

Advantage: BPA Worldwide



CircDay LA October 5, 2006

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Leading the World in Media Auditing.



Rules Changes Passed January 06: Applying to Both B-to-B and Consumer

- ✓ “Digital” definition broadened/clarified
- ✓ Adds more flexibility for BPA members
 - Stand-alone digital products can be audited.
 - Words “replica of print version” clarified
 - Digital only products now referred to as:
Business = Digital publication
Consumer = Digital magazine



Rules Changes Passed January 06: Applying to Both B-to-B and Consumer

- ✓ Magazines available in both print and digital formats may be further classified as “versions” or “editions”.
- ✓ If it’s a digital version of existing print product:
 - Must include complete editorial of original publication, although not the same advertising, layout or pagination



Rules Changes Passed January 06: Applying to Both B-to-B and Consumer

- ✓ Membership Benefit (non-deductible) “Digital” format is Qualified
 - Must be disclosed to recipient
 - Recipient has opt-out option each delivery
- ✓ “Internet/Email” renamed “Electronic” to provide more flexibility.
- ✓ “Both Print & Digital” column removable if not applicable.



Rules Changes Passed January 06: Applying to Both B-to-B and Consumer

Non-Digital Rules Changes:

- ✓ Barter explicitly prohibited as paid transaction.
- ✓ Reporting of net or “pick up” rates on bulk distribution rejected.



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Rules Changes Passed January 06: Applying to B-to-B Only

- ✓ Communication Other than Request expanded to cross-media within companies
- ✓ Demographic date field required on audit files
- ✓ Non-qualified table returned to front page



B2B Rules Changes Passed May 06:

✓ Sponsored Circulation:

- Must be non-recourse transactions
- Agents cannot be sponsors
- Auditors must have access to accounting records to prove above



B2B Rules Changes Passed May 06:

✓ Policy Change

- Rotation

- ✓ New procedure matches electronic additions and removals
- ✓ All records receiving less than six months service are flagged
- ✓ Publisher must explain short service
- ✓ Shifts made to non-qualified non-continuous



Event Audits

- ✓ BPA earned the honor of becoming the first events auditor to be certified by Exhibition and Event Industry Audit Commission (EEIAC)
- ✓ BPA Partners with Business Strategies Group in Hong Kong
- ✓ Events Insights – BPA and Exhibit Surveys launch a partnership with co-branded product



Other new initiatives

- ✓ BPA launched an Agent Certification Program to provide systems certification for consumer magazine agents
- ✓ In development - Top-line analysis tool for consumer publications to increase the timeliness of reporting circulation
- ✓ NextGen – New web-based circulation statement filing system



Upcoming BPA University

- ✓ Streamlining Your Circulation Reporting and Auditing Process

Held simultaneously during Folio Show in New York, NY

October 23, 2006



Upcoming FREE Webinars

- ✓ Using the BPA Circulation Statement as a Selling Tool
October 11, 2006
- ✓ Qualification Form Pre-populating and Controlled Circulation Quality: Research, Facts and Fallacies
October 18, 2006
- ✓ Consumer Rules Update: Are You Prepared?
December 6, 2006
- ✓ Event Auditing
December, 2006





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