregon	-	80			
900-961 California	-	69			
967-968 Hawaii	-	-			
PACIFIC	-	237	1,349	1,636	8.0
UNITED STATES	-	6,775	11,184	18,009	87.6
969&004-009 U.S. Territories	-	-	-	-	
Canada	-	461	806	1,267	
Mexico	-	-	-	-	
Other International	-	50	1,232	1,282	

What is Qualified Paid Circulation?

Qualified Paid Circulation may be paid for at any price, and must not be free of charge. Publications with fifty (50) percent or more paid circulation must report data for all

following paragraphs of the circulation statement, which provide qualitative detail on paid subscribers.

How much do subscribers pay?

Average Annual Order Price: 12 for \$13.99	TOTAL	PERCENT
5. PRICES		
Offers (5% of Total Order)		
12 for \$15.00	5,062	82.1
12 for \$11.95	627	10.2
12 for \$8.50	-	-
18 for \$20.00	-	-
24 for \$30.00	473	7.7
All Others	-	-
TOTAL	6,162	100.0

Paragraph 5 shows what subscribers paid for the publication. The section includes all prices representing 5% or more of the total orders (with the number of subscriptions sold at each price).

The date reported is a gross count of all subscription orders taken during the period covered by the report.

How long do the subscriptions run?

6. LENGTH OF SUBSCRIPTIONS	TOTAL	PERCENT
Less than 1 year _____	-	-
1 year or more (but less than two) _____	5,689	92.3
2 years or more (but less than three) _____	473	7.7
3 years or more _____	-	-
TOTAL	6,162	100.0

Paragraph 6 shows the length of the subscription purchase. Was the subscription less than 1 year; 1 year or more (but less than two); 2 years or more (but less than three); or 3 years or more?

Were free promotional incentives used?

7. USE OF FREE PROMOTIONAL INCENTIVES	TOTAL	PERCENT
Ordered without promotional incentive _____	5,996	97.3
Ordered with editorial promotional incentive including reprints _____	166	2.7
Ordered with other promotional incentive (see details Paragraph 11) _____	-	-
TOTAL	6,162	100.0

Paragraph 7 shows whether the publication used a promotional incentive to obtain a subscription. If a promotional incentive was used, details of the offer appear in Paragraph 11.

How were the subscriptions obtained?

8. HOW ORDERED	TOTAL	PERCENT
Ordered by individuals _____	6,162	100.00
Ordered by sponsors, individually addressed _____		
Membership benefit _____		
Ordered as multi-copy same addressee _____		
Ordered with other product or service (see details in Paragraph 11)		
TOTAL	6,162	100.0

Paragraph 8 answers the question, how were the subscriptions obtained?

For example: Was the subscription ordered by an individual? Was the subscription ordered in lots of 2 or more copies and delivered to the same addressee? Details of the offer shall be made in Paragraph 11 and cross-referenced to Paragraph 8.

Note that the totals for paragraphs 5, 6, 7 and 8 must all be the same.

What was the Average Qualified Circulation over the last 5 years?

9. FIVE CALENDAR YEAR ANALYSIS: AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

	Audited Data	Audited Data	Audited Data	Audited Data	Circulation Claim
	200_	200_	200_	200_	200_
Total Audit Average Qualified: _____	20,000	20,000	20,000	20,000	20,000
Qualified Non-Paid: _____	10,000	9,000	8,000	7,000	7,007
Post Expire Copies included in Paid Circulation: _____	10,000	11,000	12,000	13,000	13,540
Average Annual Order Price: _____	\$10.00	\$10.00	\$13.00	\$12.00	\$13.99

*Note: All data through 200_ is audited; remaining data is the publisher's circulation statement.

Paragraph 9, Five Year Trend Analysis, shows a trend of average qualified paid and non-paid circulation over a five-year period. This chart also lists the average annual order price.

How to find a summary of the Paid Circulation

10. PAID CIRCULATION DATA

\$13.99	Average Annual Subscription Order Price for the Period Reported (includes promotional incentive value, if any)
12	Issues Per Year
\$4.95	All Single Copy Sales Prices for the Period
59.0%	Renewal Rate of Paid Subscribers (Optional)

Paragraph 10 summarizes elements of the publication's paid information; this includes the average annual subscription price, frequency of circulation, all newsstand retail prices offered and renewal rate of paid subscribers (optional).

Is there any other important information?

Paragraph 11, Additional Data is the place to find any explanatory information that supplements or amplifies the facts reported elsewhere. You will find information about a change in frequency, a name change, a price change, subscription extensions, promotional incentives, changes in

format, definition of association dues applicable to subscriptions, information regarding multi-copy, group, or association subscriptions, or variances in figures revealed in audit examinations.

Special Marketing Audits

There are a wide variety of special marketing audits which allow a publication to provide a more detailed profile of their circulation. These include:

- Unit audits contain an analysis of the number of plants and establishments a publication reaches, broken out by geographic area and one or more of the following: business, occupation, title, function, volume of business and/or number of employees.
- Supplementary audits contain a detailed analysis of buying influences, secondary and multiple products used or purchased, or multiple functions of the qualified recipients.
- Duplication audits contain an analysis of duplicate circulation between or among titles published by a single firm and reported according to business/occupation and geographic analysis.

- Pass-Along Receivership studies determine the pass-along rate of the publication.
- Network Reports consolidates the circulation statements or audit reports of two or more member publications. This report combines the information in each paragraph for the publications in the network.
- Postal Audit is a special service offered to verify the conformance to the USPS qualification for periodicals rate postage.

Copies of the latest bylaws and rules are available on BPA Worldwide's Website: www.bpaww.com.

For more information please visit our Website at www.bpaww.com or contact a BPA Worldwide Representative.

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