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Transition and Expansion:

AAM's Information Profile for your Media Footprint

November 6, 2014

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- New AAM leadership
- Qualified and Verified Circulation
- Digital Circulation Requirements
- Your AAM Information Profile
 - Circulation
 - Affiliated Publications
 - Cross-media Metrics



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New AAM Leadership

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Tom Drouillard
CEO, President and Managing
Director

- Ensuring effective and cost conscious member structure and operations
- Expand all media opportunities
- Timely board and committee level decision-making
- Developing the future of AAM



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Qualified & Verified Circulation

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Qualified & Verified



- Qualified Circulation
 - First appeared on September 2014 publisher's statements
 - Must meet specified parameters for inclusion
 - Includes:
 - ~ HD requested and targeted
 - ~ Education/University
 - ~ Employee copies
 - ~ Retail/business

***This is only a
label change.***

*No changes to the
requirements or audit
processes were made*

Qualified & Verified



- Verified Circulation
 - First appeared on September 2014 publisher's statements
 - Includes:
 - ~ Home delivery
 - Market coverage or saturation copies
 - ~ Public access
 - Apartment bulk delivery
 - Event distribution
 - Racks and other nonresidential distribution



Home Delivery Profile



Category	Requirements	Address known?
Paid	<ul style="list-style-type: none">• Payment of one cent, net of considerations.	Yes.
Qualified - Requested	<ul style="list-style-type: none">• Residential delivery• Opt-in• 12-week minimum term• Delivery addresses	Yes.
Qualified - Targeted	<ul style="list-style-type: none">• Residential delivery• Opt-out• Address specific route lists	Yes.
Verified	<ul style="list-style-type: none">• Residential delivery	No. Only general distribution area

Single Copy Profile



Category	Requirements
Paid	<ul style="list-style-type: none">• Payment of one cent, net of considerations
Qualified – Retail/Business	<ul style="list-style-type: none">• Non-residential delivery to retailers or other established business locations (hospitals, restaurants, etc.)• Request or agreement with retailer or business exists and available for audit• Distribution is recurring
Verified – Racks & Other Distribution	<ul style="list-style-type: none">• Non-residential delivery• Distribution locations

Summary



- Reporting model is paid, qualified and verified.
- Qualified is a new label to truly reflect need to meet specified parameters.
- Verified circulation provides an opportunity to include home delivery saturation and public access copies to your AAM information profile.



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Digital Circulation Requirements

Digital Circulation



Paid Circulation

OPTION #1: INCREMENTAL PRICING	Through Sept. 30, 2014	Change as of Oct. 1, 2014
<i>Print + digital bundle</i>	<ul style="list-style-type: none">• The print subscription is eligible as paid based on order and payment.• The digital editions are eligible as paid if a print-only subscription is offered and each digital is available for separately (a la carte concept).	None.
<i>All digital bundle</i>	<ul style="list-style-type: none">• One digital edition is eligible as paid based on order and payment.• Additional digital editions are eligible as paid if a print-only subscription is offered and each digital is available for separately (a la carte concept).	None.

Digital Circulation



Paid Circulation

OPTION #2: RECIPIENT USAGE	Requirements through Sept. 30, 2014	Change as of Oct. 1, 2014
<i>Print + digital bundle</i>	<ul style="list-style-type: none"> The print subscription is eligible as paid based on order and payment. Digital #1 – Claim month if accessed in month; Digital #2 – Claim week if accessed in week; Digital #3, etc. – Claim day if accessed on day. Subscriptions not promoted or implied as free. 	<ul style="list-style-type: none"> All digital editions are paid only on days actually accessed.
<i>All digital bundle</i>	<ul style="list-style-type: none"> One digital subscription (publisher choice) is eligible as paid based on order and payment. Digital #2 – Claim month if accessed in month; Digital #3 – Claim week if accessed in week; Digital #4, etc. – Claim day if accessed on day. Subscriptions not promoted or implied as free. 	<ul style="list-style-type: none"> Digital #2 and beyond are paid only on days actually accessed.

Digital Circulation



Qualified Circulation

SUBSCRIPTIONS	Requirements through Sept. 30, 2014	Change as of Oct. 1, 2014
<i>Any digital subscriptions presented to the consumer as free, no additional cost, no extra charge or other synonymous language.</i>	<ul style="list-style-type: none">• Claim whole month of circulation units if accessed at least once in the month	<ul style="list-style-type: none">• Claim only issues actually accessed.

Total Consumer Accounts



- November board review
 - Purpose of TCA metric
 - Is objective being met?
 - Retain, modify or eliminate?



