



CIRCULATIONS
AUDIT BOARD

Print Distribution Audit Reporting Standard Of the Circulations Audit Board

Effective from October 22, 2009

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Introduction

The CAB Print Distribution Audit verifies the Average Net Distribution of a Title which is a print Publication for a Reporting Period.

This new Reporting Standard introduces changes to the reporting of Average Net Distribution including new reporting of bulk distribution through an additional analysis of distribution locations and reporting of the percentage bulk distribution representing Average Net Distribution. The Reporting Standard also introduces changes in the reporting requirements for Community Newspapers and Business and Professional Publications.

This Reporting Standard is supported by Audit Guidelines that provide direction and instruction for Auditors on the documentation requirements, audit procedures and calculations required to complete a CAB audit.

Who is this audit for?

The Print Distribution Audit is for Media Members who are publishers of a print Publication wanting to highlight the various methods of distribution utilised to reach their audience. Types of Titles that could qualify for a CAB Print Distribution Audit are: Business and Professional Publications, Specialty Publications, Community Language Publications, Community Newspapers, and Community Language Newspapers.

Publishers, Circulation Managers and people responsible for completing the CAB audit should read this Reporting Standard.

Changes to Reporting for Business and Professional Publications and Specialty Publications

Business and Professional Publications and Specialty Publications currently have the option to complete a Verified Recipient Audit, an audit which verifies the number of individual recipients who have requested to receive the Title.

From April 1, 2011 the reporting of Verified Recipients will become mandatory for Business and Professional and Specialty Publication Titles with 80% or greater of distribution reported in the distribution category of 'Mailed to Individuals', delivering greater transparency to advertisers and agencies.

More information

Members can contact the CAB directly on 61 2 9954 9800 or visit the CAB's website at www.auditbureau.org.au for more information.

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Introduction

Role of the CAB

Founded by advertisers and advertising agencies, CAB aims to provide buyers of advertising space with a benchmark to help them choose between competing media and to provide media owners with an effective sales, marketing and promotional tool.

This is achieved through industry-agreed standards of auditing and record keeping, which lead to the universally recognised CAB certification.

The Purpose of this Standard

The purpose of this Reporting Standard is to identify the rules and requirements to enable a Media Member to claim distribution correctly for CAB purposes. It is the common application of these rules and requirements that gives a true and fair view of the distribution of all Titles reporting in the CAB Print Distribution Audit category.

It is the Media Member's responsibility to demonstrate to the CAB that all copies included in the CAB distribution claim comply with this Reporting Standard. It follows that where the Media Member cannot demonstrate that copies comply with these rules those copies must not be claimed in the distribution figure.

Benefits of CAB Certification

A CAB audit is full of valuable information for media buyers and media owners. For media buyers, it offers accurate, comparable data to be used when making buying decisions. For media owners it is an effective sales tool for attracting advertising. It also helps demonstrate Media Members' integrity through their willingness to be audited and conform to industry agreed standards.

Responsibilities of CAB Members

Membership of CAB is subject to compliance with the Rules of the CAB, the By-Laws and applicable Reporting Standards of the CAB. It is important that all of these documents are read and understood by CAB Members as the obligations in those documents bind Members.

They are available for download from the web site, www.auditbureau.org.au.

Changes to this Reporting Standard, once approved by the CAB Board of Directors, are communicated to members in writing and take effect 14 days after notice to Members. The Reporting Standard is then updated on CAB's web site, www.auditbureau.org.au. CAB recommends that members check the website to ensure they have a current rule set.

1. Who This Reporting Standard Applies To

- 1.1 Pursuant to Rule 35.1 of the 2008 Rules of the CAB, the Board of Directors of the CAB has determined that this Print Distribution Audit Reporting Standard applies to Media Members of the CAB in respect of the Titles listed in 1.3. Please note that the Board has determined that this Reporting Standard repeals and replaces the Print Distribution Audit Reporting Standard – Community Newspaper Titles, dated December 2008 which became effective January 5, 2009.
- 1.2 This Reporting Standard is effective from 1 April 2009.
- 1.3 This Reporting Standard applies to Media Members who are Members of the CAB in respect of the following Titles:
 - (a) Business and Professional Publications;
 - (b) Specialty Publications;
 - (c) Community Newspapers;
 - (d) Community Language Newspapers; and
 - (e) Community Language Publications.
- 1.4 In this Reporting Standard, unless the context otherwise requires, “Media Member” means a Member in respect of any of the above mentioned Titles in 1.3 (a) to (e).
- 1.5 In this Reporting Standard, unless the context otherwise requires or it is otherwise specified, “Title” means any of the publications in 1.3(a) to (e) above.

