

A Guide to Publicity Claims

Your user-friendly guide to understanding CAB's Publicity Rules, detailed in the CAB Reporting Standard and AMAA Regulations¹.

This guide has been developed as a companion to the AMAA Regulations and CAB's Reporting Standard to assist members with use of the CAB logo, making claims about distribution and the process required to obtain approval from the AMAA for specific publicity claims.

When can I begin publicising my membership of CAB?

When your your first audit (Initial Audit) has been completed and the data has been released by the AMAA.

The AMAA will provide you with CAB marketing materials including logos, membership badges and other marketing collateral.

The CAB logo may NOT be used until the Initial Audit distribution figure has been released by the CAB. An Initial Audit signifies full CAB membership.

How can I use the CAB logo to promote my membership?

Full Members of the AMAA with a CAB audit may publicise their membership in a range of different ways including use of the CAB logo. CAB Media Members can use the logo or make reference to the CAB only after they have completed their Initial Audit.

Here are some suggestions of statements you can make as a full member and some illustrations:

- CAB Audited or CAB Verified
- CAB Member since Month, Year (the month and year of your Initial Audit)
- CAB Audited Title
- CAB Average Total Distribution (figure), Audit Period, Year



If a CAB figure is quoted by the Title, Media Member or included in publicity material, it must always be the **latest figured** released by the CAB and the **reporting period** must be included.

¹ AMAA Regulations, Sept 2016 and CAB Print Standards V5 or CAB Digital Standard V2 and are applicable immediately.

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What statements or claims can I make as a member?

AMAA Members with a CAB audit can republish data released by the AMAA, or may quote CAB reported figures, provided the most recently released data is used.

Members can also make claims relating to data certified by the AMAA or attributed to the AMAA, provided that data is factually correct

Members can also make claims relating to data certified by the CAB or attributed to the CAB, provided that data is factually correct. However any claims relating to distribution data attributed to the CAB **MUST** be approved by the CAB before being used.

These Examples give you an idea of how you can make a claim about your verified data. The important rule is that the data is factually correct and not misleading.

For example, two Titles complete an audit and the following Average Total Distribution (ATD) is reported:

“Specialty Title A – Oct-Mar 2015– ‘ATD’ of 10,000”

“Specialty Title B – Oct-Mar 2015 – ‘ATD’ of 9,000”

From these statements, the following claim would be acceptable from Title A:

“Specialty Title A Oct-Mar 2009 = 10,000 – ‘We have the highest CAB verified distribution’.”

CAB Audited Members must use the **Publicity Claim Form** available from the website or AMAA to apply to for approval for specific claims.

Are there other requirements when referring to a CAB audited publication?

When using the CAB logo or making reference to CAB, there are some important rules Members should be aware of including the following:

- CAB Average Total Distribution is the primary metric
- The reporting of data by members must be clear and transparent.
- Any comparison of data by members must be made on a like-for-like basis.
- Any AMAA, ABC or CAB data must not be manipulated to create figures that have not been released by AMAA, unless as approved by the Board defined in Regulations 5.1.25.
- AMAA, ABC or CAB data must not be manipulated to create a false or inaccurate impression or an impression that may mislead users of the data, either expressly or by implication.
- Current relevant headline numbers must be used when historical or category subsets are reported.
- Audited data reported under the ABC Print or Digital Standards cannot be compared to audited data reported under the CAB Print or Digital Standards, or displayed in such a way as to suggest the different data sets can be compared.

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Can I make comparisons?

CAB Members can make comparisons about distribution of Titles who are members of the CAB. Any comparison must source the CAB Average Total Distribution and quote the audit period referred to. All comparisons must be on a like for like basis, with no manipulation of figures to create or attempt to create a false impression.

What are the things I can't do?

There are a few publicity matters that you as a member should be aware of to make sure you are never in breach of the Regulations and Standards. These include:

- No comparison with other metrics – such as an ABC audited publication, or even a claim made by a publisher that is unverified by the AMAA.
- The term 'readership' or 'reader' cannot be used in conjunction with data relating to the distribution of a publication.
- Members cannot infer or imply that a publication is audited by the CAB by using the CAB logo on any document listing or reporting unaudited publications.
- Members cannot associate with the CAB if a publication ceases membership or otherwise does not meet the reporting requirements.

Publicity Violations

AMAA Members who, in the opinion of the Board or the CEO, make false, misleading or deceptive statements relating to CAB data or other Media Members may be required to remedy the breach by publishing a correction or be subject to a fine issued in accordance with Regulation 5.2.

Fines may be issued for: incorrect use of the CAB Logo; failure to publish or reproduce data in accordance with the Regulations; and false, misleading or deceptive statements whether express or implied, about the distribution of a product that are not supported by the reported data.

Any fines issued by the CAB must be paid within the period specified by the Board. Please refer to the AMAA Regulations for full disclosure.