



**Audited Media**  
Association of Australia



## **CAB Print Standards**

**Audited Media Association of Australia  
Limited**

**ACN 163 161 402**

(A public company limited by guarantee)

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## 1. INTRODUCTION

These are the CAB Print Standards made under the Constitution and Regulations of Audited Media Association of Australia (AMAA) Limited and which apply to distribution print Products registered with the AMAA.

In this Reporting Standard references to the Constitution are denoted as 'Rules', references to the Regulations are denoted as 'Regulations' and the rules of this Reporting Standard are denoted as 'rules'.

## 2. APPLICATION OF THE CAB PRINT STANDARDS AND MEMBERSHIP

- 2.1 These are the CAB Standards made under the Constitution and Regulations of the Audited Media Association of Australia Limited (AMAA) which apply to Media Members of AMAA in respect of the Product types registered with AMAA and listed in **rule 2.3**.
- 2.2 These Standards are effective from February 17, 2015.
- 2.3 These Standards applies to Media Members in respect of the following Registered Products:
- (a) Business and Professional Publications;
  - (b) Specialty Publications;
  - (c) Community Language Publications;
  - (d) Community Newspapers, including Multiple Area Products; and
  - (e) Community Language Newspapers.
- 2.4 In these Standards, unless the context otherwise requires, "A Media Member" means a Member who holds Media Audits Australia registration for any of the above mentioned products in **rule 2.3 (a) to (e)**.
- 2.5 All references to a Media Member or membership for a product in these Standards mean the legal entity holding membership.
- 2.6 In these Standards, unless the context otherwise requires or it is otherwise specified, "product" means any of the product types in **rule 2.3 (a) to (e)** above, as duly registered by the Media Member with AMAA following the requirements of AMAA Constitution and Regulations.
- 2.7 Where under these Standards the Board of Directors:
- (a) is required to take an action in respect of any matter, including a requirement to approve, determine, authorise, appoint, direct, prescribe, accept or refuse; or
  - (b) is otherwise required (expressly or impliedly) to consider, form an opinion or make a decision in respect of a matter,
  - (c) the Board of Directors:
  - (d) does so in its absolute discretion subject to the Constitution; and
  - (e) is not obliged to provide any reason for its opinions, determinations or decisions unless the Constitution, or Regulations provide otherwise.

### 3. AUDITS

#### 3.1 Audit Types

The types of audits applicable to Products registered to audit and report for these Standards are:

- (a) Distribution Audits which include:
  - (i) Initial Audits;
  - (ii) Audits;
  - (iii) Inspection Audits;
  - (iv) Review Audits;
  - (v) Specific Issue Audits; and
- (b) any other type of audit as determined by the Board of Directors.

#### 3.2 Initial Audit Requirements for newly registered Products

- (a) A Product newly registered with AMAA must complete as a minimum an audit for a defined Reporting Period, which will be called an Initial Audit.
- (b) To complete an Initial Audit, a Product must have published at least one issue in the Product's applicable Reporting Period.
- (c) A Product can complete an Audit for the previous applicable Reporting Period.

#### 3.3 Audits

A Product of Audits must include every issue for a defined 6-month Reporting Period as detailed in **Section 4** in these Standards, which will be called a Half Yearly Audit or Yearly Audit.

#### 3.4 Specific Issue Audits

- (a) Media Member may apply to have an optional Specific Issue Audit conducted in addition to an audit required by the Regulations or an applicable Reporting Standard.
- (b) The CAB Audit Certificate for a Specific Issue Audit when released must be clearly marked Specific Issue Audit and specify the dates and issues covered by the audit.
- (c) A Media Member may publish, in the Members or any other media, material contained in an AMAA Specific Issue Audit only if it is published in conjunction with a current AMAA figure.
- (d) If a Specific Issue Audit is conducted in respect of a product, that Audit does not exempt the product from complying with AMAAs other requirements, for example, in respect of the submission of distribution data for particular Reporting Periods.

## 4. REPORTING PERIODS

This Section lists the Reporting Periods that apply to particular Products registered by Media Members. This means that a Media Member must submit distribution data for each Reporting Period that applies to that Member's registered Product.

4.1 The Reporting Periods applicable to Media Members in these Standards are:

- (a) for:
  - (i) Media Members holding AMAA registration for a **Community Newspapers** Product; and
  - (ii) a Media Member holding AMAA registration for **Business and Professional Publications** or **Specialty Publications** or **Community Language Publications** or **Community Language Newspapers** with **Frequency of 13 issues or more** per Calendar Year;

**both** the periods:

(iii) April 1 to September 30; and

(iv) October 1 to March 31,

including their start and finish dates.

- (b) for:
  - (i) Media Members holding AMAA registration for a **Business and Professional Publications** or **Specialty Publications** or **Community Language Publications** or **Community Language Newspapers** with **Frequency of 12 issues or less** per Calendar Year;

**either** of the periods:

(ii) April 1 to March 31; or

(iii) October 1 to September 30,

including their start and finish dates.

4.2 The Reporting Period for a **CAB Publisher's Statement** in respect of a Product:

(a) with an Issue Frequency of 12 issues or less per Calendar Year;

(b) that completes an annual Audit; and

(c) that is not a **Community Newspaper**,

is either of the following periods:

(i) 1 April to 30 September (where the Product's annual Audit Period is 1 April to 31 March); or

(ii) 1 October to 31 March (where the Product's annual Audit Period is 1 October to 30 September),

both periods including their start and finish dates.

4.3 **Media Member May Elect to Audit Publisher's Statement**

(a) A Media Member may elect to have its CAB Publisher's Statement audited by AMAA for a Statement Period.

(b) If an Applicant wishes to have its CAB Publisher's Statement audited by AMAA for a Statement Period under **rule 4.4(a)**, that Statement Period will be deemed to be an Audit Period for that Product.

4.4 **Audit Report in Lieu of Publisher's Statement**

(a) If a Media Member's claim that the Average Net Print Distribution of a Product for a Publisher's Statement for a Reporting Period has increased by more than 10% from the previous Audit Report, the Media Member must have this Publisher's Statement audited by AMAA.

(b) If **rule 4.4(a)** applies, the current Statement Period will be deemed to be an Audit Period for that Title.

- 4.5 Media Members referred to **rules 4.1, 4.2, 4.3, and 4.4** must have their submitted distribution data audited by AMAA for each applicable Reporting Period.
- 4.6 A Media Member publishing a Product may opt for AMAA to audit their submitted distribution data for every six (6) month Reporting Period.
- 4.7 If a Media Member opts for AMAA to audit their submitted distribution data every six (6) month period pursuant to rule 4.4 above, they are then required to have their distribution data audited for the following six (6) month audit period.
- 4.8 The CAB Audit Report or CAB Publisher's Statement must identify:
  - (a) the number of Issues published in the Reporting Period; and
  - (b) the number of Issues published in 12 months.
- 4.9 If a Publisher misses an audit, a Product must complete a retrospective audit for the last 6 month audit period (i.e the immediately preceding period), subjects to CEO and/or Board of Directors approval.

## 5. EXCLUSIONS

### 5.1 Introduction

In order to present data that is as accurate and representative of a Product's average distribution as possible, certain Issues of a Product are allowed to be excluded from the distribution claim for a Reporting Period.

The objective of allowing or requiring Issues to be excluded is to prevent distortion of the certified figure by removing Issues which have distributed volumes outside of the normal average or which are adversely affected by matters beyond the Media Member's control.

### 5.2 Excluded Issues: Business and Professional, Specialty Publications, and Community Language Publications and Community Language Newspapers only

(a) These rules apply only for Media Member who are registered for **Business and Professional, Specialty Publications, and Community Language Publications**.

(b) The **Over/Under 10% rule** will only apply if the following criteria is met:

- (i) Identify any Issues published in the Reporting Period with a distribution Over/Under 10% of the Average Net Print Distribution.
- (ii) If **Over/Under 10% rule** applies and the number of issues that are Over/Under in that Reporting Period **equal 20% or less** of the total number of issues in the Reporting Period then the Media Member **must exclude these issues from the Average Net Print Distribution calculation**.

*Example:*

*If the **Over/Under 10% rule** applies to 1 issue with the total number of issues being 5. The calculation of 1 divided by 5 equals to 20%, hence **the 20% rule** applies and the issue **must be excluded from the Average Net Print Distribution calculation**.*

- (iii) If **Over/Under 10% rule** applies and the number of issues that are Over/Under in that Reporting Period are **more than 20%** of the total number of issues in the Reporting Period then the Media Member **must include these issues from the Average Net Print Distribution calculation**.

*Example:*

*If the **Over/Under 10% rule** applies to 1 issues with the total number of issues being 4. The calculation of 1 divided by 4 equals to 25%, hence **the 20% rule** will not apply and the issues **must be included in the Average Net Print Distribution calculation**.*

(c) If consecutive Issues (two or more) occur as the **first or last** Issues in a Reporting Period, **an additional average covering the effected Issues** of the Reporting Period must be shown on the Audit Report or Publisher's Statement as referred to **rule 5.4**.

(d) If any Issue is identified as Over/Under 10% of Average Net Print Distribution, the number of issues audited in the Reporting Period will need to be changed to reflect the number of issues excluded, however the number of issues in the reporting period and number of issues in the 12 months will remain the same.