2. Definitions applying in this Reporting Standard and Interpretation

2.1 In this Reporting Standard unless the context otherwise requires:

- (a) a reference to this Reporting Standard includes all parts of the Reporting Standard;
- (b) a reference to the CAB refers to the Circulations Audit Board;
- (c) a reference to the Rules or the Rules of the CAB refers to the Rules of the Circulations Audit Board 2008, as amended from time to time, and a reference to “rules” (lower case) refers to the provisions of this Reporting Standard;
- (d) headings do not affect the interpretation of this Reporting Standard;
- (e) a reference to person includes an individual and any type of entity or body of persons, whether or not it is incorporated or has a separate legal identity, and includes the person’s executors, administrators, successors and assigns;
- (f) a reference to including, includes or include must be read as if it is followed by (without limitation);
- (g) the words for example do not limit the meaning of the words to which the example relates to that particular example or examples of a similar kind;
- (h) where an expression is defined, any other part of speech or grammatical form of that expression has a corresponding meaning;
- (i) the singular includes the plural and vice-versa;
- (j) a word which suggests one gender includes both genders;
- (k) a reference to a statute includes regulations and other instruments under it and consolidations, amendments, re-enactments or replacements of any of them; and
- (l) where under this Reporting Standard the Board of Directors:
 - (i) is required to take an action in respect of any matter, including a requirement to approve, determine, authorise, appoint, direct, prescribe, accept or refuse; or
 - (ii) is otherwise required (expressly or impliedly) to consider, form an opinion or make a decision in respect of a matter, the Board of Directors:
 - (iii) does so in its absolute discretion subject to the Rules of the CAB; and
 - (iv) is not obliged to provide any reason for its opinions, determinations or decisions unless the Rules or this Reporting Standard provide otherwise;
- (m) all references to a Media Member or membership for a Title in this Reporting Standard mean the legal entity holding membership;
- (n) a reference to the CAB, which does not have a separate legal identity as it is an unincorporated association, includes a reference to the officers, agents and representatives of the CAB; and
- (o) wording in italics is intended as explanatory to assist Members.

2.2 The following definitions apply in this Reporting Standard, unless otherwise indicated:

“Accommodation and Airline Distribution” is the distribution of a Title under an arrangement by or with the Media Member in respect of the Title to:

- (a) a place which provides accommodation on a commercial basis to a person, and which is not that person’s usual place of residence, for distribution to that person; or
- (b) an airline or its premises, operating within, or leaving from, Australia for distribution to that airline’s passengers.

“Advertiser/Client Distribution” is the distribution of a Title to a company or organisation that places advertising in an audited Issue of a Title, published in the Reporting Period.

“Audit” for the purposes of this Reporting Standard is an audit of the distribution of a Title which is carried out in accordance with this Reporting Standard and the Rules and By-Laws of the CAB.

“Audit Certificate” is a report submitted by a Media Member and verified by an Auditor:

- (a) in respect of the distribution of a Member’s Title;
- (b) in the form stipulated from time to time by the Board of Directors; and
- (c) which is prepared as required and in accordance with the By-Laws, Reporting Standards and Audit Guidelines.

“Audit Periods” are the Reporting Periods which apply to Titles submitting distribution data to audit and which may be varied from time to time by the Board.

“Auditor” is an independent auditor who:

- (a) may or may not be a CAB staff auditor;
- (b) satisfies the requirements of the By-Laws; and
- (c) has been approved by the Board under the By-Laws to carry out Audits.

“Average Net Distribution” or **“AND”** is the average distribution of all issues published within a specific Reporting Period. This excludes issues omitted under Sections 15 – Exclusions and is net of Voucher Copies, On Hand Copies and Unaccounted For Copies.

