



AUDIT BUREAU
OF CIRCULATIONS

AUDIT GUIDELINES

June 2008

Version 5

NOTES

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OVERVIEW

These Guidelines are intended to assist Auditors and Publishers to understand the Audit requirements in the Rules. It explains the purpose of an ABC Audit and offers a minimum set of guidelines for verifying Average Net Paid Sales. These Guidelines should be observed by the Publishers and Auditors when Audits are being carried out under the ABC Rules.

Publishers and Auditors are bound to comply with the Rules and Guidelines when carrying out an Audit.

The Auditor must conduct the audit in accordance with the rules and guidelines laid down by the Audit Bureau of Circulations. The procedures include re-performance of the calculations in the report and examination, on a test basis, of evidence supporting the figures stated in the report.

Rule 23.7 The Executive Committee from time to time may determine in writing Audit Guidelines to be observed by Auditors when carrying out Audits under these Rules and by Publisher Members when preparing Publisher's Statements required by **Part 6**.

Rule 23.9 An Auditor must: **Rule 23.9.1** carry out an Audit in accordance with these Rules and the Audit Guidelines; and **Rule 23.9.2** ensure that they use the latest version of these Rules and the Audit Guidelines when performing an Audit.

SCOPE OF THE ABC AUDIT

It is the duty of the Publisher to install, maintain and make available to ABC registered Auditors, true and correct records of circulation, capable of being audited in accordance with the Rules and Guidelines.

The purpose of an Audit is to provide an independent certification which will:

- Verify the Average Net Paid Sales and the optional reporting of Average Other Sales per issue of a Publication during the Reporting Period;
- Identify which of those sales were made in Australia, New Zealand and countries other than Australia and New Zealand; and
- For sales in Australia, identify the percentages of those sales, which fall into certain categories.

Rule 26.5.1 A Publisher Member must make available to an Auditor carrying out an Audit of that Publisher Member's Publication for the purposes of these Rules all records, documents, information and explanations which the Auditor considers necessary and reasonable to enable the Auditor to prepare an accurate Audit Report.

Rule 8.2.1 A Publisher Member's membership in respect of a Publication may be terminated at any time by the Executive Committee if the Publisher does not present to the Auditor the necessary records for the purposes of an Audit.

AUDIT REPORTS

The ABC forwards blank Audit Reports directly to the appointed Auditor.

Start Date The Start Date in respect to establishing a publication's Audit Period under rule 25.1 is determined by when an Issue first goes on sale under any of the circumstances listed in Gross Paid Sales, i.e:

Gross Paid Sales are copies of a Publication, which are:

- a. sold through retailers, wholesale distributors, sellers and other regular channels of distribution or sale who pay a Wholesale Price for the Publication;
- b. Cover Price Sales;
- c. Individual Subscription Sales;
- d. Accommodation and Airline Sales;
- e. Education Sales; or
- f. Multiple Publication Sales.

In the case where a Publication's Gross Paid Sales are predominantly Individual Subscription Sales, the Start Date will be determined as the date an Issue is first delivered (includes mailed) to subscribers.

Rule 25.1 **Audit Periods**

Each Issue of a Publication other than Magazines that are not Weekly Magazines, whose Start Date falls within the Audit Period, will be included in that Audit Period.

eg. All Issues of a Weekly Magazine whose Start Date falls between April 1 and June 30 will be audited in the April to June Audit Period. The Audit Periods may vary slightly as advised by the ABC.

Any Issue of a Magazine that is not a Weekly Magazine whose Start Date falls within 7 days (inclusive) of the end of an Audit Period will NOT be included in that Audit Period and will be included in the following Audit Period instead.

eg. An Issue of a monthly Magazine has a Start Date of June 27. The Audit period ends on June 30. This Issue will be included in the July 1 to December 31 Audit Period.

Rule 26.1 Audit Report must include Every Publishing Day. However under **Rule 26.1.3** Publisher Members publishing a Metropolitan Monday to Friday Daily Newspaper, Metropolitan Saturday Newspaper, Metropolitan Sunday Newspaper, Regional Daily Newspaper, Regional Sunday Newspaper, Country Press or Newspaper Inserted Magazine provided with a Newspaper nominated in **Rules 26.1.3(a) to (f)**, may elect to omit from an Audit Report for that newspaper or Newspaper Inserted Magazine those Issues published on:

- officially gazetted public holidays in the state or territory of publication; and

- other days nominated by the Executive Committee from time to time and advised to affected Members and in this respect the Executive Committee must nominate relevant days relating to Christmas, New Year and Easter holiday periods each year.

Rule 26.1.4 Publisher Members publishing a National Newspaper or a Newspaper Inserted Magazine provided with a National Newspaper may elect to omit from an Audit Report for that newspaper or Newspaper Inserted Magazine (as the case may be) those Issues published on:

- officially gazetted public holidays which are held on the same or different dates in the various states and territories of publication; and
- other days nominated by the Executive Committee from time to time and advised to affected Members and in this respect the Executive Committee must nominate relevant days relating to Christmas, New Year and Easter holiday periods each year.

