



Copies Delivered by Request for Redistribution to Individuals

This guide is part of a series designed to help you prepare for a Print Distribution Audit. Each guide describes the different categories that your distribution can qualify for, what is reported and what documentation you need to keep. Please refer to the CAB Print Distribution Audit Reporting Standard and By-Laws for complete details.

What are Copies Delivered by Request for Redistribution to Individuals?

These are copies requested by and sent in bulk to organisations, such as companies and government offices, for redistribution to identifiable individuals such as staff, clients or association members.

This type of distribution contributes to the Average Net Distribution of a publication.

What you need to report

In your reporting statement, you must indicate the number of copies that were requested for redistribution by organisations for delivery to Individuals.

To claim this type of distribution:

- The request by a company or organisation must be received in writing (including email and fax), via the telephone or internet;
- The request must be less than three years old at the date of distribution of the Issue for which it is claimed.
- You must have a list of individuals who will receive the Issue(s) of the publication.

What documentation you need to keep

You need to keep documents and records as evidence to prove the number of copies that have been requested by and delivered to organisations. These may include:

- Request documents (written, telephone or email requests);
- List of organisation names and addresses where the copies have been delivered;
- List of Individuals who will receive the Issue;
- Number of copies delivered; and
- Evidence of actual delivery (i.e. courier documentation, bulk mailing).