“Bulk Distribution” is the distribution of more than two copies of an Issue of a Title.

“Bulk Sales” are the sales of more than two copies of a Title at a price and in quantity.

“Board of Directors” or **“Board”** is the board of persons holding office as members of the Board of Directors of the CAB.

“Business and Professional Publication” is a Title written for and/or distributed to a business or professional audience as determined by the CAB.

“By-Laws” means the By-Laws of the CAB as amended from time to time.

“CAB” is the Circulations Audit Board.

“CAB Logo” is any official logo or insignia issued by the Circulations Audit Board.

“Community Language Newspaper” is a Title which is:

- (a) a newspaper;
 - (b) distributed to an audience that shares a cultural identity; and
 - (c) written in a language other than English,
- as determined by the CAB. .

“Community Language Publication” is a Title which:

- (a) is distributed to an audience that shares a cultural identity;
- (b) is written in a language other than English; and
- (c) is not a newspaper.

as determined by the CAB.

“Community Newspaper” is a Title which:

- (a) is a newspaper;
 - (b) is published at least monthly;
 - (c) is predominantly distributed within a defined geographic boundary; and
 - (d) contains community news,.
- as determined by the CAB.

“Cash Sale” is a Sale of a single copy of a Title at any price.

“Commercial/Other Distribution” is the distribution of a Title to locations which are other than Residential, as defined by the CAB; for example shops, businesses, factories and hospitals.

“Distribution Point” is the delivery location of the bulk distribution of a Title.

“Distribution Summary” is a summary of distribution data prepared and distributed by the CAB to Members in accordance with the By-Laws.

“Education Distribution” is the distribution of a Title under an arrangement by or with the Media Member of the Title for distribution at a learning institution as defined by the CAB.

“Exhibition, Conference or Seminar Distribution” is the distribution of a Title under an arrangement by or with the Media Member of the Title for distribution at a conference, exhibition or seminar.

“Financial Year” is the period commencing on 1 July in any year and ending on 30 June in the following year.

“Full Member” is a person admitted as a full Member in accordance with the Rules of the CAB.

“Individual” is either a named Recipient or the holder of a named position/job title or both.

“Initial Audit” is the first Audit of a complete Reporting Period of a Media Member Elect.

“Issue” is an issue of a Publication which remains as the current Issue until superseded by the next Issue of that Publication.

“Late Fee” is a penalty fee determined from time to time by the Board of Directors and payable to the CAB by a Media Member.

“Launch Issue Audit” is an Audit in respect of the first issue of a Title which has not previously existed.

“Masthead” is the name in a consistent insignia format as displayed on the front of the publication.

“Mailing House Service” is any business or operation as defined by the CAB that offers a mailing service, engaged by the Media Member to mail the Title.

“Media Member” is a Full Member of the CAB in respect of a Title.

“Media Member Elect” is the publisher or issuer of a Title that has been approved by the Board but has yet to complete an Initial Audit.

“Member” is a member of the CAB as per the Rules of the CAB.

“Membership” means membership of the CAB.

“Modified Domestic Copies” are copies of an Issue:

- (a) which do not contain all advertisements booked to appear for the entire run of the Issue in Australia; or
- (b) which do not contain all advertisements booked to appear only in a particular Regional or Geographical Edition of the Issue in Australia; or
- (c) both (a) and (b).

“Modified Overseas Copies” are copies of an Issue distributed outside Australia which do not contain all advertisements booked to appear (except in cases where an advertiser requests removal of its advertisement) in that Issue distributed in Australia.

“Multi-Residential Dwelling Distribution” is the distribution of a Title to a location which contains more than one residence, as defined by the CAB; for example apartments or units.

“Multiple Area Title” is a Publication which has one or more Regional or Geographical Editions that:

- (a) may contain different advertising content as booked or directed by an advertiser/s; and
- (b) May contain different editorial.

“On Hand Copies” are verifiable copies of a Title which are not distributed.

“Personally Requested or Purchased” is a category of distribution which combines copies distributed to Requested Recipients and copies sold in accordance with Section 9 of this Reporting Standard “Copies Sold to Individuals”.