Rule 26.1.7 Publisher Members publishing a: a) newspaper; or (b) Newspaper Inserted Magazine provided with a newspaper, may elect not to publish an Issue of the Publication on a regular Publishing Day which is either:

- (c) an officially gazetted public holiday in the state or territory (or all states and territories) in which the Publication is published;
- (d) a day nominated by the Executive Committee and advised to affected Members pursuant to **Rule 26.1.3(i)** or **Rule 26.1.4(b)**; or
- (e) a day which immediately precedes or immediately follows a day mentioned in **Rules 26.1.7(c) or (d)**,

and instead may:

- (f) publish a single Issue across a period which comprises only days referred to in **Rules 26.1.7 (c) to (e)** or any combination of them (**Occasion**); and
- (g) for the purposes of an Audit Report, elect to regard all sales of that single Issue made across the Occasion as being made on a day nominated by the Publisher Member and which falls in the Occasion,

but only in respect of :

- (h) for a National Newspaper or a Newspaper Inserted Magazine provided with a National Newspaper, not more than five Occasions each year; and
- (i) for any other newspaper or a Newspaper Inserted Magazine provided with that other newspaper, not more than four Occasions each year,

including any Occasion which the Publisher Member is entitled to select under **Rule 28.3.5**. Where a Publisher Member includes an Occasion (or more than one Occasion) in an Audit Period for a Publication, the Publisher Member must advise that fact to the ABC. In that case, the ABC must note in any relevant Circulation Summary covering the Audit Period that the number of Issues for that Publication for the Audit Period includes the relevant number of 'Bumper Issues'.

Rule 26.3 Sets out the frequency of submitting Audit Reports for the relevant publications.

Rule 26.6.2 A Publisher Member is solely responsible for the accuracy of an Audit Report in respect of that Member's Publication and the signing of an Audit Report by or on behalf of the Publisher Member in accordance with **Rule 26.6.1** will be deemed to be a representation to the ABC that the Publisher Member verifies the accuracy of the Audit Report.

Rule 26.8 Audit Report must be submitted by a Publisher Member to the ABC not more than thirty days after the end of the Reporting Period to which the Audit Report relates.

Rule 32.3 Circulation Summary May Show Lower Figure.
A Circulation Summary may show a figure for Average Net Paid Sales (as defined in **Schedule 3**) in respect of a Publication for a Reporting Period as less than the actual figure appearing in the relevant Circulation Statement and then followed by the symbol "+" if a request to that effect is submitted in writing to the ABC by the Publisher Member who publishes that Publication.

S3-2.0 Calculation of Average Net Paid Sales

SUMMARY OF CALCULATION OF AVERAGE NET PAID SALES (For Issues in the Reporting Period):

Notes: -The Calculation of Average Net Paid Sales figure does not include the following:

- I) Other Sales in a) Australia, b) New Zealand and c) Other Countries;
- II) a) Event Sales in Australia – more than 1% of the Total Adjusted Gross Paid Sales in Australia.
- III) Association Subscriptions, being members of an association who receive a publication by virtue of their membership in such association and whose subscriptions to the publication are paid for as part of their association subscription shall be designated Association subscribers.

S3-2.1.1 Total Gross Paid Sales: **Example**

Total Gross Paid Sales include the total number of copies as comprised from below:

a) Sold through retailers, wholesale distributors, sellers and other regular channels of distribution or sale who pay a Wholesale Price for the Publication;	70,000
b) Cover Price Sales;	60,000
c) Individual Subscription Sales;	50,000
d) Accommodation and Airline Sales;	4,000
e) Education Sales;	3,000
f) Multiple Publication Sales.	1,000
Total Gross Paid Sales:	188,000

S3-2.1.2 A) From Total Gross Paid Sales;

- i) Adjust for the number (if any) of copies comprising the difference between the estimated number of Return Copies of the previous Reporting Period and the actual number of Return Copies of the same Reporting Period. 1,234

Where this adjustment would result in a net reduction of sales in the current period, the adjustment must be made regardless of the number. Where the adjustment would result in an increase in the current period sales, the publisher may elect not to make the adjustment.

S3-2.1.2 B) Then, Deduct:

S3-1.0 i) Return Copies;	7,000
S3-1.0 ii) Contra Copies;	6,000
S3-1.0 iii) Out of Date Copies;	5,000
S3-1.0 iv) Banded Copies;	4,000
S3-1.0 v) Modified Domestic Copies;	3,000
S3-1.0 vi) Modified Overseas Copies.	2,000
Total Deductions:	28,234

S3-2.1.2 C) Results in **Total Adjusted Gross Paid Sales** (being Total Net Paid Sales),