*Example:*

*If there is 1 issue that applies to the Over/Under 10% rule, that will need to be excluded and the total number of issues in the Reporting Period are 12, the following fields should be shown as;*

Issues in 12 months	: 12
Issues in Period	: 12 (assuming this is a yearly audit, if half-yearly would be 6)
Issues Audited	: 11 (1 is excluded due to Over/Under rule, if half-yearly would be 5)

Detailed Example for rule 5.2 (a) and (b)(i),(ii),(iii):

Publication A: 4 issues in the Reporting Period

	Net Distribution		ANPD
Issue 1	20,000	Issue 1	20,000
Issue 2	20,000	Issue 2	20,000
<b>Issue 3</b>	<b>15,000</b>	Issue 3	15,000
Issue 4	20,000	Issue 4	20,000
ANPD =	<u>18,750</u>	Audited ANPD =	<span style="border: 1px solid black; padding: 2px;">18,750</span> (Ave. Net Print Distribution)

Criteria 1: Issue 3 is under 10% of ANPD (Over/Under 10% rule applies).  
 Criteria 2: The number of issue of Over/Under 10% rule is **One (Issue 3)** in this Reporting Period and is more than 20% of the total number of issues in the Reporting Period (1/4=**25%**), the Media Member **must include** this issue in the Average Net Print Distribution calculation.  
 Conclusion: Exclusion did not apply in this case.

Publication B: 5 issues in the Reporting Period

	Net Distribution		ANPD
Issue 1	20,000	Issue 1	20,000
Issue 2	20,000	Issue 2	20,000
<b>Issue 3</b>	<b>15,000</b>	Issue 4	20,000
Issue 4	20,000	Issue 5	20,000
Issue 5	<u>20,000</u>	Audited ANPD =	<span style="border: 1px solid black; padding: 2px;">20,000</span>
ANPD =	19,000		

Criteria 1: Issue 3 is under 10% of ANPD (Over/Under 10% rule applies).  
 Criteria 2: The number of issue of Over/Under 10% rule is **One (issue 3)** in this Reporting Period and is equal to 20% of the total number of issues in the Reporting Period (1/5=**20%**), the Media Member **must exclude** this issue in the Average Net Print Distribution calculation.  
 Conclusion: Exclusion did apply as it satisfies rule 5.2 (a) (b).

Publication C: 5 issues in the Reporting Period

	Net Distribution		ANPD
Issue 1	20,000	Issue 1	20,000
<b>Issue 2</b>	<b>15,000</b>	Issue 2	15,000
<b>Issue 3</b>	<b>15,000</b>	Issue 3	15,000
Issue 4	20,000	Issue 4	20,000
Issue 5	<u>20,000</u>	Issue 5	20,000
ANPD =	18,000	Audited ANPD =	<span style="border: 1px solid black; padding: 2px;">18,000</span>

Criteria 1: Issue 2 and Issue 3 are under 10% of ANPD (Over/Under 10% rule applies).  
 Criteria 2: The number of issues of Over/Under 10% are **Two (Issue 2 & 3)** in this Reporting Period and are more than 20% of the total number of issues in the Reporting Period (2/5=**40%**), the Media Member **must include** these issues in the Average Net Print Distribution calculation.  
 Conclusion: Exclusion did not apply in this case.

Publication D: 6 issues in the Reporting Period

	Net Distribution		ANPD
Issue 1	20,000	Issue 1	20,000
Issue 2	20,000	Issue 2	20,000
<b>Issue 3</b>	<b>15,000</b>	Issue 4	20,000
Issue 4	20,000	Issue 5	20,000
Issue 5	20,000	Issue 6	20,000
Issue 6	<u>20,000</u>	Audited ANPD =	<span style="border: 1px solid black; padding: 2px;">20,000</span>
ANPD =	19,167		

Criteria 1: Issue 3 is under 10% of ANPD (Over/Under 10% rule applies).  
 Criteria 2: The number of issue of Over/Under 10% is **One (Issue 3)** in this Reporting Period and is less than 20% of the total number of issues in the Reporting Period (1/6=**17%**), the Media Member **must exclude** this issue in the Average Net Print Distribution calculation.



### 5.3 Excluded Issues: Community Newspaper

(a) Optional Exclusions

Media Members publishing a Community Newspaper may elect to omit from an Audit Report those Issues published on days nominated from time to time by the **Board of Directors** and advised to affected Members; for example, days relating to the Christmas, New Year and Easter holiday periods each year.

(b) If an Applicant wishes to omit Issues pursuant to **rule 5.3 (a)**, the Issue(s) is/are excluded in calculating the Average Net Print Distribution and **must be reported separately as Optional Exclusions** in any Reporting Statement.

(c) Requesting an Exclusion – **Circumstances Beyond Media Member’s Control**

The Board of Directors may vary a Reporting Period in respect of a Media Member who holds registration for a **Community Newspaper**:

- (i) on written application to the Board of Directors by the Media Member who publishes the Community Newspaper;
- (ii) where that Media Member has provided documentation in support of their application showing the Issues distribution was affected  $\pm 10\%$  of the Average Net Print Distribution; and
- (iii) where the Board of Directors considers the variation is warranted because of the occurrence of an event outside the control of the Media Member which would result in the distribution data for the relevant Product being unreliable if the variation was not made.

### 5.4 Excluded Issues reported: Business and Professional, Specialty Publications, Community Language Publications, and Community Language Newspapers

(a) If an exclusion of one or more Issues is granted to a Member, the Issues will be excluded when calculating the Average Net Print Distribution (ANPD) and **must be reported separately** by the Member on the **Audit Report**.

(b) The distribution of the excluded Issue/s will be reported separately from the Product’s Audit stipulated in **rules 3.3 and 6.2**, in any Summary of Data or other release of audited data by AMAA.

(c) **The separate ANPD** must be reported in conjunction with the Product’s Audit and it may be recorded as the “First/Last 3 months” as remark in Summary of Data or other release of audited data by AMAA.

**Summary Chart of Exclusions and Optional Exclusions**

	Business & Professional Publications	Specialty Publications	Community Language Publications	Community Language Newspaper	Community Newspaper
Over/Under 10% rule – 5.2	X	X	X	X	
→ Equal to 20% or Less rule, must exclude from “ANPD” calculation – 5.2 (b)(ii)	X	X	X	X	
→ Greater than 20% or Less rule, must include in “ANPD” calculation – 5.2 (b)(iii)	X	X	X	X	
→ Consecutive Issues (two or more) occur as the first and last issues – 5.2 (b)(iv)	X	X	X	X	
→ Need to adjust Issues Audited to reflect Over/Under 10% Exclusions – 5.2 (b)(ii)	X	X	X	X	
Optional Exclusions – 5.3 (a)					X
Requesting an Exclusion – 5.3 (c)					X
→ Need to adjust Issues Audited to reflect above two Exclusions					X

## 6. SUBMITTING DISTRIBUTION DATA

### 6.1 Introduction

Every Product registered with AMAA must submit distribution data online on a regular and continuous basis. As well as the Average Net Print Distribution (ANPD) for the period the data must include a breakdown of different types of distribution categories and provide other information relating to the distribution in the reporting period.

### 6.2 CAB Print Audit Report or CAB Publisher's Statement Must Include Every Issue

- (a) Data must be submitted online for every Issue published in the form of Average in a Reporting Period to which the CAB Print Audit Report or CAB Publisher's Statement relates, other than any Issues excluded in line with **Section 5** of these Standards.
- (b) A CAB Print Audit Report or CAB Publisher's Statement must include every Issue published in a Reporting Period to which it relates, other than any Issues excluded in line with **Section 5** of these Standards.

### 6.3 Submitting Distribution Data for Business and Professional, Specialty Publications, Community Language Publications, and Community Language Newspapers

For each Reporting Period that applies to a Product, a Media Member who holds AMAA registration for a Business and Professional Publication, Specialty Publication or Community Language Publication, must submit data to be audited and must be reported in the form of a CAB Audit Report or CAB Publisher's Statement identifying:

#### Publication Details

- (a) Issues in 12 Months
- (b) Issues in Period
- (c) Issues Audited

#### Print Details

- (d) Printing Company
- (e) Average Copies Printed

#### Distribution Details

- (f) Distribution Company
  1. Average Copies Mailed to Individuals less Return Copies
  2. Average Copies Sold through Newsagents and/or other Retail Outlets
    - 2.a Average Copies Supplied to Newsagents and/or other Retail Outlets
    - 2.b Average Copies Returned from Newsagents and/or other Retail Outlets
  3. Average Direct Cash Sales
  4. Average Individually Distributed to Residential Locations
  5. Average Individually Distributed to Commercial/Other Locations
6. Average Copies Delivered by Request for Redistribution to Individuals
7. **Verified Bulk Distribution Details**
  - 7.a Average Bulk Sales
  - 7.b Average Distributed in Public by Hand (person)
  - 7.c Average Distribution for Public Pick-up by Arrangement
  - 7.d Average Distribution for Public Pick-up Other
  - 7.e Average Distribution through Airlines, Airline Premises and Accommodation
  - 7.f Average Distribution through Advertisers/Clients
  - 7.g Average Distribution through Educational Facilities
  - 7.h Average Distribution through Exhibitions/Seminars/Conferences
  - 7.i Average Distribution at Sporting or Other Events
  - 7.j Average Other Distribution Outlets
7. Average Verified Bulk Distribution – **This is the total average calculation of the category 7a to 7j.**
8. Average Net Print Distribution "ANPD" – **This is the total average calculation of category 1 to 7j.**

9. Average Verified Bulk Distribution % - **This calculates the percentage (to two decimal points) of 7 Average Verified Bulk Distribution over 8 Average Net Print Distribution.**

**Geographical Analysis**

- (g) A breakdown of Average Net Print Distribution of the Product by State or Territory of Australia - NSW, VIC, SA, QLD, WA, TAS, ACT, and NT.
- (h) A breakdown of Average Net Print Distribution of the Product to Other Countries as classified – PNG (Papua New Guinea), NZ (New Zealand), and OS (Other Overseas Countries).
- (i) Total Geographical Analysis – **This is the total average calculation of category (g) to (h).** This calculation must equal to number 8 as this classification is breaking down the Average Net Print Distribution figure on a State-by State basis.