“Preliminary Audit” is an Audit of all Issues of a newly published Title that has not been published for a complete Audit Period, and which covers a minimum period or minimum number of issues, as required by this Reporting Standard.

“Publication” is a newspaper or magazine as defined by its Masthead.

“Public by Hand Distribution” is the distribution of a Title which takes place in a public location by a person.

“Public Pick-Up by Arrangement Distribution” is the distribution of a Title under an arrangement by or with the Media Member in respect of the Title and a third party, who has requested the Title to be placed on their premises for pick-up by the public.

“Public Pick-Up – Other Distribution” is the distribution of a Title by the Media Member or their agent for placement in a retail outlet, business or organisation or public location for pick-up by the public.

“Publisher's Statement” is a statement by a Media Member:

- (a) in respect of the distribution of a Title;
- (b) in the form approved by the Board; and
- (c) prepared as required by the By-Laws and this Reporting Standard, but which is not audited by an Auditor.

“Recipient” is an Individual who receives a copy of a Title.

“Regional or Geographical Edition” is an edition of a Title that carries the same masthead as the Title and includes a reference to the geographical region served.

“Reporting Period” is an audit period or statement period as applicable and as defined in this Reporting Standard.

“Reporting Standard” is this document which lists the rules and requirements applying to the audit or submission of distribution data for a Title.

“Reporting Statement” is an Audit Certificate or Publisher's Statement.

“Request” is an opt-in or a response by an Individual, company or organisation to an offer to receive a Title.

“Requested for Redistribution to Individuals” is the distribution of a Title under an arrangement by or with the Media Member of the Title or a third party who has requested the Title in order to redistribute it to Individuals.

“Requested Recipient” is an individual who has made a Request and receives a copy of a Title.

“Residential Distribution” is the distribution of a Title to a place of residence, as defined by the CAB.

“Retailer” is a person, shop or business that sells the Title to the public.

“Return Copies” are copies of a Title which are:

- (a) copies returned by Australia Post, or their agent to the Media Member or their agent as undeliverable;
- (b) copies returned to the Media Member by a Mailing House as undeliverable;
- (c) undeliverable for any other reason;
- (d) unsold copies returned to the Media Member of the Title;
- (e) unsold copies destroyed after the provision of documentation to the Media Member substantiating the number of unsold copies destroyed; or
- (f) unsold for any other reason.

“Rules” are the Rules of the CAB 2008 as amended from time to time.

“Sale” is a sale of the Title:

- (a) through retailers, wholesale distributors, sellers and other regular channels of distribution or sale who pay a Wholesale Price for the Title; or
- (b) directly to an Individual.

“Seller” is a person who is selling the Title.

“Specific Audit” is an Audit of a nominated Issue or Issues of a Title.

“Specialty Publication” is a Title written for and/or distributed to a special interest group as defined by the CAB.

“Sporting or Other Events Distribution” is the distribution of a Title under an arrangement by or with the Media Member of the Title for distribution at a sporting or other event as defined by the CAB.

“Statement Periods” are the Reporting Periods which apply to Publisher’s Statements as stipulated in this Reporting Standard.

“Supplement” is a supplement to a Distribution Summary or distribution data released by the CAB.

“Third-Party Managed Databases” are databases which contain opt-in recipient details provided by a third-party company such as an association, subscription or mailing house, as defined by the CAB.

“Title” for the purposes of this Reporting Standard, unless otherwise indicated, means a Community Newspaper or Community Language Newspaper, Community Language Publication, Specialty Publication, and Business and Professional Publication.

“Unaccounted For Copies” are copies of a Title whose distribution cannot be verified.

“Verified Recipient” is a Recipient which has been verified in accordance with this Reporting Standard.

“Verified Recipient Audit” is an Audit of the Verified Recipients of a Title.

“Voucher Copies” are copies of a Title used as proof of publication to advertisers, editorial suppliers or similar.

“Wholesaler” is someone who buys and sells in large amounts to shops and businesses as defined by the CAB.

“Wholesale Price” is a price for a Title charged by a Media Member to retailers, wholesale distributors, sellers and other regular channels of distribution or sale.