159,766

D) Classify the Total Adjusted Gross Paid Sales (Total Net Paid Sales) into the following:	
a) Net Paid Sales in Australia;	126,766
b) Net Paid Sales in New Zealand;	30,000
c) Net Paid Sales in Other Countries.	3,000
E) Event Sales in Australia:	1,255
(Not more than 1% of the Total Adjusted Gross Paid Sales in Australia (Total Net Paid Sales in Australia), (in this case 0.99% of 126,766)	
S3-2.1.3 F) Total Net Paid Sales in Australia is added with the allowable Event Sales in Australia.	128,021
S3-2.1.4 G) Divide the total number of the Net Paid Sales in Australia added with the allowable Event Sales in Australia, by the number of Issues during the Reporting Period (in this case 6 issues) to obtain the number for Average Net Paid Sales in Australia.	21,337
S3-2.1.6 H) Divide the number of Net Paid Sales in New Zealand by the number of Issues during the Reporting Period to obtain the number for Average Net Paid Sales in New Zealand.	5,000
S3-2.1.6 I) Divide the number of Net Paid Sales in Other Countries by the number of Issues during the Reporting Period to obtain the number for Average Net Paid Sales in Other Countries.	500
S3-2.4 Circulation Statement may show separately Average Other Sales in Australia calculation from Rule S3-2.2.1 (The balance of any Event Sales more than 1% of the Total Adjusted Gross Paid Sales in Australia (Net Paid Sales in Australia) may under paragraph (c) of the definition for Other Sales, be included in the calculation for Average Other Sales)	3,922

Example included in Audit Report:

AVERAGE NET PAID SALES

a) AUSTRALIA	21,337
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The Average Net Paid Sales – Australia above includes:

b) Accommodation & Airline Sales	3.12%
c) Education Sales	2.34%
d) Multiple Publication Sales	0.78%
e) Event Sales	
– Not more than 1% of Total Adjusted Gross Paid Sales in Australia	0.99%

The Average Net Paid Sales - Australia figure does not include:

h) Average Other Sales – Australia	3,922
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ESTIMATES OF RETURN COPIES

For Issues published late in the Reporting Period, the Publisher may be required to provide estimates of Return Copies where the Return Copies from distributors have not been finalised. In these instances the Publisher will report to the Auditor the estimates of Return Copies separately, outlining how the estimates of Return Copies are calculated taking into particular account the historical sales-efficiency of corresponding Issues.

Circumstances arise when all Return Copies are not accounted for at the time of the Audit in which case estimates of Return Copies may be made for any incomplete Return Copies.

Note: Where this adjustment would result in a net reduction of sales in the current Reporting Period, the adjustment must be made regardless of the number. Where the adjustment would result in an increase in the current Reporting Period sales, the Publisher may elect not to make the adjustment. Please refer to page 6 – S3-2.1.2 (A)

The following may be of assistance in determining the estimated Return Copies:

1. Where the Publisher or Publisher's distributor has provided estimates for Return Copies not yet finalised, compare these to the actual Return Copies in the Audit Period and obtain explanations of any significant differences.
2. In the absence of Publisher's estimates or where the Publisher's estimates cannot be reasonably explained, the Auditor should use the per Issue average of confirmed actual Return Copies for the remaining Issues of the current Audit Period.

The following may be used as a guide in calculating estimated Return Copies:

Total Final Return Copies Jan to May	Monthly 5,833	Weekly 5,833
No. of Issues Jan to May	Monthly 5	Weekly 22
Average Return Copies per Issue Jan to May	1,167	265
Estimated Return Copies for June		
1 Issue	1,167	
4 Issues		1,060
Total Return Copies for Reporting Period Jan to Jun	7,000	6,893

DETAILS OF ITEMS INCLUDED IN THE CALCULATION OF AVERAGE NET PAID SALES:

S3-1.0 Gross Paid Sales are copies of a Publication which are:

S3-1.0 Sold through retailers, wholesale distributors, sellers and other regular channels of distribution or sale who pay a Wholesale Price for the Publication.

The following definitions are generally accepted by the Industry, as obtained from the Cambridge Dictionaries Online, being:

- Retailer; A person, shop or business that sells goods to the public;
- Wholesaler; Someone who buys and sells in large amounts to shops and businesses; and
- Seller; A person who is selling something.

Copies sold via this area 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. This could be performed by sighting copies of trading agreements or terms of trade.

The Auditor should obtain details of issues sold through retailers, wholesale distributors, sellers and other regular channels who pay a Wholesale Price to the Publisher for the Publication.

For Gross Paid Sales the Auditor should agree the sales quantity to the sale invoice. The sample selected for review will be determined by the Auditor's professional judgement.

S3-1.0 Cover Price Sale is a sale of a Publication by a Publisher Member at the Cover Price direct to the public.

S3-1.0 Individual Subscription Sale is a sale by way of a subscription for a term to a Publication which is offered to a person at the Advertised Price and accepted by that person at that price.

Regardless of the type of delivery address for an Individual Subscription Sale, sales will be counted as such and will not be categorised as any other type of sale such as Accommodation and Airline Sales or Education Sales. For example, if an executive working for an airline or a hotel subscribes to a publication and nominates the delivery address as their place of work, that this sale is to be categorised as an Individual Subscription Sale and not an Accommodation and Airline Sale. The same applies for a school teacher who subscribes to a publication and nominates their place of work as their delivery address Monday to Friday, and their home address on weekends.

S.3-1.0 Advertised Price is the price at which a subscription to a Publication is offered to either:

- a) the public, or a class of the public, generally;
- b) an organisation which:
 - (i) arranges for a single copy of the Publication to be distributed to named persons, or their named positions, in that organisation or any other organisation; and
 - (ii) allows the named persons, or the persons in those named positions, the choice to refuse the Publication; or
- c) a person as a member of an association in circumstances where:
 - (i) the price of the subscription is clearly, separately identified from the membership fee of the association; and
 - (ii) the member can refuse the subscription so as to result in the member not being required to pay the amount identified as the price of the subscription.