**Verified Recipients Details**

- (j) Average Personally Requested Copies
- (k) Average Copies provided through Third-Party Managed Databases
- (l) Total Verified Requested Recipients – **This is the total average calculation of category (j) to (k)**

**Other Details** – The following copies are not included in Average Net Print Distribution “ANPD” figure, and are classified as Non- Qualifying Distribution.

- (m) Average Copies used as Vouchers – These are copies of a Product used as proof of a publication to advertises, editorial suppliers or similar to vouch for there add.
- (n) Average Copies on Hand – These are verifiable copies of a product which are not distributed.
- (o) Average Copies Unaccounted for – These are copies of a product which are not distributed.
- (p) Copies Not Distributed – **This is the sum of (m) to (o)**
- (q) Note to Auditor – The Media Members may include a note here to notify the Auditor of any issues they may wish to bring to the Auditors attention.

**Issues Over/Under 10% of the Average Net Print Distribution** - Refer to rule 5.2

- (r) Issue Date
- (s) Issue Distribution

#### 6.4 **Submitting Distribution Data for Community Newspapers and Community Language Newspapers**

For each Reporting Period that applies, a Media Member who holds AMAA registration for a Community Newspaper or Community Language Newspaper must submit data to be audited and must be reported in the form of a CAB Audit Report:

##### **Publication Details**

- (a) Issues in 12 Months
- (b) Issues in Period
- (c) Issues Audited

##### **Print Details**

- (d) Printing Company
- (e) Average Copies Printed

##### **Distribution Details**

- (f) Distribution Company
  - 1. Average Copies Mailed to Individuals less Return Copies
  - 2. Average Copies Sold through Newsagents and/or other Retail Outlets
    - 2a Average Copies Supplied to Newsagents and/or other Retail Outlets
    - 2b Average Copies Returned from Newsagents and/or other Retail Outlets
  - 3. Average Direct Cash Sales
  - 4. Average Individually Distributed to Residential Locations
  - 5. Average Individually Distributed to Commercial/Other Locations
  - 6. Average Copies Distributed to Multi-Residential Locations
  - 7. **Verified Bulk Distribution Details**
    - 7a Average Bulk Sales
    - 7b Average Distributed in Public by Hand (person)
    - 7c Average Distribution for Public Pick-up by Arrangement
    - 7d Average Distribution for Public Pick-up Other
    - 7e Average Distribution through Airlines, Airline Premises and Accommodation
    - 7f Average Distribution through Advertisers/Clients
    - 7g Average Distribution through Educational Facilities
    - 7h Average Distribution through Exhibitions/Seminars/Conferences
    - 7i Average Distribution at Sporting or Other Events
    - 7j Average Other Distribution Outlets
  - 7. Average Verified Bulk Distribution – **This is the total average calculation of the category 7a to 7j.**
  - 8. Average Net Print Distribution “ANPD” – **This is the total average calculation of category 1 to 7j.**
  - 9. Average Verified Bulk Distribution % - **This calculates the percentage (to two decimal points) of 7 Average Verified Bulk Distribution over 8 Average Net Print Distribution.**

**Other Details** – The following copies are not included in Average Net Print Distribution “ANPD” figure, and are classified as Non- Qualifying Distribution.

- (m) Average Copies used as Vouchers – These are copies of a Product used as proof of a publication to advertises, editorial suppliers or similar to vouch for there add.
- (n) Average Copies on Hand – These are verifiable copies of a product which are not distributed.
- (o) Average Copies Unaccounted for – These are copies of a product which are not distributed.
- (p) Copies Not Distributed – **This is the sum of (m) to (o)**
- (q) Note to Auditor – The Media Members may include a note here to notify the Auditor of any issues they may wish to bring to the Auditors attention.

**Optional Exclusion Issues** – Refer to **rule 5.3**

- (r) Issue Date
- (s) Issue Distribution

### Summary Chart of Submitting Distribution Data in eLodgement

	Business & Professional Publications	Specialty Publications	Community Language Publications	Community Language Newspapers	Community Newspapers
(a) Issues in 12 Months	X	X	X	X	X
(b) Issues in Period	X	X	X	X	X
(c) Issues Audited	X	X	X	X	X
(d) Printing Company	X	X	X	X	X
(e) Average Copies Printed	X	X	X	X	X
(f) Distribution Company	X	X	X	X	
1 Average Copies Mailed to Individuals less Return Copies	X	X	X	X	X
2 Average Copies Sold through Newsagents and/or other Retail	X	X	X	X	X
2a Average Copies Supplied to Newsagents and/or other Retail	X	X	X	X	X
2b Average Copies Returned from Newsagents and/or other	X	X	X	X	X
3 Average Direct Cash Sales	X	X	X	X	X
4 Average Individually Distributed to Residential Locations	X	X	X	X	X
5 Average Individually Distributed to Commercial/Other Locations	X	X	X	X	X
6 Average Copies Delivered by Request for Redistribution to	X	X	X	X	
6 Average Copies Distributed to Multi-Residential Locations					X
7a Average Bulk Sales	X	X	X	X	X
7b Average Distributed in Public by Hand (person)	X	X	X	X	X
7c Average Distribution for Public Pick-up by Arrangement	X	X	X	X	X
7d Average Distribution for Public Pick-up Other	X	X	X	X	X
7e Average Distribution through Airlines, Airline Premises and	X	X	X	X	X
7f Average Distribution through Advertisers/Clients	X	X	X	X	X
7g Average Distribution through Educational Facilities	X	X	X	X	X
7h Average Distribution through Exhibitions /Seminars	X	X	X	X	X
7i Average Distribution at Sporting or Other Events	X	X	X	X	X
7j Average Other Distribution Outlets	X	X	X	X	X
7 Average Verified Bulk Distribution	X	X	X	X	X
8 Average Net Print Distribution = "ANPD"	X	X	X	X	X
9 Average Verified Bulk Distribution %	X	X	X	X	X
(g) Geographical Analysis on a State-by-State break down. NSW, VIC, SA, QLD, WA, TAS, ACT, and NT.	X	X	X	X	
(h) Geographical Analysis to Other Countries. PNG (Papua New Guinea), NZ (New Zealand), and OS (Other Overseas Countries).	X	X	X	X	
(i) Total Geographical Analysis	X	X	X	X	
(j) Average Personally Requested Copies	X	X	X	X	
(k) Average Copies provided through Third-Party Managed Databases	X	X	X	X	
(l) Total Verified Requested Recipients – This is the total average	X	X	X	X	
(m) Average Copies used as Vouchers	X	X	X	X	X
(n) Average Copies on Hand	X	X	X	X	X
(o) Average Copies Unaccounted for	X	X	X	X	X
(p) Copies Not Distributed	X	X	X	X	X
(q) Note to Auditor	X	X	X	X	X
(r) Issues Over/Under 10% of Average - Issue Date	X	X	X	X	
(s) Issues Over/Under 10% of Average - Issue Distribution	X	X	X	X	
(r) Optional Exclusion Issues – Issue Date					X
(s) Optional Exclusion Issues – Issue Distribution					X

**6.5 How a Media Member is to Submit Distribution Data**

- (a) For the purposes of **rule 4.5**, a Media Member must submit their Product's distribution data by submitting a CAB Audit Report or CAB Publisher's Statement, as applicable.
- (b) Any CAB Audit Report or CAB Publisher's Statement being submitted by a Media Member may be lodged:
  - (i) via the AMAA website through the eLodgement facility; or
  - (ii) in person via the eLodgement portal at AMAA's offices.

**6.6 When Distribution Data Must be Submitted to AMAA**

- (a) A Media Member is required to submit distribution data to AMAA at the end of each applicable Reporting Period.
- (b) The Reporting Periods applicable to a Media Member are listed in Section 4 of these Standards.
- (c) A Media Member must submit a CAB Audit Report or CAB Publisher's Statement to the AMAA as required by **Section 4** of these Standards.

**6.7 Prior to changing a continuous Half Yearly Audit to a Publisher's Statement**

- (a) In order for a Media Member to submit a Publisher's Statement, the publisher must have submitted a Yearly Audit prior provided;
  - (i) Refer to **rule 4.1(b)** and **4.2**
  - (ii) By combining two Half Yearly Audit into a Yearly Audit, i.e., one past Half Yearly Audit with current audit period of Half Yearly Audit. A Media Member cannot combine two past Half Yearly Audit into a Yearly Audit.
- (b) If **rule 6.7 (a) (ii)** applies, the current Half Yearly Audit will be deemed as Yearly Audit.

**6.8 Submission of Data to be in accordance with Standards**

- (a) Any submission of distribution data for a Product must be in accordance with these Standards and the Regulations.
- (b) A Media Member who is required to submit data must ensure that they use the latest version of these Standards when submitting data or preparing their CAB Audit Report or CAB Publisher's Statement.

## 7. PROVING THE AVERAGE NET PRINT DISTRIBUTION

### 7.1 Introduction

The Average Net Print Distribution (ANPD) of a Product is the average number of copies of the Product distributed for each Issue in the Audit Period. It does not include those copies for which evidence of the distribution or sale is absent or those copies which are excluded under **Section 5**.

The AMAA can provide assistance to Media Members when determining the categories of distribution that apply to their total distribution audit.

### 7.2 Issue by Issue Analysis

- (a) Media Members are required to maintain an Issue by Issue analysis of the distribution of their Product in accordance with the reporting categories listed in **rule 4.5** as applicable.
- (b) The CAB Print Standards certification requires the reporting of the Average Net Print Distribution for each Issue of the Product published and distributed in the reporting period, in line with **rule 6.2**.

### 7.3 Record Keeping Requirements

The following sections give guidance on the records that must be kept for every Issue of the Product in order to verify the distribution claim. For records supporting claims for particular distribution categories the relevant Section covering that distribution category must be consulted.