3. Submitting Distribution Data

3.1 Introduction

Every title registered with CAB must submit distribution data on a regular and continuous basis. As well as the Average Net Distribution for the period the data must include a breakdown of different types of distribution categories and provide other information relating to the distribution in the reporting period.

Currently, this data is submitted to the CAB in the form of a Publisher's Statement or Audit Certificate which must be submitted at the end of a reporting period. An Audit Certificate must be audited by a CAB Auditor.

Please refer to the following sections of this Reporting Standard that provide detail and explanation of the types of distribution reported in a CAB audit.

3.2 Submitting Distribution Data for Business and Professional, Specialty and Community Language Publications

For each Reporting Period that applies to a Title, a Media Member in respect of a Business and Professional Publication, Specialty Publication or Community Language Publication must submit data to be audited and which will be reported in the form of an Audit Certificate or Publisher's Statement identifying:

- (a) The average copies printed of the Title.
- (b) The Average Net Distribution of the Title
- (c) An analysis or breakdown of the Average Net Distribution of the Title, reporting the applicable categories as follows:
 - (i) Copies of the Title which are mailed to Individuals, less Return Copies;
 - (ii) Copies of the Title which are Sold through newsagents or other retail outlets, less Return Copies;
 - (iii) Cash sales of the Title to Individuals;
 - (iv) Copies of the Title delivered by request for redistribution to Individuals;
 - (v) Copies of the Title individually distributed to Residential locations;
 - (vi) Copies of the Title individually distributed to Commercial/Other locations;
 - (vii) Verified Bulk Distribution, which must be reported with a breakdown of the number of copies for each Issue distributed in each of the following categories applying to that Title:
 - 1 Bulk Sales;
 - 2 Distribution in Public By Hand (in person);
 - 3 Distribution for Public Pick-up By Arrangement;
 - 4 Distribution for Public Pick-up – Other
 - 5 Distribution through Airlines, Airline Premises and Accommodation;
 - 6 Distribution through Advertisers/Client;
 - 7 Distribution through Education Facilities;
 - 8 Distribution through Exhibitions, Seminars or Conferences;
 - 9 Distribution at Sporting or other Events;
 - 10 Other Distribution Outlets.
- (d) The percentage (to two decimal places) of Average Net Distribution which is Verified Bulk Distribution
- (e) The Geographical Analysis of the Average Net Distribution as determined in rule 6.5;
- (f) Any Multiple Area Title reported in accordance with rule 14; and
- (g) Non-Qualifying Distribution which comprises each of the following categories which apply:
 - (i) Voucher Copies;
 - (ii) On Hand Copies;
 - (iii) Any Modified Domestic or Overseas Copies; and
 - (iv) Unaccounted For Copies.
- (h) Any Issues $\pm 10\%$ of the Average Net Distribution as determined in rule 15.2;
- (i) The number of Issues published in the Reporting Period;
- (j) The number of Issues published in 12 months;
- (k) Optional until 1 April, 2011, the number for Verified Recipients, which comprises:
 - (i) Personally Requested copies;
 - (ii) Copies provided from Third-Party Opt-in Managed Databases; and
 - (iii) Total Verified Recipients (Sum of I and ii)

3.3 Submitting Distribution Data for Community Newspapers and Community Language Newspapers

For each Reporting Period that applies, a Community Newspaper or Community Language Newspaper Media Member must submit data to be audited and which will be reported in the form of an Audit Certificate or Publisher's Statement identifying:

