

Important Notice – June 16, 2015

Members' notification of Digital and Total Masthead reporting errors

Dear Members,


The Cairns Post and the Townsville Bulletin have notified the AMAA of the following reporting errors in the reporting of their Digital and Total Masthead Sales reports for Monday to Friday, Monday to Saturday and Saturday edition reporting from June 2013 to December 2014.

The Cairns Post reporting errors commence with the June 2013 period and the Townsville Bulletin reporting errors commence with December 2013 period for Monday to Friday and Saturday reporting and from June 2014 for Monday to Saturday reporting.

These were attributed to an erroneous online input of Avg Net Paid Digital Sales (ANPDS) and Avg Net Paid Digital Only Sales.

The first table shows the incorrectly reported data in the AMAA eData portal for each period for each masthead. The second table shows the correct data that will be reported on Tuesday June 16, 2015.

Each reporting period will contain a Remark in Digital Sales and Total Masthead Sales that states 'the Digital Replica Sales for this period were reported incorrectly, the data was corrected on June 16, 2015'

	Day Publish	Period Ending	Published Australia Avg Net Paid Digital Sales (ANPDS)
CAIRNS POST	M-F	Dec-14	460
CAIRNS POST	M-F	Sep-14	498
CAIRNS POST	M-F	Jun-14	542
CAIRNS POST	M-F	Mar-14	553
CAIRNS POST	M-F	Dec-13	631
CAIRNS POST	M-F	Sep-13	725
CAIRNS POST	M-F	Jun-13	401

Total Masthead Sales			
Avg Net Paid Print Only Sales	Published Avg Net Paid Digital Only Sales	Avg Net Paid Packaged Print and Digital Subscription Sales	Published Avg Total Paid Masthead Sales in Australia
16,833	460	0	17,293
17,669	498	0	18,167
18,262	542	0	18,804
18,170	553	0	18,723
18,890	631	0	19,521
19,255	725	0	19,980
19,337	401	0	19,738

CAIRNS POST	Sat	Dec-14	460
CAIRNS POST	Sat	Sep-14	503
CAIRNS POST	Sat	Jun-14	547
CAIRNS POST	Sat	Mar-14	560
CAIRNS POST	Sat	Dec-13	633
CAIRNS POST	Sat	Sep-13	722
CAIRNS POST	Sat	Jun-13	417

30,216	460	0	30,676
31,830	503	0	32,333
32,421	547	0	32,968
33,649	560	0	34,209
33,034	633	0	33,667
34,008	722	0	34,730
34,733	417	0	35,150

TOWNSVILLE BULLETIN	M-F	Dec-14	1,939
TOWNSVILLE BULLETIN	M-F	Sep-14	1,918
TOWNSVILLE BULLETIN	M-F	Jun-14	1,848
TOWNSVILLE BULLETIN	M-F	Mar-14	1,707
TOWNSVILLE BULLETIN	M-F	Dec-13	1,529


19,487	1,939	0	21,426
20,507	1,918	0	22,425
21,081	1,848	0	22,929
22,122	1,707	0	23,829
21,400	1,529	0	22,929

TOWNSVILLE BULLETIN	M-Sa	Dec-14	1,939
TOWNSVILLE BULLETIN	M-Sa	Sep-14	1,919
TOWNSVILLE BULLETIN	M-Sa	Jun-14	1,850
TOWNSVILLE BULLETIN	M-Sa	Mar-14	1,709

20,932	1,939	0	22,871
22,178	1,919	0	24,097
22,697	1,850	0	24,547
23,866	1,709	0	25,575

TOWNSVILLE BULLETIN	Sat	Dec-14	1,937
TOWNSVILLE BULLETIN	Sat	Sep-14	1,923
TOWNSVILLE BULLETIN	Sat	Jun-14	1,858
TOWNSVILLE BULLETIN	Sat	Mar-14	1,719
TOWNSVILLE BULLETIN	Sat	Dec-13	1,566

28,681	1,937	0	30,618
30,403	1,923	0	32,326
30,912	1,858	0	32,770
32,442	1,719	0	34,161
31,484	1,566	0	33,050

	Day Publish	Period Ending	Revised Australia Avg Net Paid Digital Sales (ANPDS)
CAIRNS POST	M-F	Dec-14	405
CAIRNS POST	M-F	Sep-14	425
CAIRNS POST	M-F	Jun-14	443
CAIRNS POST	M-F	Mar-14	448
CAIRNS POST	M-F	Dec-13	491
CAIRNS POST	M-F	Sep-13	458
CAIRNS POST	M-F	Jun-13	438

CAIRNS POST	Sat	Dec-14	403
CAIRNS POST	Sat	Sep-14	422
CAIRNS POST	Sat	Jun-14	440
CAIRNS POST	Sat	Mar-14	445
CAIRNS POST	Sat	Dec-13	531
CAIRNS POST	Sat	Sep-13	454
CAIRNS POST	Sat	Jun-13	436

TOWNSVILLE BULLETIN	M-F	Dec-14	176
TOWNSVILLE BULLETIN	M-F	Sep-14	182
TOWNSVILLE BULLETIN	M-F	Jun-14	189
TOWNSVILLE BULLETIN	M-F	Mar-14	183
TOWNSVILLE BULLETIN	M-F	Dec-13	178

TOWNSVILLE BULLETIN	M-Sa	Dec-14	177
TOWNSVILLE BULLETIN	M-Sa	Sep-14	183
TOWNSVILLE BULLETIN	M-Sa	Jun-14	190
TOWNSVILLE BULLETIN	M-Sa	Mar-14	184

TOWNSVILLE BULLETIN	Sat	Dec-14	179
TOWNSVILLE BULLETIN	Sat	Sep-14	186
TOWNSVILLE BULLETIN	Sat	Jun-14	193
TOWNSVILLE BULLETIN	Sat	Mar-14	189
TOWNSVILLE BULLETIN	Sat	Dec-13	183

Total Masthead Sales			
Avg Net Paid Print Only Sales	Revised Avg Net Paid Digital Only Sales	Avg Net Paid Packaged Print and Digital Subscription Sales	Revised Avg Total Paid Masthead Sales in Australia
16,833	405	0	17,238
17,669	425	0	18,094
18,262	443	0	18,705
18,170	448	0	18,618
18,890	491	0	19,381
19,255	458	0	19,713
19,337	438	0	19,775

30,216	403	0	30,619
31,830	422	0	32,252
32,421	440	0	32,861
33,649	445	0	34,094
33,034	531	0	33,565
34,008	454	0	34,462
34,733	436	0	35,169

19,487	176	0	19,663
20,507	182	0	20,689
21,081	189	0	21,270
22,122	183	0	22,305
21,400	178	0	21,578

20,932	177	0	21,109
22,178	183	0	22,361
22,697	190	0	22,887
23,866	184	0	24,050

28,681	179	0	28,860
30,403	186	0	30,589
30,912	193	0	31,105
32,442	189	0	32,631
31,484	183	0	31,667