- (a) A Media Member must keep all records and documents which are relevant to supporting the distribution claims made in a CAB Audit Report or CAB Publisher's Statement for a Product for 24 months after the date of the Reporting Statement.
- (b) To meet the requirements for a these Standards, a Media Member must make available to an Auditor all records, documents, information and explanations that the Auditor considers necessary and reasonable to enable the Auditor to conduct the Audit of the Product.
- (c) If a Media Member refuses to make available any of the material referred to in **rule 7.3(b)**, the Auditor may issue a written demand to that Media Member for access to, or the provision of, the necessary records, documents, information or explanations.
- (d) If the Auditor's written demand in **rule 7.3(c)** is refused or not fully complied with by the Media Member within five working days of the demand being made, the Auditor must immediately advise the Chief Executive Officer or Board of Directors.
- (e) AMAA Auditor may act independently to verify and cross-check information supplied by the Media Member in relation to the audit of the Media Member's Product.

### 7.4 Non-Qualifying Distribution

- (a) The following copies of an Issue of a Product may be distributed by the Media Member but may not be counted in the final distribution claim:
  - (i) Copies used as Vouchers;
  - (ii) Copies on Hand;
  - (iii) Any Modified Domestic Copies or Modified Overseas Copies; and
  - (iv) Copies Unaccounted For.
- (b) The following definitions apply as non-qualifying distribution in this rule 7.4(a):

On Hand Copies are verifiable copies of a Product which are not distributed.

Unaccounted For Copies are copies of a Product whose distribution cannot be verified.

Voucher Copies are copies of a Product used as proof of publication to advertisers, editorial suppliers or similar.

Modified Domestic Copies are copies of an Issue of a Product:

- (i) which do not contain all advertisements booked to appear for the entire run of the Issue in Australia; or
- (ii) which do not contain all advertisements booked to appear only in a particular Regional or Geographical Edition of the Issue in Australia; or
- (iii) both (a) and (b).

Modified Overseas Copies are copies of an Issue of a Product distributed outside Australia which do not contain all advertisements booked to appear (except in cases where an advertiser requests removal of its advertisement) in that Issue distributed in Australia.

## 7.5 **Geographical Distribution**

- (a) **Business and Professional Publications, Specialty Publications and Community Language Publications** must provide a geographical analysis of the Average Net Print Distribution of a Product in accordance with rule 7.5(b).
- (b) The geographical analysis must include:
  - (i) A breakdown of Average Net Print Distribution of the Product by State and Territory of Australia – NSW, QLD, VIC, SA, NT, WA, TAS, ACT;
  - (ii) Separate reporting of Average Net Print Distribution of the Product to New Zealand;
  - (iii) Separate reporting of Average Net Print Distribution of the Product to Papua New Guinea; and
  - (iv) Reporting of the Average Net Print Distribution of the Product to any other Country as determined by the Board of Directors from time to time, as 'Other Overseas Country'.



## 8. DISTRIBUTION METHODS

These Standards verifies the **Average Net Print Distribution (ANPD)** of a Product in a defined Reporting Period as refer to **Section 4**.

Every copy published in the Reporting Period (including excluded issues) must be supported by evidence of:

- Print/production
- Distribution according to relevant distribution methods identified in **Sections 7 and 8**.

### 8.1 Printed Copies

#### 8.1.1 Introduction

These Standards requires the reporting of the Average Printed Copies per Issue of a Product. The audit process examines the volume printed for each Issue published in the Reporting Period, referring to proof of printing and other documentation to establish an Average Copies Printed figure.

Every copy published in the Reporting Period (including excluded issues) must be supported by evidence of printing.

#### 8.1.2 Definition of Printed Copies

The Media Member must provide evidence of the number of copies printed and verified for their Product on an Issue by Issue basis.

#### 8.1.3 Evidence Required

##### (a) Printed

- (i) Full Issue by Issue details of all copies delivered or produced by the printer, whether in-house or not, for all Issues of the Product distributed during the Reporting Period must be available. This includes invoices, purchase ledger accounts, bank statements, print orders, paper consumption records etc. All invoices from printers must clearly state the title of the Product, identification of the Issue, number of copies printed and supplied.
- (ii) Interdepartmental and internal print orders may be requested where the Media Member uses in-house print and production. Machine room records itemising the net good copies received per issue must be retained. This record must also note issue pagination. Verification of a Print Run Any Media Member that prints their own Product may be requested by their Auditor to provide access for a verification of a print run. The Auditor may request access to the Media Member's printing facilities to conduct a physical check of at least one complete print run within each Reporting Period. Media Members must provide access if requested.

##### (b) Delivery

- (i) Media Members may also collect and provide documentation of the number of copies delivered of an Issue of a Product, which sometimes can vary from the invoiced amount due to printing over-runs. Provided substantive proof is provided by the Media Member for each Issue of the Product, the Auditor may allow the delivered copies figure to apply.
- (ii) Documentation requirements include delivery dockets supplied by the printer, preferably with acknowledgement on invoices.

## 8.2 Copies Mailed to Individuals

### 8.2.1 Introduction

This category represents all copies of a Product that are mailed to Individuals Less Return Copies. Media Members may utilise a mailing house service or mail the copies of the Product directly. This category allows members to report up to 2 copies per Individual only, less Return Copies. **Mailing of more than 2 copies to a single Individual must be reported in Verified Bulk Distribution.**

### 8.2.2 Definition of Copies Mailed to Individuals

(a) To be claimed under this category:

- (i) Copies (only up to two) must have been distributed using a mailing service.
- (ii) Mailing House services include Australia Post, DX and any other distribution format that delivers copies to an address, as defined by AMAA.

(b) The following definitions support the categories of distribution mailed to Individuals:

**Individual** is either a named Recipient or the holder of a named position/job title or both.

**Mailing House Service** is any business or operation that offers a mailing service, engaged by the Media Member to mail the Product.

**Recipient** is an Individual who receives a copy of the Product.

**Requested Recipient** is an Individual who has made a Request and receives a copy of the Product.

**Return Copies** are copies of a Product which are:

- (a) returned by Australia Post, or their agent to the Media Member or their agent as undeliverable;
- (b) returned to the Media Member by a Mailing House as undeliverable;
- (c) undeliverable for any other reason;

### 8.2.3 Evidence Required

(a) **Copies mailed by a Mailing House or Third Party**

- (i) Distribution evidence must be available to support every copy claimed for every Issue of the product distributed during the Reporting Period.
- (ii) Evidence that could be requested includes validated third party invoices, Australia Post records or dockets (if applicable) for every mailing method for every Issue of the Product. The Auditor may request proof that the distributor has been paid and may need access to financial records, accounts, bank statements and credit notes.
- (iii) All documentation must clearly state the Product's name, identification of the Issue, the number of copies distributed and a date of distribution.

(b) **Copies mailed directly by the Media Member**

- (i) Distribution evidence must be available to support every copy claimed for every Issue of the Product distributed during the Reporting Period.
- (ii) The evidence required may include invoices and dockets, Australia Post records, stamp or franking machine records for every Issue of the Product and appropriate for verification by the Auditor.
- (iii) Documentation including mailing details or a database of addresses and recipients to whom copies were distributed must be maintained and must clearly state the Product's name, identification of the Issue, the number of copies distributed and a date of distribution.

(c) **Access to Mailed Distribution Details**

- (i) Access must be provided to the records or database of addressees to whom copies have been distributed, when requested by the Auditor. The Auditor may check a selected group of Recipients for receipt of the Product.

## 8.3 RETAIL, NEWSTRADE AND SINGLE COPY SALES

### 8.3.1 Introduction

This category includes copies sold through newsagents, wholesalers and/or retailers or single copies sold direct to Individuals.

Only Issues published and sold in the Reporting Period can qualify for inclusion.

All sales in this category must be made on Sale or Return basis.

### 8.3.2 Definitions

'Sale or Return' means copies that remain unsold by the retailers can be returned to the newstrade supply chain for credit. These must be deducted from the initial 'sale' or 'supply', so that only those copies actually purchased by the public are claimed in these Standards (i.e. the net sale), which must be recorded on an Issue by Issue basis.

#### **Copies Sold to Individuals**

- (a) To be claimed under this category a Product must be sold to an individual either directly or through a third-party. The following definitions provide guidance:
- (b) The reporting of sales of copies to Individuals are reported in two specific categories:
  - (i) Copies sold through newsagents or other retail outlets, less Return Copies; and
  - (ii) Cash sales to Individuals.

#### **Sale is a sale of the Product:**

- (a) through retailers, wholesale distributors, sellers and other regular channels of distribution or sale who pay a Wholesale Price for the Product; or
- (b) directly by the Media Member who holds registration for the Product to an Individual.

**Cash Sale** is a Sale of a single copy of a Product at any price.

**Retailer** is a person, shop or business that sells goods to the public.

**Return Copies** are copies of a Product which are:

- (a) unsold copies returned to the Media Member who holds registration of the Product;
- (b) unsold copies destroyed after the provision of documentation to the Media Member (substantiating the number of unsold copies destroyed);
- (c) unsold for any other reason

**Seller** is a person who is selling the Product.

**Wholesale Price** is a price for a Product charged by the Media Member to retailers, wholesale distributors, sellers and other regular channels of distribution or sale.

**Wholesaler** is someone who buys and sells in large amounts to shops and businesses as defined by AMAA.

For copies supplied through retailers, wholesalers or other retail outlets this means that:

- (a) These copies are usually destined to be on-sold to consumers.
- (b) There must be an audit trail for Return Copies, reported as unsold and either destroyed or returned to the Media Member.

