



Copies Mailed 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 Mailed to Individuals?

These are copies that have been addressed and mailed to individuals:

- directly from your office; or
- through a mailing house service.

To claim distribution in this category you must have mailed only up to two copies per individual. Mailing of more than two copies to an individual must be reported as Verified Bulk Distribution.

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

What you need to report

To report *Copies Mailed to Individuals* you will need to capture the number of copies for every issue that have been mailed to individuals and then deduct the number of copies that have been returned to you. Return copies include those returned by post or mailing house as undeliverable.

For example, your report for May, June, and July issues in the reporting period would be like this:

Issue	No of Copies Mailed	No of Returns	Net Distribution
May	2,000	40	1,960
June	2,200	33	2,167
July	2300	39	2261

What documentation you need to keep

You need to keep documents and records as evidence to prove the number of copies that you have mailed to individuals. When being audited, you must also give the Auditor access to your current database or list of recipients to whom copies were mailed.

If you use a mailing house service or third party mailing distributor, you should obtain and keep for each issue the following:

- Invoices or Australia Post receipts documenting the details of the mailing to individuals;
- Financial records including Purchase ledger accounts and Bank statements, for instance, to show the cheque raised to pay the invoice has cleared as proof that you have paid the distributor for their service;
- Courier dispatch records; DX documentation etc.

All documentation must clearly state the name of the publication, identification of Issue, number of copies distributed and the date of mailing.

If you have directly mailed copies to individuals you should keep for each issue the following:

- Invoices or Postage records including Australia Post records, stamp purchase or franking machine records showing the number of copies mailed;
- Courier dispatch records; DX documentation etc;
- Details or a database of addresses to which copies were distributed.