



CIRCULATIONS
AUDIT BOARD

A Guide to Publicity Claims

Your user-friendly guide to understanding CAB's Publicity Rules, detailed in the CAB By-Laws¹.

This guide has been developed as a companion to the CAB's By-Laws to assist members with use of the CAB logo, making claims about distribution and the process required to obtain approval from the CAB for specific publicity claims.

When can I begin publicising my membership of CAB?

Once you have received written confirmation from the CAB that your membership application has been approved as a media member you may state in your publication, website and publicity material that CAB membership application is approved, together with the month and year of approval. eg:

'CAB Membership Application Approved February 2009'

Or

'Circulations Audit Board membership application approved, February 2009'

Only the specific statements above may be used (using the appropriate month and year of approval.)

The CAB logo may **NOT** be used until the Initial Audit distribution figure has been released by the CAB. An Initial Audit signifies full CAB membership.

How can I use the CAB logo to promote my membership?

Full Members of the CAB may publicise their membership in a range of different ways including use of the CAB logo. CAB Media Members can use the logo or make reference to the CAB only after they have completed their Initial Audit.

Here are some suggestions of statements you can make as a full member and some illustrations:

- CAB Member
- CAB Member since Month, Year (the month and year of your Initial Audit)
- CAB Audited Title
- CAB Average Net Distribution (*figure*), Audit Period, Year



CIRCUATIONS
AUDIT BOARD
CAB Member



CIRCUATIONS
AUDIT BOARD
CAB Member
Since March 2009



CIRCUATIONS
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Average Net Distribution
October 08 – March 09
25,785

If a CAB figure is quoted by the Title, Media Member or included in publicity material, it must always be the latest figure released by the CAB and the reporting period must be included.

¹ CAB By-Laws became effective on January 5, 2009 and are applicable immediately.



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What statements or claims can I make as a member?

CAB Members can republish data released by the CAB, or may quote CAB figures, provided the most recently released data is used.

Members can also make claims relating to data certified by the CAB or attributed to the CAB, provided that data is factually correct. However any claims relating to distribution data attributed to the CAB **MUST** be approved by the CAB before being used.

Example 2:

CAB Publishers can make a claim associated with the distribution of their Title provided it is approved by the CAB, factually correct and not misleading.

For example, two Titles complete an audit and the following Average Net Distribution (AND) is reported:

“Specialty Title A – Oct-Mar 2009 – ‘AND’ of 10,000”

“Specialty Title B – Oct-Mar 2009 – ‘AND’ of 9,000”

From these statements, the following claim would be acceptable from Title A:

“Specialty Title A Oct-Mar 2009 = 10,000 – ‘We have the highest CAB verified distribution’.”

CAB Members must use the **Publicity Claim Form** available from the website or CAB to apply to the CAB for approval for specific claims.

Can I make comparisons?

CAB Members can make comparisons about distribution of Titles who are members of the CAB. Any comparison must source the CAB and quote the audit period referred to. All comparisons must be on a like for like basis, with no manipulation of figures to create or attempt to create a false impression.

Are there other requirements when referring to CAB?

When using the CAB logo or making reference to CAB, there are some important rules Members should be aware of including the following:

- ensure that the CAB logo or reference to CAB is not used in any way that would imply that unaudited data has been audited and accepted by the CAB
- that any published data is sourced and presented so that it is clear which information has been certified by the CAB and which information has not..
- CAB Members must not use the word ‘readership’ in conjunction with data relating to the distribution of a Title.
- Any data that is reported must quote the Reporting Period to which the figures relate; and
- must present data as it has been released, with no accumulation or calculation of figures
- Members must not compare CAB data with figures from any other source, including ABC audited publications, as there can be no equal comparison.



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Publicity Violations

CAB Members who, in the opinion of the Board, make false, misleading or deceptive statements relating to CAB data or other Media Members may be subject to a fine issued in accordance with CAB Rule 19, or other action as identified in By-Laws 46-48.

Fines may be issued for: incorrect use of the CAB Logo; failure to publish or reproduce data in accordance with the Publicity By-Laws 31-45; and false, misleading or deceptive statements about the distribution of a Title that are not supported by the reported data.

Any fines issued by the CAB must be paid within forty-five days (45) of being issued. Please refer to CAB's By-Laws for full disclosure.