



Regional or Geographical Editions and Multiple Area Titles

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 is a Regional or Geographic Edition?

A Regional or Geographical Edition is an edition of a Title that carries the same masthead with a reference to the geographical region being served and contains identical advertising as the Title in every Issue.

What is a Multiple Area Title?

A Multiple Area Title is a regional or geographic edition that has different advertising content to the Title.

NB: The publisher determines the masthead that becomes the CAB member (Title) and which has regional or geographic editions or multiple area titles.

A Title refers to a Community Newspaper or Community Language Newspaper, Community Language Publication, Specialty Publication, and Business and Professional Publication.

What you need to report

To report distribution of Regional or Geographical Editions or as a Multiple Area Title, you must first submit copies of the different editions of the publications to the CAB for approval.

If your Regional or Geographical Editions have the same advertising content as the Title in every Issue, you can report the publication as one Title with a combined total. Editorial content can change between editions. Here is an example:

Title	Average Net Distribution
Waverton/Wollstonecraft News	33,625

If the advertising content of Regional or Geographical Editions of your publication is different from the Title or each other, you must report as Multiple Area Titles and provide a combined total Average Net Distribution as well as a breakdown of distribution per area. Editorial can also change between editions. Here is an example:

Multiple Area Title	Average Net Distribution
M Lifestyle Magazine	80,000
M-i Gold Coast Edition	20,000
M-ii Brisbane Edition	20,000
M-iii Sunshine Coast Edition	20,000
M-iv Tropical Coast Edition	20,000

In reporting as one Title or Multiple Area Title, all editions must carry the same masthead with the region or geographical area indicated. If the masthead changes between your Regional or Geographic Editions, you must notify the CAB and register the different masthead as a new CAB Media Member.

What documentation you need to keep

In addition to the required evidence of distribution, you will need to supply:

- Print and distribution details identifiable between these editions;
- Maps including distribution quantities by designated delivery area where the Title is a Community Newspaper.