- (a) The average copies printed per Issue.
- (b) The Average Net Distribution per Issue.
- (c) An analysis or breakdown of the Average Net Distribution of the Title, reporting the applicable categories as follows:
 - (i) Copies of the Title which are mailed to individuals; less Return Copies
 - (ii) Copies of the Title which are sold through newsagents or other retail outlets, less Return Copies.
 - (iii) Cash Sales of the Title to Individuals;
 - (iv) Copies of the Title which are individually distributed to Residential locations.
 - (v) Copies of the Title which are distributed to Multi-Residential Dwellings.
 - (vi) Copies of the Title which are individually distributed to Commercial/Other locations.
 - (vii) Verified Bulk Distribution, which must be reported with a breakdown of the number of copies distributed for each Issue in each of the following categories applying to that Title:
 - 1 Bulk Sales;
 - 2 Distributed in Public By Hand (in person);
 - 3 Distribution for Public Pick-up By Arrangement;
 - 4 Distribution for Public Pick-up – Other
 - 5 Distribution through Airlines, Airline Premises and Accommodation;
 - 6 Distribution through Advertisers/Client;
 - 7 Distribution through Education Facilities;
 - 8 Distribution through Exhibitions, Seminars or Conferences;
 - 9 Distribution at Sporting or other Events;
 - 10 Other Distribution Outlets.
- (d) The percentage (to two decimal places) of Average Net Distribution which is Verified Bulk Distribution.
- (e) Any Multiple Area Title reported in accordance with rule 14.
- (f) Non-Qualifying Distribution which comprises each of the following:
 - (i) Voucher Copies;
 - (ii) On Hand Copies;
 - (iii) Any Modified Domestic or Overseas Copies and
 - (iv) Unaccounted For Copies.
- (g) Any Issues excluded from the Average Net Distribution as determined in accordance with rule 14.
- (h) The number of Issues published in the Reporting Period;
- (i) The number of Issues published in 12 months;

3.4 How a Media Member is to Submit Distribution Data

- (a) For the purposes of rules 3.2 and 3.3, a Media Member must submit their Title's distribution data by submitting an Audit Certificate or Publisher's Statement, as applicable.
- (b) Any Audit Certificate or Publisher's Statement being submitted by a Media Member may be lodged:
 - (i) via the CAB website through the CAB eLodgement facility
 - (ii) in person via the eLodgement portal at the CAB's offices;

3.5 When Distribution Data Must be Submitted to the CAB

- (a) A Media Member is required to submit distribution data to the CAB at the end of each applicable Reporting Period.
- (b) The Reporting Periods applicable to a Media Member are listed in Section 4 of this Reporting Standard.
- (c) A Media Member must submit an Audit Certificate or Publisher's Statement to the CAB as required by Section 4 of this Reporting Standard.

3.6 Audit Must Verify Data

- (a) A Print Distribution Audit must verify the data submitted under the categories of 3.2(a) to (k) and 3.3(a) to (i), as applicable.
- (b) Any release of audited data by CAB including a Distribution Summary must report the distribution of:
 - (i) a Business and Professional Publication or Specialty Publication by each applicable category in rule 3.2(c), (d) (e) and (f);
 - (ii) a Community Newspaper by each applicable category in rule 3.3(c), (d) and (e).

3.7 Audit Certificate or Publisher's Statement Must Include Every Issue

- (a) Data must be submitted for every Issue published in a Reporting Period to which the Audit Certificate or Publisher's Statement relates, other than any Issues excluded in line with Section 15 of this Reporting Standard.
- (b) An Audit Certificate or Publisher's Statement must include every Issue published in a Reporting Period to which it relates, other than any Issues excluded in line with Section 15 of this Reporting Standard.

3.8 Media Member May Elect to Provide Audit Certificate

- (a) A Media Member may elect to have its Publisher's Statement audited by the CAB for a Statement Period.
- (b) If a Media Member elects to have its Publisher's Statement audited by the CAB for a Statement Period under rule 3.9(a), that Statement Period will be deemed to be an Audit Period for that Title.

3.9 Audit Certificate in Lieu of Publisher's Statement

- (a) If a Media Member ascertains that the Average Net Distribution for a Reporting Period has increased by more than 10% over that shown in the Publisher's Statement for the equivalent Reporting Period in the previous year, the Media Member must have its Publisher's Statement for the current Reporting Period audited by the CAB.
- (b) If rule 3.10(a) applies, the current Statement Period will be deemed to be an Audit Period for that Title.

3.10 Submission of Data to be in accordance with Reporting Standard

- (a) Any submission of distribution data for a Title must be in accordance with this Reporting Standard and the By-Laws.
- (b) A Media Member who is required to submit data must ensure that they use the latest version of this Reporting Standard when submitting data or preparing their Audit Certificate or Publisher's Statement.