The Auditor should be satisfied that members are making a decision to opt in or out of this type of offer, and the offer is clearly communicated to that effect prior to the subscription commencing. A copy of the publisher agreement with the organisation and all member communication should be made available to the auditor.

Rule S3-4.1 Subscriptions, which are more than 4 months in arrears, may not be included in the Total Gross Paid Sales except in the case of Regional Dailies and Country Press and which may include subscriptions up to 6 months in arrears.

S3-1.0 Accommodation and Airline Sale

The Auditor should obtain the details of the arrangement by or with the publisher and commercial place of accommodation or an airline operating within, or leaving from, Australia for each issue published and sold in the Reporting Period.

S3-1.0 Education Sale

The Auditor should obtain the details of the arrangement by or with the Publisher and a learning institution for each issue published and sold in the Reporting Period.

S3-1.0 Multiple Publication Sale

The Auditor should obtain the details of the arrangement by or with the publisher of the Publication with another Publication as part of the same transaction (other than a Banded Copy).

S3-1.0 Event Sale

The Auditor should obtain the details of the arrangement by or with the Publisher as part of the cost of admission to an event for each issue published and sold in the Reporting Period.

Only current issues at the time of the event may be included as Event Sales.

S3-1.0 AVERAGE OTHER SALES are not included in Average Net Paid Sales but may be detailed separately on the Audit Report for Australia if elected **S3-2.4**.

Other Sales include:

- a) Association Subscription Sales;
- b) Dependent Transaction Sales; and
- c) Any sale of a Publication which is not otherwise a Net Paid Sale.

(Note: The balance of any Event Sales more than 1% of Total Adjusted Gross Paid Sales in Australia may be included in Other Sales as “any sales of a Publication which is not otherwise a Net Paid Sale”).

in Average Other Sales but excludes:

- a) Return Copies;
- b) Contra Copies;
- c) Out of date Copies;
- d) Banded Copies;
- e) Modified Domestic Copies; and
- f) Modified Overseas Copies.

S3-2.2 Calculation of Average Other Sales in Australia.
If a Publisher Member elects to show in a Circulation Statement the number for Average Other Sales in Australia pursuant to **Rule S3-2.4**, Average Other Sales in Australia must be calculated as follows:

S3-2.2.1 Divide the number of Other Sales in Australia by the number of Issues during the Reporting Period to obtain the number for Average Other Sales in Australia.

S3-2.4 A Circulation Statement may show the number for Average Other Sales in Australia separate from the number for Average Net Paid Sales in Australia.

S3-1.0**S3-6.0 DIGITAL VERSION SALES**

The following checklist is to be used as a guideline for auditing Sales of a Digital Versions of a Publication as defined in S3-6.1. For the sale to be eligible it must be purchased under the circumstances referred to in Schedule 3.

S3-6.1 The calculation of Average Net Paid Sales of Digital Versions is identical to Australian Average Net Paid Sales as determined in accordance with Schedule 3 of the ABC Rules. Please refer to pages 6-11 of these Audit Guidelines for further detail on the calculation.

Note: Only Australian Average Net Paid Sales and the four reporting categories can be reported for Digital Versions.

For further details refer to Appendix 1.

S3-5.0 NEWSPAPER INSERTED MAGAZINES:

S3-5.1 The calculation of the respective number for the average distribution of a Newspaper Inserted Magazine follows the same provision of the rules for Average Net Paid Sales and Average Other Sales in Australia and has a separate Circulation Statement headed Magazines Inserted At No Further Charge With A Host ABC Newspaper.

Appendix 1:

DIGITAL VERSION SALES VERIFICATION

The following checklist is to be used as a guideline for auditing Sales of a Digital Version of a print publication. For the sale to be eligible it must qualify as outlined in Schedule 3 of the ABC Rules.

IDENTIFYING A DIGITAL VERSION

A Digital Version is defined in Schedule 3 as:

‘**Digital Version** is a version of a print Publication accessible or distributable digitally.

A Digital Version must be a **Replica** of its print counterpart.

An email newsletter or website does not constitute a Digital Version.’

This definition allows publishers using Turn-Page Technology to participate in an ABC Digital Version Audit as long as the reader has access to the entire publication.

A key element of this definition is the notion of Replica. To define this the following criteria specifies the extent to which editorial and advertorial can be enhanced before a Digital Version loses its replica status.

Replica: A Digital Version is a Replica of a print Publication if:

- (a) The Digital Version has the same Basic Identity as an Edition of the audited Issue of the print Publication;
- (b) The Digital Version has the same Content as an Edition of the audited Issue of the print Publication;
- (c) The Digital Version includes all authorised ROP (Run of Paper/Book) advertisers, including classifieds, as are in an Edition of the audited Issue of the print Publication;
- (d) The same advertiser appears in both an Edition of the audited Issue of the print Publication and the Digital Version in the same position on the same pages;
- (e) The Digital Version is published on or about the distribution date of its print counterpart; and
- (f) The Digital Version carries a masthead incorporating the generic name of its print counterpart and is consistent with the general appearance of its print counterpart.