### 8.3.3 Evidence Required

#### (a) Sold through newsagents, wholesalers or other retail outlets

- (i) Copies of a Product sold through newsagents or other retail outlets generally cover copies destined to be on-sold to consumers. The Auditor should be satisfied that retailers, wholesale distributors, sellers and other regular channels are bona fide.
- (ii) All documentation must clearly state the Product's name, identification of the Issue, the number of copies received, the number of copies returned or unsold, the number of copies sold and a date of distribution.
- (iii) There must be evidence of payment being received by the Media Member for the Product's sales.
- (iv) Evidence must be available of Issues sold through retailers, wholesale distributors, sellers and other regular channels who pay a Wholesale Price to the Media Member for the Product. It is important that the final report for each Issue is supplied by any Third Party distributors.
- (v) You may also be required to provide a reconciliation of progress payments depending on how your Third Party distribution engagements are arranged.

#### (b) Cash Sales

- (i) Evidence that could be requested by AMAA to confirm a Cash Sale to an Individual includes: the Media Member's financial records e.g. invoices, sales ledgers or cash book or other records showing for each Issue the number and value of copies sold direct to Individuals by the Media Member.

## 8.4 Copies Delivered by Request for Redistribution to Individuals

### 8.4.1 Introduction

This category represents requested copies of a Product that are delivered to a company or organisation for redistribution to Individuals. The Media Member must maintain evidence of request from the company or organisation as well as documentation supporting distribution.

Some companies or organisations may request a bulk delivery of copies to a single location for internal redistribution in preference to a large number of individually mailed copies. This can include government departments and large companies.

### 8.4.2 Definition

(a) **To be claimed under this category:**

- (i) Copies of a Product must have been requested by a company or organisation;
- (ii) The request can be received by the Product in writing including email and fax, via the telephone or internet;
- (iii) The request must be less than three years old at the date of distribution of the Issue for which it is claimed;
- (iv) Details of the Individuals who will receive the publication must be provided; and
- (v) The Media Member holding registration of the Product must deliver the copies to the company or organisation.

(b) **The following definitions apply:**

**Individual** is either a named Recipient or the holder of a named position/job title or both.

**Recipient** is an Individual who receives a copy of a Product.

**Request** is an opt-in or response by an Individual, company or organisation to an offer to receive a Product.

**Requested for Redistribution to Individuals** is the distribution of a Product under an arrangement by or with the Media Member who holds registration of the Product or a third party who has requested the Product in order to redistribute it to Individuals.

### 8.4.3 Evidence Required

Request documents for every copy to be claimed during the Reporting Period must be retained, and can include:

- (a) Written requests, this means all request forms, letters or other documents
- (b) Telephone requests, this means all recordings (if taken) or the electronic/ hardcopy record of the request
- (c) Internet/email requests, this means documents/data files
- (d) A list showing the names and addresses of companies, associations, institutions, government departments, etc. to whom copies of the Product in bulk have been mailed or delivered against written orders, supported by letters, requisitions, etc.
- (e) A list of the Individuals that will receive the Issue of the Product, which should include a minimum of two unique identifiers such as email address, street or postal address or telephone number.
- (f) A form/document/certificate which is signed by an employee of the re-distributing organisation confirming the number of copies received for distribution to individuals within that organisation.
- (g) Evidence of delivery of copies to the company/organisation, including courier documentation, bulk mailing or other distribution methods as relevant.

## 8.5 Individually Distributed to Residential, Multi-Residential and Commercial Locations

### 8.5.1 Introduction

This category represents copies of a Product that are individually distributed to residential, commercial/other and multi-residential locations. Media Members may utilise a range of distribution services for their Product, including in-house, third-party distributors or contractors and Australia Post. Distribution in these categories must be analysed for each Issue of the Product.

Distribution to Multi-Residential Locations can include copies to retirement villages, nursing homes and other long stay residential locations as well as apartments and units, or townhouses or duplex locations where copies cannot be placed in individual letterboxes.

Business & Professional, Specialty and Community Language Publications may report Residential and Commercial/Other categories, while Community Newspapers and Community Language Newspaper report across all three categories.

Whether the Media Member uses their own distributors or employs a contract distribution company to deliver the Product, they are responsible for making sure that:

- All the records required to support the distribution claim are retained, including those detailed in these rules; and
- These records are available for audit/inspection.

### 8.5.2 Definition

(a) To be claimed under this category:

- (i) Copies of a Product may be distributed individually to either a Residential or Commercial/Other, industrial location;
- (ii) Copies may be distributed in bulk to multi-residential locations for residents to pick-up;
- (iii) The Product must provide detailed records for every issue of copies distributed to each category;
- (iv) Evidence must be available to support single copies of the Product being delivered to individual properties/letterboxes.

(b) Copies may be distributed by either:

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

The following additional definitions apply:

**Multi-Residential Locations** is the distribution of a Product to a location which contains more than one residence as defined by AMAA; for example apartments and units.

**Commercial/Other** is the distribution of a Product to locations which are other than Residential as defined by AMAA; for example shops and businesses, factories and hospitals.

**Residential** is the distribution of a Product to a place of residence as defined by AMAA.

### 8.5.3 Evidence Required

(a) Documentation from distributors can include;

- (i) A full list of all distributors involved in the delivery of each Issue of the Product, maintained either by the Media Member who holds registration of the Product or the distribution contractor.
- (ii) This list must be retained complete and available for audit/inspection.
- (iii) The list of distributors must include details of each distributor used.

- (b) Dispatch records (confirming distributor records and print figures)
  - (i) Details of the distribution dates and distributor records for each Issue of the Product must be maintained.
- (c) Distributor's pay records
  - (i) Payments to distributors must be supported by adequate financial records to support the claimed distribution. Full details for individual and total payments made to distributors may be requested and must be available and supported by financial records, e.g. ledger books and bank statements.
  - (ii) These records must be retained complete and available for audit/inspection either by the Media Member or the distribution contractor.
  - (iii) The Auditor may request proof that the distributor has been paid and may need access to financial records, accounts, bank statements and credit notes.
- (d) Maps of the distribution area covered by the Product, and should include distribution quantities by designated delivery area.

**8.5.4 Specific Requirements to determine when distribution to Multi-Residential Locations can be included in Individual Distribution to Residential locations**

- (a) Distribution of a Community Newspaper and Community Language Newspaper Products to a Multi-Residential Locations will qualify for reporting in the category "Individually distributed to Residential locations" when all of the following criteria have been met:
  - (i) the Media Member who holds the Product's registration has a managed distribution process in place and a record of delivery and Return Copies; and
  - (ii) there is an arrangement between the strata or supervisor of the multi-residential location and the Media Member to deliver a pre-defined number of copies for pick-up by residents; and
  - (iii) the number of copies delivered does not exceed one per residence; and
  - (iv) there is a Return Copies process in place to collect unwanted issues of the Product.
- (b) Maps of the distribution area covered by the Product, and should include distribution quantities by designated delivery area.

## 8.6 VERIFIED BULK DISTRIBUTION

### 8.6.1 Introduction

This category represents all distribution of **more than two copies** of a Product. The numbers of copies distributed in bulk are reported in Average Net Print Distribution as Verified Bulk Distribution, with an additional reporting breakdown. Verified Bulk Distribution will also be reported as a percentage of Average Net Print Distribution in all reporting.

### 8.6.2 Definition

- (a) To be claimed under this category:
  - (i) Copies of the Product must be distributed in bulk;
  - (ii) The Media Member holding registration of the Product must provide detailed records for every Issue of copies of the Product distributed to each category;
  - (iii) Evidence must be available to support the distribution claims.
- (b) Bulk Distribution is the distribution of more than two copies of an Issue of a Product.
- (c) The reporting of Bulk Distribution will include an additional breakdown of distribution categories as follows:
  - (i) Bulk Sales
  - (ii) Distributed in Public by Hand (person)
  - (iii) Distribution for Public Pick-up By Arrangement
  - (iv) Distribution for Public Pick-up - Other
  - (v) Distribution through Airlines, Airline Premises and Accommodation
  - (vi) Distribution through Advertisers/Client
  - (vii) Distribution through Education facilities
  - (viii) Distribution through Exhibitions, Seminars or Conferences
  - (ix) Distribution at Sporting or Other Events
  - (x) Other distribution outlets.
- (d) The categories are supported by the following definitions to ensure consistency of application during the reporting process.

**Bulk Sales** are the sales of more than two copies of a Product at a price and in quantity.

**Public by Hand Distribution** is the distribution of a Product, which takes place in a public location by a person.

**Public Pick-Up by Arrangement Distribution** is the distribution of a Product under an arrangement by or with the Media Member who holds registration of the Product and a third party, who has requested the Product to be placed on their premises for pick-up by the public.

**Public Pick-Up – Other Distribution** is the distribution of a Product by the Media Member or their agent for placement in a retail outlet, business or organisation or public location for pick-up by the public.

**Accommodation and Airline Distribution** is the distribution of a Product under an arrangement by or with the Media Member holding registration of the Product to;

- (a) a place which provides accommodation on a commercial basis to a person, and which is not that person's usual place of residence, for distribution to that person; or
- (b) an airline or its premises, operating within, or leaving from, Australia for distribution to that airline's passengers.

**Advertiser/Client Distribution** is the distribution of a Product to a company or organisation that places advertising in an audited Issue of a Product, published in the Reporting Period.

**Education Distribution** is the distribution of a Product under an arrangement by or with the Media Member who holds its registration for distribution at a learning institution as defined by AMAA.



**Exhibition, Conference or Seminar Distribution** is the distribution of a Product under an arrangement by or with the Media Member who holds registration for the Product for distribution at a conference, exhibition or seminar.

**Sporting or Other Events Distribution** is the distribution of a Product under an arrangement by or with the Media Member who holds registration of the Product for distribution at a sporting or other event as defined by AMAA.

**Other Distribution Outlets** refers to any other outlet not mentioned above.

### 8.6.3 Evidence Required

The Media Member may be requested to provide records to support the claimed distribution. Please refer to the specific requirements for each distribution category as identified in rule **8.6.2 (c)** and general evidence requirements listed in rule **8.6.4**.

