



26-Week Audit Period Schedule - 2010 and 2011

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

The periods: January to June, 2010, July to December 2010; January to June 2011; July to December 2011; 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 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 Date¹: 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 Date¹: Tuesday February 8, 2011
 Embargo to Friday February 11, 2011

January to June 2011

Mon - Sat 27.12.2010 to 25.06.2011 = 26 weeks
 Mon - Fri 27.12.2010 to 24.06.2011 = 26 weeks
 Saturday 01.01.2011 to 25.06.2011 = 26 weeks
 Sunday 02.01.2011 to 26.06.2011 = 26 weeks

Deadline Lodgement Date: July 30, 2011
 Preliminary Release Date¹: to be advised
 Embargo to be advised

July to December 2011

Mon-Sat 27.06.2011 to 31.12.2011 = 27 weeks
 Mon-Fri 27.06.2011 to 30.12.2011 = 27 weeks
 Saturday 02.07.2011 to 31.12.2011 = 27 weeks
 Sunday 03.07.2011 to 01.01.2012 = 27 weeks

Deadline Lodgement Date: January 30, 2012
 Preliminary Release Date¹: to be advised
 Embargo to be advised

¹ Only subscribers who have signed the NDA will receive the Preliminary Release