

13-Week Audit Period Schedule - 2016

Audit Period for Audit Reports: the periods: 1 January to 31 March; 1 April to 30 June; 1 July to 30 September; and 1 October to 31 December; or 13 weeks in each period of three months nearest the periods.

All periods including the start and finish dates for:

- (a) National Newspapers;
- (b) Metropolitan Monday – Friday Newspapers;
- (c) Metropolitan Saturday Newspapers;
- (d) Metropolitan Sunday Newspapers;
- (e) Regional Daily Newspapers with an *Average Issue Circulation of 25,000 copies or more;
- (f) Regional Sunday Newspapers with an *Average Issue Circulation of 25,000 copies or more;
- (g) Country Press with an *Average Issue Circulation of 25,000 copies or more;
- Newspaper inserted magazines provided with a Newspaper nominated (a) to (g) and
- Weekly Magazines with an *Average Issue Circulation of 25,000 copies or more.

*Definition: Average Issue Circulation means Average Net Paid Sales for each Issue of a Publication in its primary country of circulation for a Reporting Period.

January to March 2016

Mon–Sat	28.12.2015 to 26.03.2016 = 13 weeks
Mon–Fri	28.12.2015 to 25.03.2016 = 13 weeks
Saturday	02.01.2016 to 26.03.2016 = 13 weeks
Sunday	03.01.2016 to 27.03.2016 = 13 weeks

Deadline Lodgement Date: Friday April 29, 2016
MAD Members Deadline Date: Monday April 18, 2016
^Preliminary Release Date: Tuesday May 10, 2016
Embargoed to: Friday May 13, 2016
General Release is Friday May 13, 2016

April to June 2016

Mon–Sat	28.03.2016 to 25.06.2016 = 13 weeks
Mon–Fri	28.03.2016 to 24.06.2016 = 13 weeks
Saturday	02.04.2016 to 25.06.2016 = 13 weeks
Sunday	03.05.2016 to 26.06.2016 = 13 weeks

Deadline Lodgement Date: Friday July 29, 2016
MAD Members Deadline Date: Monday July 18, 2016
^Preliminary Release Date: Tuesday August 16, 2016
Embargoed to: Friday August 19, 2016
General Release is Friday August 19, 2016

^Access to the Preliminary Release is by an additional subscription and requires a signed NDA Agreement

July to September 2016

Mon–Sat	27.06.2016 to 24.09.2016 = 13 weeks
Mon–Fri	27.06.2016 to 23.09.2016 = 13 weeks
Saturday	02.07.2016 to 24.09.2016 = 13 weeks
Sunday	03.07.2016 to 25.09.2016 = 13 weeks

Deadline Lodgement Date: Monday October 31, 2016
MAD Members Deadline Date: Friday October 14, 2016
^Preliminary Release Date: Tuesday November 8, 2016
Embargoed to: Friday November 11, 2016
General Release is Friday November 11, 2016

October to December 2016

Mon–Sat	26.09.2016 to 31.12.2016 = 14 weeks
Mon–Fri	26.09.2016 to 30.12.2016 = 14 weeks
Saturday	01.10.2016 to 31.12.2016 = 14 weeks
Sunday	02.10.2016 to 01.01.2017 = 14 weeks

Deadline Lodgement Date: Monday January 30, 2017
MAD Members Deadline Date: Friday January 20, 2017
^Preliminary Release Date: Tuesday February 14, 2017
Embargoed to: Friday February 17, 2017
General Release is Friday February 17, 2017

^Access to the Preliminary Release is by an additional subscription and requires a signed NDA Agreement