Notwithstanding (a) to (f) above:

- (g) The Content of an Edition of the audited Issue of the print Publication can be Enhanced in the Digital Version.
- (h) The Advertising of an Edition of the audited Issue of the print Publication can be Enhanced in the Digital Version.
- (i) The Content of an Edition of the audited Issue of the print Publication can be removed for reasons outside the publisher’s control on application to the ABC (for example, international publishing laws/legal issues) in the Digital Version.
- (j) The Content of an Edition of the audited Issue of the print Publication can be Updated in a subsequent Digital Version of that Edition.

Additional Definitions

The following additional definitions are necessary when applying the Replica criteria:

Basic Identity is the masthead, layout and pagination of an Edition of an audited Issue of a print Publication.

Content is editorial and/or advertorial information and material that appears in an Edition of an audited Issue of a print Publication.

Enhanced means enriched through digital enhancements for use in a Digital Version.

Updated means a change to the Content.

WHAT IS A DIGITAL VERSION SALE

Sales of Digital Versions must meet the requirements of ABC Average Net Paid Sales as determined in accordance with Schedule 3 of the ABC Rules. Auditors can refer to these Audit Guidelines for further clarification on the factors determining Average Net Paid Sales.

HOW DO YOU DETERMINE DIGITAL VERSION SALES

The calculation of Average Net Paid Sales of Digital Versions is identical to Australian Average Net Paid Sales as determined in accordance with Schedule 3 of the ABC Rules. Please refer to these Audit Guidelines for further detail on the calculation.

Note: Only Australian Average Net Paid Sales and the four reporting categories can be reported for Digital Versions.

SPECIFIC PROVISIONS

In addition to the requirements of Schedule 3, Average Net Paid Sales of Digital Versions must comply with the following provisions:

1. Australian versus International sales and subscriptions.

The reporting of Digital Versions is restricted to the reporting of Australian Average Net Paid Sales and their reporting categories only.

Publishers who are unable to provide adequate audit evidence to support their claim of Australian only Average Net Paid Sales of Digital Versions will have that claim disallowed.

Average Net Paid Sales of Digital Versions outside Australia are not to be reported on ABC Audit Reports and Circulation Summaries.

Publishers should capture details of the location of the purchaser of the Digital Version sale at the time of the purchase to allow for the verification of Australian Average Net Paid Sales of Digital Versions.

2. Duplication of print and digital sales and subscriptions.

In keeping with the spirit of the ABC Rules, namely capturing sales to individuals who have made a conscious decision to purchase a publication, paid subscriptions to both the print and digital versions by the same individual may be claimed in both categories if the publisher can demonstrate that the purchaser has made a conscious election to purchase both subscriptions.

- (i) This means that a bundled print and digital subscription must:
 - a. clearly specify the value of each individual subscription; and
 - b. provide the purchaser with an opportunity to opt out of either the print or digital component of the offer; and
 - c. provide a price adjustment should the purchaser opt out of either item in a bundled offerif it is to be included in Average Net Paid Sales and Average Net Paid Sales of Digital Versions.
- (ii) A Publisher who fails to meet these criteria may elect to claim a bundled subscription as Average Net Paid Sales of Digital Versions.

Failing such an election and given that the print publication remains the focus of the ABC audit; a bundled subscription which does not meet provisions (i) and (ii) will be treated as a sale of the print publication.

- 3. *Out-of-date Digital Version sales and Digital Version subscriptions in arrears.*
Out of date Digital Version copy sales and Digital Version subscriptions in arrears as defined by the ABC rules do not qualify as Average Net Paid Sales. Please refer to Schedule 3 of the ABC Rules.
- 4. *Digital versions of Newspaper Inserted Magazines.*
To be advised.
- 5. *Restriction of Average Net Paid Sales of a Digital Version claimed.*
The Average Net Paid Sales of Digital Versions must not exceed the Average Net Paid Sales of the print counterpart.

VERIFYING THE DELIVERY OF DIGITAL VERSIONS

There are four (4) main methods of delivery of a Digital Version:

- a) Web Server
- b) Email;
- c) Web Site Download; and
- d) Removable Storage.

Given their nature, sales of Digital Versions require different record keeping to their printed counterparts. Each type of distribution method in turn requires specific record keeping requirements.

Web Server:

With the focus of an ABC circulation audit on the sale of a publication as defined by the ABC Rules and Guidelines and the advent of turn-page technology, the delivery of a Digital Version will not be a necessary requirement of an ABC Digital Version Audit.

Publishers will be required to satisfy the ABC Auditor that the Digital Version was available for viewing or download to the purchaser or subscriber during the on-sale period of the publication. This will include evidence of the date and time the Digital Version was uploaded to server(s) and access to server logs for the monitoring of server downtime.

The ABC Auditor however may require evidence that the purchaser has accessed at least some part of the Digital Version via the server. Such evidence may be in the form of server log files, which may identify the purchaser via a unique IP, page tagging or a registration process.

Email:

The key item of record keeping is:

Email server logs. These are log files generated by the computer, which is delivering the Digital Version. A log file should exist for each instance an issue of the publication is delivered.

Please note, that the location configuration of the email server will determine which international time zone is used. Adjustments to time zones should be made when verifying whether current issues of a publication have been sold.

