



# Verified Recipient Reporting

*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 Recipient Reporting?

Verified Recipient Reporting is a report that shows the number of copies requested by individuals including copies that have been sold.

This type of reporting is currently optional. By April 2011, you will be required to report this category if the total number of copies that you have *Mailed to Individuals* is or exceeds 80% of your Average Net Distribution.

## What you need to report

You must capture the total number of copies delivered to individuals who have requested to receive a copy of your publication. The request must be:

- Made in writing, via telephone or internet; and
- Less than three years old at the date of distribution of the issue for which the addressee is claimed as a recipient.

In addition to the total, an audit will also report a breakdown of:

- Personally Requested - includes Sold or Requested copies;
- Third-Party Opt-In Managed Databases – databases managed by a third party company which contain details of recipients who have indicated a request

## What documentation you need to keep

You need to keep documents and records as evidence to prove the individual requests. These include:

- Complete list of names and addresses for copies for each issue that were individually requested and delivered;
- Written requests, including all request forms and letters, dated by the individual who made the request and clearly indicating the name of the publication being requested on a regular basis;
- Evidence for telephone requests such as recordings (if taken) or electronic/hard copy record of the request with the name and phone number of the individual making the request;
- Document and data files capturing the requests made through email or internet as well as email addresses of individuals who made the request;
- Contract or other documentation with Third Party providers with details per Issue of distribution to Individuals. This may include proof of payment for service;
- Sales reports of those copies that were purchased.