#### (1) Bulk Sales

*Objective: To ensure there is proof of copies of the Product sold in bulk and delivered as instructed.*

The Media Member who holds registration for a Product will need to retain and may be required to make available for audit the necessary records required to support the bulk sales claim for a Product, which may include:

- Issue by Issue details of the number of copies of the Product purchased by each purchaser.
- An order, contract or record of sale transaction from the purchaser stating;
  - Name of Product
  - Number of copies purchased
  - Price per copy
  - Issues of the Product purchased
  - Method of distribution and price.
- An invoice to the purchaser giving the same information as the order or contract noted above.
- Evidence of distribution of each Issue of the Product claimed and could include:
  - A delivery note signed by the purchaser confirming receipt or, if you distribute copies on behalf of the purchaser then third-party evidence of distribution;
  - Couriers dockets or invoices, or other distribution methods;
  - For copies of the Product distributed through the normal wholesaler/retailer supply chain, the same evidence as for newstrade sales.
- Financial records to prove the Media Member has been paid for the copies of the Product claimed.

The Media Member can report the number of distribution points that copies of the Product were distributed to on the Audit Report.

*Example: This category includes copies sold for a fixed price or firm sale with no return copies policy.*

## **(2) Distributed in Public by Hand (person)**

*Objective: To ensure that there is proof of regular receipt of bulk copies at each final distribution point and evidence of the quantity picked up from those points.*

- A distribution point is a delivery address of a bulk distribution (i.e. more than one copy to a single address) and must be the point at which copies are handed to, or left for pick-up by the final individual recipient.

The Media Member will need to retain and may be required to make available for audit the following records to support the number of copies of a Product distributed in public by hand including:

- Distribution records for each issue of the Product noting the distribution points, number of personnel utilised in the distribution, number of copies delivered and where captured, the number of copies returned.
- The Media Member may elect to maintain signed and dated receipt documents/couriers delivery notes, on an every issue basis, for all distribution points claimed.
- Uncollected or damaged copies may be accounted for and should be reconcilable with the distribution records on an Issue by Issue basis.
- Where there are no copies left for return, this must be recorded and signed for as zero returns.

The Auditor may request to review the distribution process and examine the controls which provide issue by issue details of the number of total copies and net copies distributed (or picked up). This could require details of the number of damaged copies removed from circulation and undistributed copies to be accounted for.

The Media Member can report the number of distribution points that copies of the Product were distributed to on the Audit Report.

*Example: This category includes publications that employ personnel to stand in public locations and hand deliver copies. Locations can include railway stations and concourses, tram and bus terminals.*

## **(3) Distribution for Public Pick-up By Arrangement**

*Objective: To ensure that there is proof of regular receipt of bulk copies at each final distribution point.*

- A distribution point is a delivery address of a bulk distribution (i.e. more than one copy to a single address) and must be the point at which copies are left for pick-up by the final individual recipient.

The Media Member will need to retain and may be required to make available for audit the necessary records required to support the claim of the number of copies distributed for public pick-up by arrangement and which may include;

- Request documents for bulk copy deliveries to be claimed during the audit period must be retained
- The request must be less than three years old at the date of distribution of the issue for which it is claimed
- Distribution records for each issue noting the number of distribution points, number of copies delivered and number of copies returned (where applicable).
- Details of the names and addresses of distribution points, including retail outlets, cafes, music stores, clubs or restaurants, or companies etc. to whom copies in bulk have been mailed or delivered against written orders, supported by letters, requisitions, etc.

The Media Member can report the number of distribution points that copies of the Product were distributed to on the Audit Report.

*Example: This category includes distribution for Products that have an arrangement with a distribution point to receive copies of the Product and for these copies to be made available for public pick-up. The Media Member can report the average number of distribution points.*

*Distribution point examples include: retail outlets of any type including but not limited to cafes, shops, music stores, hotels, clubs and restaurants.*

#### **(4) Distribution for Public Pick-up - Other**

*Objective: To ensure that there is proof of regular distribution of bulk copies to each final distribution point.*

- A distribution point is a delivery address of a bulk distribution (i.e. more than one copy to a single address) and must be the point at which copies are left for pick-up by the final individual recipient.

The Media Member will need to retain and may be required to make available for audit the necessary records required to support the number of copies distributed for public pick-up for each issue of the Product and which may include:

- The number of distribution points,
- The number of copies delivered; and
- The number of copies returned (if applicable).
- Details of the names and addresses of distribution points including; retail outlets, cafes, music stores, clubs or restaurants or companies etc. to whom copies in bulk have been mailed or delivered.

The Media Member can report the number of distribution points that copies of the Product were distributed to on the Audit Report.

*Example: This category reports distribution for Products to identified distribution points for members of the public to pick-up. Publications that utilise this style of distribution include music, lifestyle, health, travel, what's on guides that may be classified as 'street press'.*

*Distribution point examples include: retail outlets of any type including but not limited to cafes, shops, music stores, hotels, clubs and restaurants.*

#### **(5) Distribution through Airlines, Airline Premises and Accommodation**

*Objective: To ensure that there is proof of distribution of bulk copies to locations including airline premises and accommodation premises for distribution directly to individuals or to distribution points.*

- A distribution point is a delivery address of a bulk distribution (i.e. more than one copy to a single address) and must be the point at which copies of the Product are left for pick-up by the final individual recipient.

The Media Member will need to retain and may be required to make available for audit the necessary records required to support the number of copies distributed for public pick-up for each issue of the Product and which may include:

- The number of distribution points, including places which provide accommodation on a commercial basis to a person, an airline or its premises, operating within, or leaving from, Australia for distribution to that airline's passengers.
- The number of copies delivered; and
- The number of copies returned (if applicable).
- Details of the names and addresses of each distribution location.

The Media Member can report the number of distribution points that copies of the Product were distributed to on the Audit Report.

*Distribution point examples for this category include: hotels, motels and accommodation locations, airline premises, airport terminals or distribution locations for dispatch to passengers.*

*Example: This category includes Products such as in-flight magazines and travel and tourism Products with distribution through airlines and airline premises as well as hotels, motels, backpackers and other accommodation locations.*

## **(6) Distribution through Advertisers/Client**

*Objective: To ensure that there is proof of distribution of bulk copies to advertisers/clients with an advertisement in the Issue of distribution.*

The Media Member will need to retain and may be required to make available for audit the necessary records required to support the number of copies of a Product distributed to advertisers/clients in each relevant issues for each Issue and which may include:

- The number of copies delivered; and
- The number of copies returned (if applicable).
- An electronic/digital record of the issue where the advertisement that appeared in the issue where distribution was made may be requested
- A complete list showing the names and addresses of each advertiser or client to whom copies in bulk have been mailed or delivered.

## **(7) Distribution through Education facilities**

*Objective: To ensure that there is proof of distribution of bulk copies to locations including schools, universities, tafes and other education facilities for distribution directly to individuals or to distribution points for public pick up.*

- A distribution point is a delivery address of a bulk distribution (i.e. more than one copy to a single address) and must be the point at which copies are left for pick-up by the final individual recipient.

The Media Member will need to retain and may be required to make available for audit the necessary records required to support the number of copies distributed either for public pick-up or for re-distribution for each issue and which may include:

- The number of distribution points,
- The number of copies delivered; and
- The number of copies returned (if applicable).
- Details of the names and addresses of each education facility to which copies have been delivered.

The Media Member can report the number of distribution points that copies of the Product were distributed to on the Audit Report.

## **(8) Distribution through Exhibitions, Seminars or Conferences**

*Objective: To ensure that there is proof of distribution of bulk copies to exhibition, seminar and conference venues for further redistribution.*

The Media Member will need to retain and may be required to make available for audit the necessary records required to support the number of copies of a Product distributed through exhibitions, seminars or conferences for each Issue and which may include:

- The details of each exhibition, seminar or conference where copies are to be distributed
- Evidence may include documentation of any arrangement of the stand at the exhibition or arrangement to distribute, or a picture of the copies on display
- The number of copies delivered; and
- The number of copies returned (if applicable).
- The number of copies abandoned or destroyed (if applicable)
- Details of the names, dates, address and duration of the exhibition, conference or seminar.

*Example: This category include copies distributed through and at exhibitions, conferences and events, either directly through inclusion in delegate bags or through a stand taken by the Product, or copies handed out directly by Product representatives.*

## **(9) Distribution at Sporting or Other Events**

*Objective: To ensure that there is proof of receipt of bulk copies at each sporting or other event (such as markets, theatre and dramatic performance) or final distribution point.*

- A distribution point is a delivery address of a bulk distribution (i.e. more than one copy to a single address) and must be the point at which copies are left for pick-up by the final individual recipient.

The Media Member will need to retain and may be required to make available for audit the necessary records required to support the number of copies distributed through sporting or other events for each Issue and which may include:

- The details of each sporting or other event where copies are to be distributed
- Evidence may include documentation of any arrangement at the sporting event or arrangement to distribute, or a picture of the copies on display
- The number of copies delivered; and
- The number of copies returned (if applicable).
- The number of copies abandoned or destroyed (if applicable)
- Details of the names, dates, address and duration of the event.

The Media Member can report the number of distribution points that copies of the Product were distributed to on the Audit Report.

## **(10) Other distribution outlets**

*Objective: To ensure that there is proof of distribution of bulk copies to each final distribution point.*

- A distribution point is a delivery address of a bulk distribution (i.e. more than one copy to a single address) and must be the point at which copies are left for pick-up by the final individual recipient.

Media Members may elect to report bulk distribution in this category if desired.

The Media Member will need to retain and may be required to make available for audit all records required to support the number of copies of their Product distributed in any other way, including:

- The number of distribution points,
- The number of copies delivered; and
- The number of copies returned (if applicable).
- A complete list showing the names and addresses of each distribution location to whom copies in bulk have been mailed or delivered.