Web Site Download:

The Web Site Access Log is the only source documentation available to verify delivery of Digital Version Sales via download from a website.

The Web Site Access Log provides a variety of data, but the key items for vouching for the delivery of Average Net Paid Sales of Digital Versions are:

- IP Address – An identification number attached to the Internet connection used by the purchaser to download the Digital Version sale. Please note that an IP address may be shared and therefore is not a unique identifier. To identify purchasers of Digital Versions Sales uniquely, the publisher must use password driven registrations or cookies.
- Date and Time Stamp – It is important that the auditor notes the location of the server and the international time zone it has been set at as this will determine the date and time shown on the log file. Time differences must be taken into account when establishing whether current issues only are being included in Net Paid Sales.
- File Name – This will allow the auditor to search the log file for the instances when the Digital Version sale has been requested.
- Server Codes – A server code records the outcome of the request to download a file from a website. Server code 200 represents a successful download. The auditor should vouch that only 200 codes have been included in the Digital Version Sales figures.

Removable Storage:

Removable Storage refers to a device for storing data electronically, which is transportable outside the computer, such as CD's, floppy disks and zip disks.

Given their physical nature, auditors may apply the procedures applicable to printed publications in these instances. This includes verification that a Digital Version sale was printed on the storage media and verification of its distribution.

Optional Exclusions

A Publisher may elect to omit or apply to the ABC Executive Committee to omit from an Audit Report Publishing Days as defined in Rules Rule 26.1 and 28.3 for digital versions for reasons not related to its print counterpart.

Appendix 2 - PRINT EXAMPLE V5 – NEWSPAPER



**AUDIT BUREAU
OF CIRCULATIONS**

Level 8, 15 Blue Street
NORTH SYDNEY NSW 2060
Tel: + 61 2 9954 9800 Fax: +61 2 9956 8220
Eml: info@auditbureau.org.au
www.auditbureau.org.au
ABN # 78 449 399 715

AUDIT REPORT
(STANDARD FORM)
(NEWSPAPERS)

Period of Audit from 30 JUNE 2008 to 28 SEPTEMBER 2008
 Name: Publication AUDITOR DAILY *Publisher's Standard Recommended Retail Cover Price*
 Publisher: XYZ P/L Print \$.....1..c.55.....
Digital \$.....1..c.55.....
 Address: Level 8, 15 Blue Street, North Sydney NSW Postcode2060.....

DAYS OF THE WEEK PUBLISHED: DAILY
 TOTAL NO. OF ISSUES IN PERIOD: 78 NO. OF ISSUES AUDITED: 78
 EXCLUDED DATES: None NON-PUBLISHING DATES IN PERIOD: None
 BUMPER ISSUES: YES / NO BUMPER ISSUE DATES: None

DIGITAL VERSIONS

DAYS OF THE WEEK PUBLISHED: DAILY
 TOTAL NO. OF ISSUES IN PERIOD: 78 NO. OF ISSUES AUDITED: 78
 EXCLUDED DATES: None NON-PUBLISHING DATES IN PERIOD: None
 BUMPER ISSUES: YES / NO BUMPER ISSUE DATES: None

AVERAGE NET PAID SALES (Refer to Rule S3-2.1)	<i>Digital</i>	<i>Print</i>
(a) AUSTRALIA	2,135	21,337

The Average Net Paid Sales - Australia figure above includes: (Refer to Rule S3-2.3)

	<i>Digital</i>	<i>Print</i>
(b) Accommodation & Airline Sales	0.00%	3.12%
(c) Educational Sales	23.25%	2.34%
(d) Event Sales – Not more than 1% of the Total Adjusted Gross Paid Sales - Australia	0.00%	0.99%
(e) Multiple Publication Sales	0.00%	0.78%

AVERAGE NET PAID SALES (Refer to Rule S3-2.5):

(f) NEW ZEALAND	<i>Print</i> 5,000
(g) OTHER COUNTRIES	500

The Average Net Paid Sales figure **DOES NOT** include (Refer to Rules S3-2.2 & S3-2.4):

(h) Average Other Sales – Australia	<i>Print</i> 3,922
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We hereby certify that the above statement is correct and complies with the Rules and Audit Guidelines of the ABC.

Chief Executive Officer: _____ and / or Chief of Circulation: _____

Date: _____ Date: _____

(This form is copyright)
The scope statement and signed audit opinion is contained on the back of this report

**AUDITOR'S CERTIFICATE
For Newspapers**

**INDEPENDENT AUDITORS' REPORT TO THE
AUDIT BUREAU OF CIRCULATIONS**

Scope Statement

We have audited the Audit Bureau of Circulations (ABC) Audit Report ("the Audit Report") on Average Net Paid Sales for Australia, New Zealand and Other Countries and Average Other Sales for Australia of AUDITOR DAILY publication for the 13-week period ended 28 September 2008 in accordance with the rules and audit guidelines of the ABC. We report that the figures relating to this publication included in the Audit Report are as shown by the records examined by us according to the rules and guidelines laid down by the ABC.

The directors and management of the publishing company are responsible for the preparation and presentation of the Audit Report and the information contained therein. We have conducted an independent audit of the Audit Report in order to express an opinion to the ABC on its preparation and presentation.

