



# 26-Week Audit Period Schedule - 2009 and 2010

Frequency of submitting Twenty-Six week Audit Reports or Publisher's Statements:

The periods: January to June, 2009, July to December 2009; January to June 2010; July to December 2010; or Twenty-Six weeks in each period of six months nearest the periods. All periods to include the start and finish dates as detailed below.

Magazines (not being Weekly Magazines) with an \*Average Issue Circulation of 25,000 copies or more must audit every six-month periods.

Publisher members publishing

- (a) Regional Daily Newspapers with an Average Issue Circulation less than 25,000 copies
- (b) Regional Sunday Newspapers with an Average Issue Circulation less than 25,000 copies
- (c) Country Press with an \*Average Issue Circulation of less than 25,000 copies,
- Newspaper Inserted magazines provided with the Newspapers nominated in (a), (b), or (c) or
- Any Magazine with an \*Average Issue Circulation less than 25,000 copies

The above publishers will audit at least one 26-week period Or twenty-six weeks in one period nearest either of the periods. However, a publisher member with an average issue circulation less than 25,000 may elect to provide audit reports every 13-weeks or audit each 26-week period.

\*Definition: Average Issue Circulation means Average Net Paid Sales for each Issue of a Publication in its primary country of circulation for a Reporting Period.

## January to June 2009

Mon - Sat	29.12.2008 to 27.06.2009 = 26 weeks
Mon - Fri	29.12.2008 to 26.06.2009 = 26 weeks
Saturday	03.01.2009 to 27.06.2009 = 26 weeks
Sunday	04.01.2009 to 28.06.2009 = 26 weeks

Deadline Lodgement Date: July 30, 2009  
Preliminary Release Date<sup>1</sup>: Tuesday, August 11, 2009  
Embargo to Friday August 14, 2009

## July to December 2009

Mon-Sat	29.06.2009 to 26.12.2009 = 26 weeks
Mon-Fri	29.06.2009 to 25.12.2009 = 26 weeks
Saturday	04.07.2009 to 26.12.2009 = 26 weeks
Sunday	05.07.2009 to 27.12.2009 = 26 weeks

Deadline Lodgement Date: February 1, 2010  
Preliminary Release Date<sup>1</sup>: Tuesday, February 9, 2010  
Embargo to Friday February 12, 2010

## January to June 2010

Mon - Sat	28.12.2009 to 26.06.2010 = 26 weeks
Mon - Fri	28.12.2009 to 25.06.2010 = 26 weeks
Saturday	02.01.2010 to 26.06.2010 = 26 weeks
Sunday	03.01.2010 to 27.06.2010 = 26 weeks

Deadline Lodgement Date: July 30, 2010  
Preliminary Release Date<sup>1</sup>: Tuesday August 10, 2010  
Embargo to Friday August 13, 2010

## July to December 2010

Mon-Sat	28.06.2010 to 25.12.2010 = 26 weeks
Mon-Fri	28.06.2010 to 24.12.2010 = 26 weeks
Saturday	03.07.2010 to 25.12.2010 = 26 weeks
Sunday	04.07.2010 to 26.12.2009 = 26 weeks

Deadline Lodgement Date: January 31, 2011  
Preliminary Release Date<sup>1</sup>: Tuesday February 8, 2011  
Embargo to Friday February 11, 2011

<sup>1</sup> Only subscribers who have signed the NDA will receive the Preliminary Release