

# 26-Week Audit Period Schedule 2016-2017

Frequency of submitting 26 week Audit Reports or Publisher's Reports:

The periods: **January to June 2016; July to December 2016; January to June 2017; July to December 2017** or 26 weeks in each period of six months nearest the periods. All periods to include the start and finish dates as detailed below.

Non-weekly Magazines with an \*Average Issue Circulation of 25,000 copies or more must audit every six-month periods.

Publisher members publishing:

- (a) Regional Daily Newspapers with an Average Issue Circulation less than 25,000 copies
- (b) Regional Sunday Newspapers with an Average Issue Circulation less than 25,000 copies
- (c) Country Press with an \*Average Issue Circulation of less than 25,000 copies,
- Newspaper Inserted magazines provided with the Newspapers nominated in (a), (b), or (c) or
- Any Magazine with an \*Average Issue Circulation less than 25,000 copies

The above publishers will audit at least one 26-week period or 26 weeks in one period nearest either of the periods.

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

January to June 2016	
Mon - Sat	28.12.2015 to 25.06.2016 = 26 weeks
Mon - Fri	28.12.2015 to 24.06.2016 = 26 weeks
Saturday	02.01.2016 to 25.06.2016 = 26 weeks
Sunday	03.01.2016 to 26.06.2016 = 26 weeks

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

July to December 2016	
Mon-Sat	27.06.2016 to 31.12.2016 = 27 weeks
Mon-Fri	27.06.2016 to 30.12.2016 = 27 weeks
Saturday	02.07.2016 to 31.12.2016 = 27 weeks
Sunday	03.07.2016 to 01.01.2017 = 27 weeks

Deadline Lodgement Date: Monday January 30, 2017  
MAD Members Deadline Date: Friday January 20, 2017  
^Preliminary Release Date: Tuesday February 14, 2017  
Embargo 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**

January to June 2017	
Mon - Sat	02.01.2017 to 01.07.2017 = 26 weeks
Mon - Fri	02.01.2017 to 30.06.2017 = 26 weeks
Saturday	07.01.2017 to 01.07.2017 = 26 weeks
Sunday	08.01.2017 to 02.07.2017 = 26 weeks

Deadline Lodgement Date: Friday July 28, 2017  
MAD Members Deadline Date: Monday July 17, 2017  
^Preliminary Release Date: Tuesday August 15, 2017  
Embargoed to: Friday August 18, 2017  
General Release is Friday August 18, 2017

July to December 2017	
Mon-Sat	03.07.2017 to 30.12.2017 = 26 weeks
Mon-Fri	03.07.2017 to 29.12.2017 = 26 weeks
Saturday	08.07.2017 to 30.12.2017 = 26 weeks
Sunday	09.07.2017 to 31.12.2017 = 26 weeks

Deadline Lodgement Date: Friday January 30, 2018  
MAD Members Deadline Date: Monday January 22, 2018  
^Preliminary Release Date: Tuesday February 13, 2018  
Embargoed to: Friday February 16, 2018  
General Release is Friday February 16, 2018

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