The Audit Report has been prepared as required by the rules and guidelines of the ABC. We disclaim any assumption of responsibility for any reliance on the Audit Report for any purpose other than that for which it was prepared.

Our audit has been conducted in accordance with the rules and guidelines laid down by the ABC. Our procedures included re-performance of the calculations in the Audit Report and examination, on a test basis, of evidence supporting the figures stated in the Audit Report. These procedures have been undertaken to form an opinion as to whether, in all material respects, the Audit Report is presented fairly in accordance with the rules and guidelines of the ABC.

The audit opinion expressed in this independent auditor's report has been formed on the above basis.

Audit opinion

In our opinion, the Audit Report presents fairly the print and digital versions Average Net Paid Sales for Australia; 21,337 and 2,135 respectively, New Zealand figures of 5,000 and Other Countries figures of 500 and Average Other Sales for Australia figures of 3,922 for AUDITOR DAILY for the 13-week period ended 28 September 2008 in accordance with the rules and guidelines of the ABC.

Audit Firm

Appointed Auditor - print name

Signature

Date

Appendix 3 - PRINT EXAMPLE V5 – MAGAZINES



**AUDIT BUREAU
OF CIRCULATIONS**

Level 8, 15 Blue Street
NORTH SYDNEY NSW 2060
Tel: + 61 2 9954 9800 Fax: +61 2 9956 8220
Eml: info@auditbureau.org.au
www.auditbureau.org.au
ABN # 78 449 399 715

**AUDIT REPORT
(STANDARD FORM)
(MAGAZINES)**

Period of Audit from 30 JUNE 2008 to 28 SEPTEMBER 2008
 Name: Publication AUDITOR WEEKLY *Publisher's Standard Recommended Retail Cover Price*
 Publisher: XYZ P/L Print \$.....7..c.95.....
 Address: Level 8, 15 Blue Street, North Sydney NSW Postcode2060.....
 Digital\$.....7..c.95.....

FREQUENCY: (Daily - Weekly - Monthly, etc) WEEKLY
 TOTAL NO. OF ISSUES IN PERIOD: 13 NO. OF ISSUES AUDITED: 13
 EXCLUDED DATES: None NON-PUBLISHING DATES IN PERIOD: None

DIGITAL VERSIONS

FREQUENCY: (Daily - Weekly - Monthly, etc) WEEKLY
 TOTAL NO. OF ISSUES IN PERIOD: 13 NO. OF ISSUES AUDITED: 13
 EXCLUDED DATES: None NON-PUBLISHING DATES IN PERIOD: None

AVERAGE NET PAID SALES (Refer to Rule S3-2.1)	<i>Digital</i>	<i>Print</i>
(a) AUSTRALIA	2,135	21,337

The Average Net Paid Sales - Australia figure above includes: (Refer to Rule S3-2.3)

	<i>Digital</i>	<i>Print</i>
(b) Accommodation & Airline Sales	0.00%	3.12%
(c) Educational Sales	23.25%	2.34%
(d) Event Sales – Not more than 1% of the Total Adjusted Gross Paid Sales - Australia	0.00%	0.99%
(e) Multiple Publication Sales	0.00%	0.78%

AVERAGE NET PAID SALES (Refer to Rule S3-2.5):

(f) NEW ZEALAND	<i>Print</i>	5,000
(g) OTHER COUNTRIES		500

The Average Net Paid Sales figure **DOES NOT** include (Refer to Rules S3-2.2 & S3-2.4):

(h) Average Other Sales – Australia	<i>Print</i>	3,922
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We hereby certify that the above statement is correct and complies with the Rules and Audit Guidelines of the ABC.

Chief Executive Officer: _____ and / or Chief of Circulation: _____

Date: _____ Date: _____

*(This form is copyright)
The scope statement and signed audit opinion is contained on the back of this report*

AUDITOR'S CERTIFICATE

INDEPENDENT AUDITORS' REPORT TO THE AUDIT BUREAU OF CIRCULATIONS

Scope Statement

We have audited the Audit Bureau of Circulations (ABC) Audit Report ("the Audit Report") on Average Net Paid Sales for Australia, New Zealand and Other Countries and Average Other Sales for Australia of AUDITOR WEEKLY publication for the 13-week period ended 28 September 2008 in accordance with the rules and audit guidelines of the ABC. We report that the figures relating to this publication included in the Audit Report are as shown by the records examined by us according to the rules and guidelines laid down by the ABC.

The directors and management of the publishing company are responsible for the preparation and presentation of the Audit Report and the information contained therein. We have conducted an independent audit of the Audit Report in order to express an opinion to the ABC on its preparation and presentation.

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Our audit has been conducted in accordance with the rules and guidelines laid down by the ABC. Our procedures included re-performance of the calculations in the Audit Report and examination, on a test basis, of evidence supporting the figures stated in the Audit Report. These procedures have been undertaken to form an opinion as to whether, in all material respects, the Audit Report is presented fairly in accordance with the rules and guidelines of the ABC.

The audit opinion expressed in this independent auditor's report has been formed on the above basis.

Audit opinion

In our opinion, the Audit Report presents fairly the print and digital versions Average Net Paid Sales for Australia; 21,337 and 2,135 respectively, New Zealand figures of 5,000 and Other Countries figures of 500 and Average Other Sales for Australia figures of 3,922 for AUDITOR WEEKLY for the 13-week period ended 28 September 2008 in accordance with the rules and guidelines of the ABC.

