

Distributed to Multi-Residential Locations

This guide is part of a series designed to help you prepare for a Print Distribution Audit. Each guide describes the different categories that your distribution can qualify for, what is reported and what documentation you need to keep. Please refer to the CAB Print Distribution Audit Reporting Standard and By-Laws for complete details.

What are Copies Distributed to Multi-Residential Locations?

These are copies that have been delivered in bulk to multi-residential locations for residents to pick-up. The distribution must not exceed one copy per residence (location).

Multi-residential refers to locations which contain more than one residence such as units, apartments, retirement homes etc. Only Community Newspapers may report distribution to multi-residential locations in addition to residential and non-residential locations (see separate guide).

NB: Some distribution to Multi-Residential locations may be included in Individual Distribution to Residential locations if a managed distribution process is in place. Refer to the Reporting Standard for further details.

This type of distribution contributes to the Average Net Distribution of a publication.

What you need to report

Distribution to multi-residential locations is reported separately on CAB audit certificates and eData.

To claim distribution in this category, you must be able to show the number of copies per issue per multi-residential locations that were distributed to multi-residential locations for residents to pick-up.

The copies may be delivered by:

- In-house Distribution - A named individual staff member allocated to one or more single round(s) who undertakes the delivery in person. The responsibility for the distribution of the copies and personnel rests solely with the publishing company or an associated company.
- Third Party Distributor or Contractor - A third party distributor or individual undertaking delivery of a number of areas/editions on a contractual basis. Contract distribution companies that are subsidiaries or associated companies of a Media Member or publishing group must be regarded as in-house distribution.

What documentation you need to keep

You need to keep documents and records as evidence to prove the number of copies that have been distributed to multi-residential locations. These may include:

- A full list of all distributors involved in the delivery of each Issue, maintained either by the Media Member or the distribution contractor;
- Any list of distributors must include details of each distributor used;
- Proof of payment to distributors;
- Dispatch details for each distribution including by location;
- Maps including distribution quantities by designated delivery area.