The Media Member can report the number of distribution points that copies of the Product were distributed to on the Audit Report.

### **8.6.4 General Evidence Requirements**

The Media Member may be required to retain and make available for audit the following records to support distribution undertaken by distributors:

- (a) A full list maintained either by the Media Member or the distribution contractor of all distributors involved in the delivery of each Issue of the Product. The list must be retained complete and available for audit/inspection. The list of distributors must include contact details of each distributor used.
- (b) Dispatch records (confirming distributor records and print figures). Details of the distribution dates and distributor records for each Issue of the Product must be maintained.
- (c) Distributor's pay records. Payments to distributors must be supported by adequate financial records to support the claimed distribution. Full details for individual and total payments made to distributors may be requested and must be available and supported by financial records, e.g. bought ledger books and bank statements. These records must be retained complete and available for audit/inspection either by the Media Member or the distribution contractor. The Auditor may request proof that the distributor has been paid and may need access to financial records, accounts, bank statements and credit notes.

## 9. VERIFIED RECIPIENT REPORTING

### 9.1 Introduction

This category represents the requirements associated with the reporting of copies that are individually requested and delivered to those individuals' addresses. Individually requested copies will be analysed from a selected Issue nominated by the Auditor in the Reporting Period.

### 9.2 Definition

- (a) To be claimed under this category:
- (i) there must be a personal request of the Product by an Individual;
  - (ii) or a copy of the Product Sold to Individuals in accordance with **rule 8.3**;
  - (iii) the request can be received by the Media Member in writing, via the telephone or the internet.
  - (iv) the request must be less than three years old at the date of distribution of the Issue of the Product for which that addressee is claimed as a Requested Recipient (or less if stated on the request documentation).
  - (v) the Media Member must provide proof of delivery.
- (b) The reporting of Verified Recipients is supported by the following definitions to ensure consistency of application during the reporting process.

**Individual** is either a named Recipient or the holder of a named position/job title or both.

**Recipient** is an Individual who receives a copy of a Product.

**Personally Requested or Purchased** is a category of distribution which combines copies of a Product distributed to Requested Recipients and copies sold.

**Request** is an opt-in or response by an Individual, company or organisation to an offer to receive a Product.

**Requested Recipient** is an Individual who has made a Request and receives a copy of a Product.

**Sale** is a sale of the Product:

- (a) through retailers, wholesale distributors, sellers and other regular channels of distribution or sale who pay a Wholesale Price for the Product; or
- (b) directly to an Individual.

**Third-Party Managed Databases** are databases which contain opt-in recipient details provided by a third-party company such as an association, subscription or mailing house, as defined by AMAA.

**Verified Recipient** is a Recipient which has been verified in accordance with these Standards.

### 9.3 Reporting

- (a) Media Members who hold AMAA registration in respect of:
- (i) Business and Professional Publications;
  - (ii) Specialty Publications; and
  - (iii) Community Language Publications,
- for the above publications to apply with **80% or greater of Average Net Print Distribution** reported as 'Mailed to Individuals less Return Copies' will be required to report the number of Verified Recipients included in the audited Average Net Print Distribution.
- (b) Verified Recipient Audits will:
- (i) report distribution to Individuals who have indicated by action, or requested to receive, the Product; and
  - (ii) will be reported with a total and a breakdown of Personally Requested and Third-Party Opt-in Managed Databases.

- (c) To qualify, the Verified Recipient request must be no older than three years, including new and renewal records. Auditable documentary evidence of each Request, renewal or record alteration must be made available, that includes but is not limited to;
  - (i) Written Requests
  - (ii) Email or Web Requests
  - (iii) Telephone Requests
  - (iv) Sales Reports.
- (d) Where an Applicant not to collect Verified Recipient data for a Product, an appropriate notation will be made on the audited Publisher's Statement for that Product and on any Summary of Data or other release of audited data by AMAA, as determined by the Board of Directors.
- (e) Additional Optional Reporting. Media Members can request an additional breakdown of copies Personally Requested to detail:
  - (i) Copies Sold; and
  - (ii) Copies Requested.

#### 9.4 Evidence Required

- (i) All request documents for every copy to be claimed during the audit period must be retained:
  - (i) For written requests this means all request forms, letters or other documents including change of address notification and inquiry documents;
  - (ii) For telephone requests this means all recordings (if taken) or the electronic/ hardcopy record of the request;
  - (iii) For internet/email requests this means documents/data files;
- (ii) A complete list of names for those individually requested copies delivered for each Issue must be retained and have been mailed or delivered against written orders, supported by letters, requisitions, etc.
- (iii) Where the request from a Recipient is for a single Issue of the Product, the Media Member must retain request documentation for each Issue to be verified during the audit.
- (iv) The Media Member should present a breakdown by Issue of the number of Requested Recipients by reporting type – ie Personally Requested Copies and Copies provided through Third-Party Managed Databases.
- (v) Written requests – requirements
  - (i) The request form must be dated by the addressee.
  - (ii) The document must clearly indicate which Product is being requested.
  - (iii) If the request form is for more than one Product there must be a separate indication of Request for each Product.
  - (iv) Requests can include change of address notification
- (vi) Telecommunication requests – Evidence of telecommunication requests may include;
  - (i) Telecommunications such as outbound and inbound telephone calls, internet, email and fax messages may be used in support of individually requested circulation.
  - (ii) The name and telephone number of the addressee must be collected and recorded.
  - (iii) Outbound calls - must be signed and dated by the interviewer and the phone number called, recorded.
  - (iv) Inbound calls - must be signed and dated by the receiver.
  - (v) Requests for more than one Title in a single phone call are allowed provided the script ensures that the titles have been asked about individually.
  - (vi) Facsimile (fax) requests are treated in the same way as written requests so the PIQ is not required. AMAA recommends that fax requests are photocopied or a plain paper fax is used to avoid the information fading.
  - (vii) Internet/email request documentation/files must capture request data. The email address must be collected and recorded instead of the telephone number.

- (vii) Third Party Managed Database providers - requirements
  - (i) Contract or arrangement with provider detailing recipient types, supply details noting number of contacts per issue.
  - (ii) Where applicable; information detailing compilation of list and request from individuals.
- (viii) Sales of copies per Issue as determined in Section 8.3 – Retail, Newstrade and Single Copy Sales and reported on an every Issue basis.



## 10. MULTIPLE AREA PRODUCTS FOR COMMUNITY NEWSPAPERS

### 10.1 Introduction

This section outlines the requirements associated with the reporting of Multiple Area Products (MAP) for **Community Newspapers**. **Only Community Newspaper Products can qualify for MAP reporting.**

Community Newspapers that elect to be reported as a Multiple Area Product must maintain separate membership for each Community Newspaper Product and must complete the relevant application form and submit copies of the editions to AMAA for approval by the Chief Executive Officer or Board of Directors.

There will be **no additional membership fee** charged for the **Multiple Area Product** listing.

### 10.2 Definitions

**Multiple Area Product** is a Product which is made up of two or more Community Newspapers that:

- (a) share a common border or territory of distribution; or
- (b) share a similar masthead.

**Masthead** is the name in a consistent insignia format as displayed on the front of the Product.

### 10.3 Multiple Area Products

Community Newspapers as defined in rule 2.3 can be reported as a Multiple Area Product, when:

- (a) a Multiple Area Product application form has been completed;
- (b) the Community Newspapers share a common Publisher;
- (c) at least one of the following are met:
  - (i) the Community Newspapers share a common border or territory of distribution; or
  - (ii) the Community Newspapers share a similar masthead
- (c) the nominated Community Newspapers have the same number of Issues in a Reporting Period,
- (d) copies of the Community Newspapers have been submitted to and obtained the approval of the Chief Executive Officer.

In addition;

- (e) Each Community Newspaper must maintain separate AMAA Registration.

### 10.4 Reporting in the AMAA's Summary of Data Portal

Multiple Area Products will be indicated with a symbol on the Audit Certificate and Summary of Data (or other release issued by AMAA) identifying the audited distribution for each Community Newspaper.

## 11. PUBLICITY

11.1. In addition to the below, Media Members must also refer to the Regulations for the general Publicity rules applicable to all members of AMAA.

### 11.2. Positioning of CAB and Non-CAB Data

- (a) All published data must be sourced and presented in such a way that it is clear which information has and which has not been certified by AMAA.
- (b) A Member must not position the CAB Logo or AMAA advertisements in such a way as to imply an association of non-CAB data with the CAB or AMAA.

### 11.3. Use of the Word 'Readership'

The term 'readership' or 'reader' may not be used in conjunction with data relating to the distribution of a Product.

### 11.4. Member Not to Alter or Publish an Advertisement Without Authorisation

A Member must not alter an AMAA advertisement, nor publish an advertisement which purports to be from or authorised by AMAA, unless AMAA has given written authorisation to that Member.

### 11.5. Statements or Claims Relating to Data Certified by AMAA

- (a) Statements or claims relating to data certified by or attributed to AMAA must be factually correct.
- (b) Statements or claims must quote the Average Net Print Distribution and the Reporting Period relating to the data.
- (c) Statements or claims relating to distribution data certified by or attributed to AMAA or CAB must be approved by AMAA.
- (d) Members may not aggregate data audited under separate Standards or audit services unless approved by the Board of Directors.
- (e) Non-CAB data must be sourced as a 'Media Member's claim' or other appropriate source and must not be sourced to CAB or AMAA.

