

# Important Press Release


## Members' notification of Total Masthead reporting errors

Dear members,

The Cairns Post has notified the AAMA of the following errors in the reporting of their Total Masthead reports for the Cairns Post (M-F) and Cairns Post(S).


These were attributed to an erroneous input of Avg Net Paid Digital Only sales into Net Paid Package Print and Digital Subscription sales.

The following table shows what is currently represented in AAMA's edata portal.



	Period Ending	Avg Net Paid{n}Print Only Sales	Avg Net Paid{n}Digital Only Sales	Avg Net Paid Packaged{n}Print and Digital Subscription Sales	Avg Total Paid Masthead{n}Sales in Australia
CAIRNS POST (Mon-Fri)	Jun-13	18,936	0	401	19,337
CAIRNS POST (Sat)	Jun-13	34,316	0	417	34,733

The correct reporting should read:



	Period Ending	Avg Net Paid{n}Print Only Sales	Avg Net Paid{n}Digital Only Sales	Avg Net Paid Packaged{n}Print and Digital Subscription Sales	Avg Total Paid Masthead{n}Sales in Australia
CAIRNS POST (Mon-Fri)	Jun-13	19,337	401	0	19,738
CAIRNS POST (Sat)	Jun-13	34,733	417	0	35,150

These figures will be amended in AAMA's edata portal with the publication of the next audit release for September 2013 (Friday November 8, 2013).

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

Regards,

Paul Dovas  
AAMA, CEO