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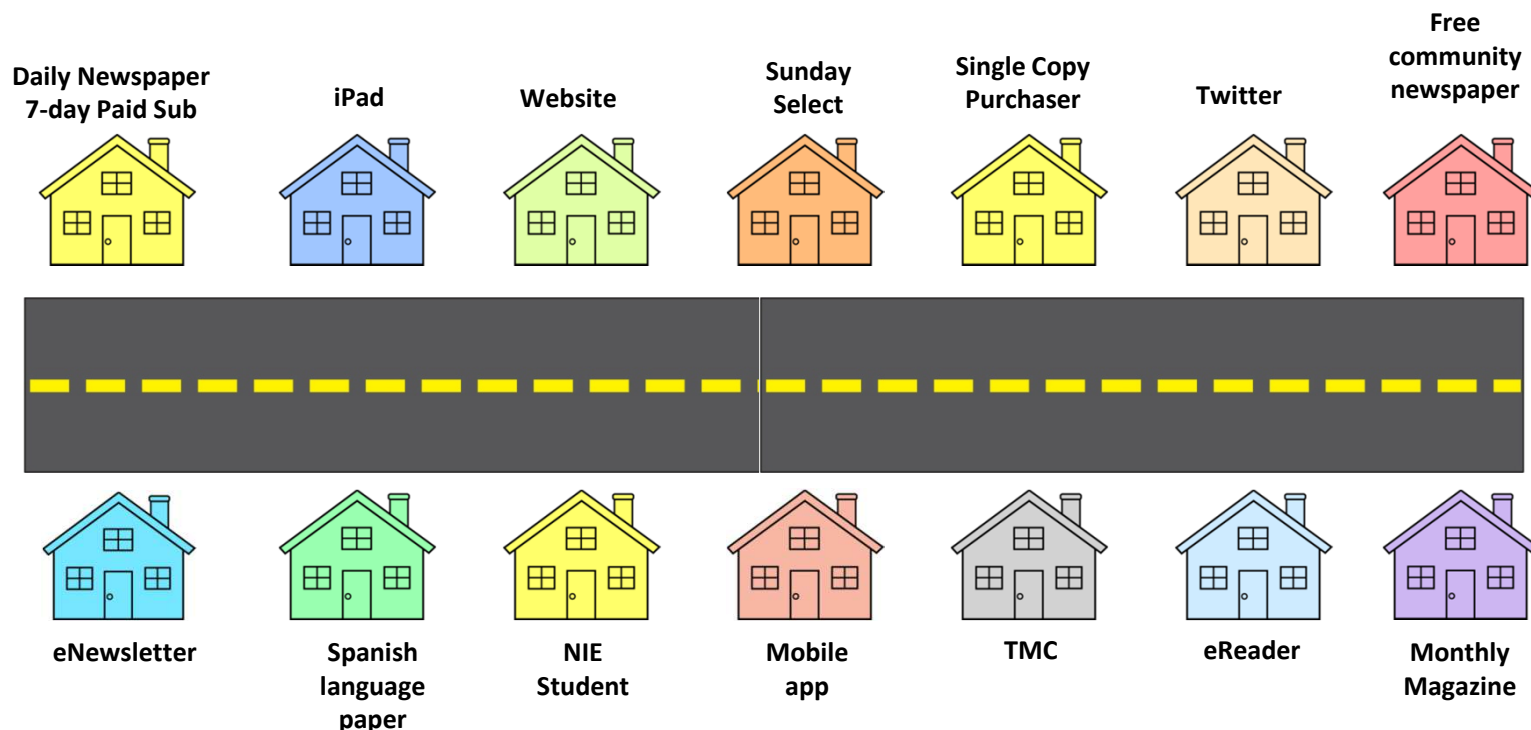
Your AAM Information Profile

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AAM Information Profile



- Objectives
 - Timely data into the marketplace
 - Show buyers your entire media footprint



- Circulation

DATA	DEC. 2014	NOTE
Circulation Averages	<ul style="list-style-type: none">• Quarterly submission• All U.S. newspapers – daily and weekly	<ul style="list-style-type: none">• Top-line summary for December 2014• Detail submissions as of March 2015 ending quarter
ZIP code analysis	<ul style="list-style-type: none">• Quarterly submission• One daily, one Sunday in quarter	For publishers with less than 25,000 average daily circ. and all weeklies, assistance will be available in submission tool with March 2015 quarter.

AAM Information Profile



- Add other publications to your AAM profile
 - Shown as “affiliated publications”
 - Effective October 1, 2014
 - May be any newspaper or periodical you publish with any frequency (monthly Spanish language, weekly TMC, etc.)
 - Included in the grand total average circulation
 - Unique subscriber metric for home delivered publications
- Branded editions re-labeled
 - Become affiliated publications
 - “Edition of” phrasing no longer required



AAM Information Profile



- Add cross-media metrics to your AAM profile
 - Readership
 - Website (i.e Unique browsers and page impressions)
 - Mobile Metrics (i.e. downloads)
 - Social Media (i.e. fans and followers)
 - E-Newsletters

*No effort will be made
un-duplicate metrics for
websites, readership,
social media, etc.*



AAM Information Profile



- Data Dissemination
 - Pull from AAM's online database: The Media Intelligence Center

December 2014	March 2015
<ul style="list-style-type: none">• Total average circulation shown when queried online.• Newspaper Analyzer tool provided for more in-depth analysis.• PDFs and Snapshot report eliminated	<ul style="list-style-type: none">• Standard report format and content in discussion<ul style="list-style-type: none">- Industry and member feedback- The future of AAM• Focus on complete and meaningful information services for our members.<ul style="list-style-type: none">- Full access by members to entire database and all analysis tools- Report generation capabilities – standard and custom.



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Q & A

Diane Szubrych
Sr. Manager, Publisher Relations
Alliance for Audited Media
ph: (224) 366 6585
e: diane.Szubrych@auditedmedia.com

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