

# Important Press Release


## Members' notification of Digital and Total Masthead reporting errors

Dear Members,

The Herald-Sun has notified the AMAA of the following errors in the reporting of their Digital and Total Masthead reports for the Herald-Sun (M-F), Herald-Sun (Sat), and Sunday Herald-Sun.


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

The following table shows what was represented in the AMAA Preliminary figures:



	Period Ending	Avg Net Paid Digital Sales (ANPDS)	Avg Net Paid Print Only Sales	Avg Net Paid Digital only Sales	Avg Net Paid Packaged Print and Digital Subscription Sales	Avg Total Paid Masthead Sales in Australia
Herald-Sun (M-F)	Jun-14	50,237	369,804	43,699	6,538	420,041
Herald-Sun (Sat)	Jun-14	50,181	364,099	37,637	12,544	414,280
Sunday Herald-Sun	Jun-14	50,183	423,329	35,222	14,961	473,512

The correct reporting should read:



	Period Ending	Avg Net Paid Digital Sales (ANPDS)	Avg Net Paid Print Only Sales	Avg Net Paid Digital Only Sales	Avg Net Paid Packaged Print and Digital Subscription Sales	Avg Total Paid Masthead Sales in Australia
Herald-Sun (M-F)	Jun-14	50,228	364,051	37,937	12,291	414,279
Herald-Sun (Sat)	Jun-14	50,171	356,835	30,363	19,808	407,006
Sunday Herald-Sun	Jun-14	50,173	416,064	27,947	22,226	466,237

These figures have been amended in AMAA's edata portal with the publication for June 2014 (Friday August 15, 2014).

**Please note that the Average Net Paid Print Sales (ANPPS) were not affected by these errors.**

Please do not hesitate to contact us directly if further clarifications are required.

Regards,

Paul Dovas  
AMAA, CEO