*Example 1:*

*Print Distribution data must not be aggregated with Exhibition Attendance data.*

*Example 2:*

*Publishers can make a claim associated with the distribution of their Product provided it is approved by AMAA, factually correct and not misleading.*

*For example, two Products complete an audit and the following Average Net Print Distribution (ANPD) is reported:*

*"Specialty Product A – Oct-Mar 2009 – 'ANPD' of 10,000"*

*"Specialty Product B – Oct-Mar 2009 – 'ANPD' of 9,000"*

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

*"Specialty Product A Oct-Mar 2009 = 10,000 – 'We have a higher AMAA verified distribution than Specialty Product B'."*

### 11.6. Requirements for Statements of Comparison of CAB Data

If a Member makes any statement involving a comparison of AMAA data for Products with different publishing frequencies, the comparison must include their respective frequencies.



## 12. GLOSSARY

### 12.1 DEFINITIONS APPLYING IN THESE STANDARDS

The following definitions apply in these Standards unless the context otherwise requires:

**Accommodation and Airline Distribution** is the distribution of a Product under an arrangement by or with the Media Member in respect of the Product to:

- (a) a place which provides accommodation on a commercial basis to a person, and which is not that person's usual place of residence, for distribution to that person; or
- (b) an airline or its premises, operating within, or leaving from, Australia for distribution to that airline's passengers.

**Advertiser/Client Distribution** is the distribution of a Product to a company or organisation that places advertising in an audited Issue of a Product, published in the Reporting Period.

**AMAA** means Audited Media Association of Australia.

**Applicant** is the publisher or issuer of a Product whose membership and registration of a Product is under consideration by the Board of Directors and who has yet to complete an Initial Audit.

**Audit** for the purposes of these Standards are an audit of the distribution of a Product which is carried out in accordance with these Standards and the Regulations of AMAA.

**Audit Periods** are the Reporting Periods which apply to Products submitting distribution data to audit and which may be varied from time to time by the Board.

**Auditor** is an independent Auditor who:

- (a) may or may not be an AMAA Auditor;
- (b) satisfies the requirements of the Regulations; and
- (c) has been approved by the Board of Directors under the Regulations to carry out Audits.

**Average Net Print Distribution** or **ANPD** is the average distribution of all issues for a Product published within a specific Reporting Period. This excludes issues omitted under **Sections 5** – Exclusions and is net of Voucher Copies, On Hand Copies and Unaccounted For Copies.

**Average Total Distribution** is Average Net Print Distribution PLUS Average Digital Distribution.

**Bulk Distribution** is the distribution of more than two copies of an Issue of a Product.

**Bulk Sales** are the sales of more than two copies of a Product at a price and in quantity.

**Board of Directors or Board** means all or some of the Directors of AMAA acting as a Board.

**Business and Professional Publication** is a Product written for and/or distributed to a business or professional audience, as determined by AMAA.

**CAB** is a brand of AMAA.

**CAB Audit Report is a report submitted online by a Media Member and verified by an Auditor:**

- (a) in respect of the distribution of a Member's Product;
- (b) in the form stipulated from time to time by the Board of Directors; and
- (c) which is prepared as required and in accordance with the Regulations of AMAA and CAB Print Standards.

**CAB Logo** is any official logo or insignia issued by AMAA.

**CAB Publisher's Statement** is a statement by a Media Member:

- (a) in respect of the distribution of a Product;
- (b) in the form approved by the Board; and
- (c) prepared as required by the Regulations and these Standards, but which is not audited by an Auditor.

**Community Language Newspaper** is a Product which is:

- (a) a newspaper;
  - (b) distributed to an audience that shares a cultural identity; and
  - (c) written in a language other than English,
- as determined by AMAA.

**Community Language Publication**, is a Product which:

- (a) is distributed to an audience that shares a cultural identity;
  - (b) is written in a language other than English; and
  - (c) is not a newspaper,
- as determined by AMAA.

**Community Newspaper, including Multiple Area Products** is a Product which:

- (a) is a newspaper;
  - (b) is published at least monthly;
  - (c) is predominantly distributed within a defined geographic boundary; and
  - (d) contains community news.
- as determined by AMAA.

**Cash Sale** is a Sale of a single copy of a Product at any price.

**Commercial** is the distribution of a Product to locations which are other than Residential, as defined by AMAA; for example shops, businesses, factories and hospitals.

**Company** means AMAA Limited.

**Constitution** means the Constitution of the Company as amended from time to time.

**Distribution Point** is the delivery location of the bulk distribution of a Title.

**Education Distribution** is the distribution of a Product under an arrangement by or with the Media Member of the Product for distribution at a learning institution as defined by AMAA.

**Exhibition, Conference or Seminar Distribution** is the distribution of a Product under an arrangement by or with the Media Member who holds registration for the Product for distribution at a conference, exhibition or seminar.

**Financial Year** is the period commencing on 1 July in any year and ending on 30 June in the following year.

**Individual** is either a named Recipient or the holder of a named position/job title or both.

**Initial Audit** is the first Audit of a Product.

**Issue** is an issue of a Publication which remains as the current Issue until superseded by the next Issue of that Publication.

**Late Fee** is a penalty fee determined from time to time by the Board of Directors and payable to AMAA by a Media Member.

**Masthead** is the name in a consistent insignia format as displayed on the front of the publication.

**Mailing House Service** is any business or operation as defined by AMAA that offers a mailing service, engaged by the Media Member to mail the Product.

**Media Organisation Member** is a Full Member of AMAA who has been admitted in respect of a Product registered with AMAA in accordance with the Regulations.

**Media Member** means Media Organisation Member

**Member** is a member of AMAA who has been admitted in accordance with the **Regulations 2.4.1-2.4.13** and the Constitution.

**Membership** means membership of AMAA.

**Multi-Residential Locations Distribution** is the distribution of a Product to a location which contains more than one residence, as defined by AMAA; for example apartments or units.

**Multiple Area Title** is a Publication which has one or more Regional or Geographical Editions that:

- (a) may contain different advertising content as booked or directed by an advertiser/s; and
- (b) may contain different editorial.

**On Hand Copies** are verifiable copies of a Product which are not distributed.

**Personally Requested** is a category of distribution which are copies distributed to Requested Recipients.

**Product** for the purposes of these Standards, unless otherwise indicated, means a Community Newspaper including Multiple Area Products, Community Language Newspaper, Community Language Publication, Specialty Publication, or Business and Professional Publication registered with AMAA by a Media Member.

**Publication** is a newspaper or magazine as defined by its Masthead.

**Public by Hand Distribution** is the distribution of a Product which takes place in a public location by a person.

**Public Pick-Up by Arrangement Distribution** is the distribution of a Product under an arrangement by or with the Media Member who holds AMAA registration of the Product and a third party, who has requested the Product to be placed on their premises for pick-up by the public.

**Public Pick-Up – Other Distribution** is the distribution of a Product by the Media Member or their agent for placement in a retail outlet, business or organisation or public location for pick-up by the public.

**Publisher's Statement** is a Statement that is prepared by a Publisher as in **rule 4.2** and **6.2** and as required by the Regulations and these Standards, but which is not audited by an Auditor.

**Recipient** is an Individual who receives a copy of a Product.

**Regional or Geographical Edition** is an edition of a Product that carries the same masthead as the Title and that Product includes a reference to the geographical region served.

**Regulations** are the Regulations of AMAA as amended from time to time by the Board of Directors.

**Reporting Period** is an audit period or statement period as applicable and as defined in these Standards.

**Standards** are this document which lists the rules and requirements applying to the audit or submission of distribution data for a Product registered with AMAA.

**Reporting Statement** is CAB Audit Report or CAB Publisher's Statement.

**Request** is an opt-in or a response by an Individual, company or organisation to an offer to receive a Product.

**Requested for Redistribution to Individuals** is the distribution of a Product under an arrangement by or with the Media Member who holds registration of the Product with AMAA or a third party who has requested the Product in order to redistribute it to Individuals.

**Requested Recipient** is an individual who has made a Request and receives a copy of a Product.

**Residential Distribution** is the distribution of a Product to a place of residence, as defined by AMAA.

**Retailer** is a person, shop or business that sells a Product to the public.

**Return Copies** are copies of a Product which are:

- (a) copies returned by Australia Post, or their agent to the Media Member or their agent as undeliverable;
- (b) copies returned to the Media Member by a Mailing House as undeliverable;
- (c) undeliverable for any other reason;
- (d) unsold copies returned to the Media Member of the Product;
- (e) unsold copies destroyed after the provision of documentation to the Media Member substantiating the number of unsold copies destroyed; or
- (f) unsold for any other reason.

**Sale** is a sale of the Product:

- (a) through retailers, wholesale distributors, sellers and other regular channels of distribution or sale who pay a Wholesale Price for the Product; or
- (b) directly to an Individual.

**Seller** is a person who is selling the Product.

**Specialty Publication** is a Product written for and/or distributed to a special interest group as defined by AMAA.

**Sporting or Other Events Distribution** is the distribution of a Product under an arrangement by or with the Media Member who holds AMAA registration for the Product for distribution at a sporting or other event as defined by AMAA.

**Statement Periods** are the Reporting Periods which apply to Publisher's Statements as stipulated in these Standards.

**Summary of Data** is a summary of distribution data prepared and distributed by AMAA to Members in accordance with the Regulations.

**Supplement** is a supplement to a Summary of Data or distribution data released by AMAA.

**Third-Party Managed Databases** are databases which contain opt-in recipient details provided by a third-party company such as an association, subscription or mailing house, as defined by AMAA.

**Unaccounted For Copies** are copies of a Product whose distribution cannot be verified.

**Verified Recipient** is a Recipient which has been verified in accordance with these Standards.

**Verified Recipient Audit** is an Audit of the Verified Recipients of a Product.

**Voucher Copies** are copies of a Product used as proof of publication to advertisers, editorial suppliers or similar.

**Wholesaler** is someone who buys and sells in large amounts to shops and businesses as defined by AMAA.

**Wholesale Price** is a price for a Product charged by a Media Member to retailers, wholesale distributors, sellers and other regular channels of distribution or sale.