Audit Firm

Appointed Auditor - print name

Signature

Date

Appendix 4 – PRINT EXAMPLE V5 - NIM's



**AUDIT BUREAU
OF CIRCULATIONS**

Level 8, 15 Blue Street
NORTH SYDNEY NSW 2060
Tel: + 61 2 9954 9800 Fax: +61 2 9956 8220
Eml: info@auditbureau.org.au
www.auditbureau.org.au
ABN # 78 449 399 715

NIM's AUDIT REPORT
(STANDARD FORM)

Distribution of Magazines inserted at no further charge with a Host ABC Newspaper

Period of Audit from 30 JUNE 2008 to 28 SEPTEMBER 2008

Name: Publication AUDITOR INSERT NEWS

Publisher: XYZ P/L

Address: Level 8, 15 Blue Street, North Sydney NSW Postcode2060.....

DAYS OF THE WEEK PUBLISHED: DAILY

TOTAL NO. OF ISSUES IN PERIOD: 78 NO. OF ISSUES AUDITED: 78

EXCLUDED DATES: None NON-PUBLISHING DATES IN PERIOD: None

BUMPER ISSUES: YES / NO BUMPER ISSUE DATES: None

DIGITAL VERSIONS

DAYS OF THE WEEK PUBLISHED: DAILY

TOTAL NO. OF ISSUES IN PERIOD: 78 NO. OF ISSUES AUDITED: 78

EXCLUDED DATES: None NON-PUBLISHING DATES IN PERIOD: None

BUMPER ISSUES: YES / NO BUMPER ISSUE DATES: None

AVERAGE NET DISTRIBUTION (Refer to Rules S3-2.1 & S3-5.0)

	<i>Digital</i>	<i>Print</i>
(a) AUSTRALIA	2,135	21,337

The Average Net Distribution - Australia figure above includes: (Refer to Rule S3-2.3)

	<i>Digital</i>	<i>Print</i>
(b) Accommodation & Airline Distribution	0.00%	3.12%
(c) Educational Distribution	23.25%	2.34%
(d) Event – Not more than 1% of the Total Adjusted Gross Distribution - Australia	0.00%	0.99%
(e) Multiple Publication Distribution	0.00%	0.78%

AVERAGE NET DISTRIBUTION (Refer to Rule S3-2.5):

	<i>Print</i>
(f) NEW ZEALAND	5,000
(g) OTHER COUNTRIES	500

The Average Net Distribution figure **DOES NOT** include (Refer to Rules S3-2.2 & S3-2.4):

	<i>Print</i>
(h) Average Other Distribution – Australia	3,922

	<i>Print</i>
(i) Average copies printed (supported by printer's invoices or production records)	35,000
(j) Average copies delivered to newsagents & other outlets less returns	21,045
(k) Average copies mailed	2,000

We hereby certify that the above statement is correct and complies with the Rules and Audit Guidelines of the ABC.

Chief Executive Officer: _____ and / or Chief of Circulation: _____

Date: _____ Date: _____

(This form is copyright)
The scope statement and signed audit opinion is contained on the back of this report

AUDITOR'S CERTIFICATE

INDEPENDENT AUDITORS' REPORT TO THE AUDIT BUREAU OF CIRCULATIONS

Scope Statement

We have audited the Audit Bureau of Circulations (ABC) Audit Report ("the Audit Report") on Average Net Distribution for Australia, New Zealand and Other Countries and Average Other Distribution for Australia of AUDITOR INSERT NEWS publication inserted at no further charge with a Host ABC inserted of Newspaper for the 13-week period ended 28 September 2008 in accordance with the rules and guidelines of the ABC. We report that the figures relating to this publication included in the Audit Report are as shown by the records examined by us according to the rules and guidelines laid down by the ABC.

The directors and management of the publishing company are responsible for the preparation and presentation of the Audit Report and the information contained therein. We have conducted an independent audit of the Audit Report in order to express an opinion to the ABC on its preparation and presentation.

The Audit Report has been prepared as required by the rules and guidelines of the ABC. We disclaim any assumption of responsibility for any reliance on the Audit Report for any purpose other than that for which it was prepared.

Our audit has been conducted in accordance with the rules and guidelines laid down by the ABC. Our procedures included re-performance of the calculations in the Audit Report and examination, on a test basis, of evidence supporting the figures stated in the Audit Report. These procedures have been undertaken to form an opinion as to whether, in all material respects, the Audit Report is presented fairly in accordance with the rules and guidelines of the ABC.

The audit opinion expressed in this independent auditor's report has been formed on the above basis.

Audit opinion

In our opinion, the Audit Report presents fairly the print and digital versions Average Net Distribution for Australia; 21,337 and 2,135 respectively, New Zealand figures of 5,000 and Other Countries figures of 500 and Average Other Distribution for Australia figures of 3,922 for AUDITOR INSERT NEWS publication inserted at no further charge with a Host ABC Newspaper for the 13-week period ended 28 September 2008 in accordance with the rules and guidelines of the ABC.

Audit Firm

Appointed Auditor - print name

Signature

Date