4. Reporting Periods

This rule lists the Reporting Periods that apply to particular Media Members. This means that a Media Member must submit distribution data for each Reporting Period that applies to that Member.

- 4.1 The Reporting Periods applicable to Media Members in this Reporting Standard are:
- (a) for:
 - (i) Community Newspapers or Community Language Newspapers; and
 - (ii) any other Media Member with an Issue Frequency of 13 issues or more per Calendar Year;

both the periods:

 - (iii) April 1 to September 30; and
 - (iv) October 1 to March 31,

including their start and finish dates;
 - (b) for:
 - (i) Media Members which have an Issue Frequency of 12 issues or less per Calendar Year and are not Community Newspapers or Community Language Newspapers:

either of the periods:

 - (ii) April 1 to March 31; or
 - (iii) October 1 to September 30,

including their start and finish dates.
- 4.2 The Reporting Period for a Publisher's Statement in respect of a Title:
- (a) with an Issue Frequency of 12 issues or less per Calendar Year;
 - (b) that completes an annual Audit; and
 - (c) that is not a Community Newspaper or Community Language Newspaper,
- Is **either** of the following periods:
- (i) 1 April to 30 September (where the Title's annual Audit Period is 1 April to 31 March); or
 - (ii) 1 October to 31 March (where the Title's annual Audit Period is 1 October to 30 September),
- both periods including their start and finish dates.
- 4.3 Members in 4.1(a) and 4.1(b) must have their submitted distribution data audited by the CAB for each applicable Reporting Period.
- 4.4 A Media Member publishing a Title may opt for the CAB to audit their submitted distribution data for every six (6) month Reporting Period.
- 4.5 If a Media Member opts for the CAB to audit their submitted distribution data every six (6) month period pursuant to rule 4.4 above, they are then required to have their distribution data audited for the following six (6) month audit period.
- 4.6 The Audit Certificate or Publisher's Statement must identify:
- (i) the number of Issues published in the Reporting Period;
 - (ii) the number of Issues published in 12 months.
- 4.7 Where a Preliminary Audit is conducted the Reporting Statement is to show the number of Issues audited and published in the audit.

5. CAB Submission and Audit Process

The following By-Laws, effective from January 5, 2009 are repeated here to assist Members. They apply to all CAB members.

EXTRACT FROM THE BY-LAWS OF THE CAB

10. Form and Submission of Audit Certificates and Publisher's Statements

- 10.1 The Board of Directors may determine from time to time:
- (a) the form or forms in which Audit Certificates and Publisher's Statements are to be submitted to the CAB;
 - (b) the manner in which Audit Certificates and Publisher's Statements are to be submitted, for instance, in paper or online through the CAB website or another web portal approved by the CAB;
 - (c) the information to be contained in Audit Certificates and Publisher's Statements; and
 - (d) the procedures to be adopted in preparing Audit Certificates and Publisher's Statements.
- 10.2 All determinations of the Board of Directors under By-Law 10.1 must be consistent with these By-Laws and the Rules.
- 10.3 A Media Member must ensure that they use the current form when submitting a hard copy Audit Certificate or Publisher's Statement.

11. Timing for Submission of Audit Certificates or Publisher's Statements

- 11.1 An Audit Certificate or Publisher's Statement must be submitted by a Media Member to the CAB not more than thirty days after the end of the Audit Reporting Period.
- 11.2 If the applicable Reporting Standard requires that a Media Member must submit audited data, that Audit must be completed within 30 days of the close of the Reporting Period.
- 11.3 Late Fees identified in By-Law 26 will apply if members fail to meet the submission deadlines in By-Laws 12.1 and 12.2 above.

12. Audit Certificate Must be Audited by Appointed Auditor

- 12.1 All Audit Certificates submitted to the CAB for audit must be audited by an Auditor appointed by the Board under By-Law 55.
- 12.2 Each Audit Certificate submitted by a Media Member for audit must be accompanied by an Auditor's Opinion.

