



# Verified Bulk Distribution

*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 Verified Bulk Distribution?

Is the distribution of more than two copies of an issue to one location or distribution point.

## What you need to report

You must capture the numbers of copies distributed in bulk and provide further analysis or breakdown.

Verified Bulk Distribution will be reported as a percentage of the Average Net Distribution. This calculation is:

$$\frac{\text{Average Bulk Distribution}}{\text{Average Net Distribution}} \times 100 = X\%$$

Verified Bulk Distribution requires a further breakdown of reporting to capture the different distribution channels used to reach recipients. These are:

- 1) Bulk Sales – direct sale of more than two copies for a fixed price or quantity and with no return copies policy. Retail outlets, which can resell copies, are included in this category. For example, a cycling magazine may sell in bulk to cycling shops for resale.
- 2) Distributed in Public by Hand (person) – copies hand delivered by a person in public locations like railway stations and bus terminals.
- 3) Distribution for Pick-up By Arrangement – copies delivered to a location for public pick-up with prior arrangement and upon request. A distribution point may be a retail outlet, a cafe, hotels, club or restaurant, or a company office.
- 4) Distribution for Pick-up (Other) – copies delivered to a location for public pick-up. To qualify this category, no formal request for distribution is required. A distribution point may be a retail outlet, a café, hotels, club or restaurant, or a company office.
- 5) Distribution through Airline, Airline Premises and Accommodation – copies delivered to airline, airport, hotel, and motel premises for distribution to individuals or other distribution points for public pick-up.
- 6) Distribution through Advertisers/Client – copies delivered to advertisers or clients with advertisements in the issue.
- 7) Distribution through Education facilities – copies delivered to schools, universities, Tafes and other educational facilities and distributed to individuals or other distribution points for public pick-up.
- 8) Distribution through Exhibitions, Seminars or Conferences – copies distributed during exhibitions, seminars or conferences for further distribution. The copies may be included in delegate bags or handed out directly by representatives.
- 9) Distribution at Sporting or Other Events - copies distributed during sporting and other events such as markets, theatre and dramatic performances.
- 10) Other distribution outlets – copies distributed through any of the other bulk distribution categories and or copies that do not qualify under any of the other categories.

NB: If your distribution qualifies in more than one channel, you must determine which is the most appropriate. Some bulk distribution may also qualify for Residential, Multi-Residential and Non-Residential Locations (See separate guides).

If desired you can report the number of distribution points where the copies were delivered.



## Verified Bulk Distribution continued

### What documentation you need to keep

You need to keep documents and records as evidence to prove distribution. In claiming for any bulk distribution category, you may need to provide for each issue:

- Distribution records with a complete list of names and addresses of all the distribution points and third-party distributors involved in the delivery with details such as number of copies delivered and distribution dates;
- A list of the number of copies by location or distribution point;
- Financial records, accounts, bank statements and credit notes to prove payment to the distributor;
- Where available, a document signed and dated by a representative confirming receipt of delivery at distribution point, indicating the number of copies received.

In addition, you may be also asked to provide documentation for a specific category:

Category	Documentation
Bulk Sales	Order, contract or record of sale transaction, invoices, and financial records to prove payment to Media Member
Distribution in Public by Hand	Number of persons used in the distribution and details of copies distributed
Distribution for Pick-up by Arrangement	Request documents not more than 3 years old at the date of distribution
Distribution through Advertisers/Clients	Electronic or digital record of advertisement and complete list of advertisers to whom copies were delivered
Distribution through Exhibitions, Seminars, Conferences / Sporting and Other Events	Details of the event, documentation of any arrangement of the stand at the event or arrangement to distribute or a picture of copies on display

NB: Evidence of bulk distribution must be supplied to qualify for CAB reporting.