13. Audit Records Must be Kept

- 13.1 A Media Member must keep all records and documents which are relevant to supporting the distribution claims made in an Audit Certificate or Publisher's Statement for not less than twenty-four (24) months after the date of that Audit Certificate or Publisher's Statement.
- 13.2 Upon completion of an Audit, a Member is required to prepare an archive copy of all raw data supporting the Member's distribution claim.

14. Media Member Must Provide Information and Access to Auditor

- 14.1 A Media Member must make available to the CAB and its Auditor carrying out an Audit of that Member's Title:
- (a) all records, documents, information and explanations which the Auditor considers necessary and reasonable to enable the Auditor to prepare an accurate Audit Certificate; and
 - (b) access during business hours to relevant support staff to assist the Auditor as required with the audit.
- 14.2 The CAB Auditor should provide at least 7 days' notice to the Member where it requires access to the Member's data, material or premises.

14.3 If a Media Member refuses to make available any of the resources referred to in By-Law 15.1(a) and (b), the Auditor must issue a written demand on that Member for access to, or the provision of, the necessary resources.

14.4 If the Auditor's written demand is refused or not fully complied with by the Media Member within seven (7) days of the demand being made, the Auditor must immediately advise the Board.

14.5 Refusal of such access or non compliance with the Auditor's request may result in the refusal or withdrawal of any or all certification of that Member's Title by the CAB.

15. Acceptance of Reporting Statements by CAB

15.1 The CAB will only include in a relevant Distribution Summary or other release of distribution data the content of a Reporting Statement accepted by the CAB.

15.2 The CAB's acceptance of a Reporting Statement will be deemed to have occurred immediately before the content of the Statement is published:

- (a) in a relevant Distribution Summary;
- (b) on the CAB's website; or
- (c) in some other form of release of data that the Board of Directors authorises.

16. Acceptance Without Representation About Content

If the CAB accepts a Reporting Statement, that acceptance does not constitute a representation by the CAB that the content of that Reporting Statement is correct.

17. Acceptance Subject to Inspection

17.1 Subject to By-Law 18.1, the CAB will accept a Reporting Statement for the purposes of this By-Law:

- (a) subject to inspection by an Auditor of the Audit Certificate and the Auditor's Opinion and the right of the Auditor to:
 - (i) inspect all records, documents and information which the Auditor used to form the view expressed in the Auditor's Opinion; and
 - (ii) have access to any other information held by the Media Member or an Auditor which the Auditor reasonably considers is necessary to interpret or verify the content of the Audit Certificate or Publisher's Statement;
- (b) subject to the result of any Review Audit directed by the Board or the Auditor in respect of the Audit Certificate or Publisher's Statement or its content; and
- (c) if the CAB has no reason to believe that the Audit Certificate or Publisher's Statement and its submission does not comply with the requirements of these By-Laws and the Reporting Standards.

18. Where CAB Will Not Accept a Reporting Statement

18.1 The CAB will not accept a Reporting Statement if:

- (a) the Auditor's Opinion in respect of the Audit Certificate contains a qualification;
- (b) the Board considers that the content of the Audit Certificate or Publisher's Statement has not been verified or prepared in accordance with these By-Laws and the Reporting Standards;
- (c) the Audit Certificate or Publisher's Statement has not been submitted within the time stipulated in By-Law 7.1 and any required fee for late submission has not been paid;
- (d) any fee has not been paid;
- (e) the Audit Certificate or Publisher's Statement is incomplete;
- (f) the Title is subject to a complaint, or there is an outstanding complaint from a previous period.
- (g) the Auditor has:
 - (i) advised the Board that there is a concern relating to the reliability of the content of the Audit Certificate or Publisher's Statement; and
 - (ii) provided the Board with reasons for that concern which the Board considers are such that the Audit Certificate or Publisher's Statement should not be accepted by the CAB; or

- (h) the CAB has exercised its discretion not to accept the Audit Certificate or Publisher's Statement under By-Law 15.1.

19. CAB May Request Amendment of Reporting Statements

- 19.1 If the CAB considers that an Audit Certificate or a Publisher's Statement (or its content) submitted by a Media Member does not comply with these By-Laws or the Reporting Standards:
- (a) the CAB may return the Audit Certificate or Publisher's Statement to the Media Member with a written request for amendment; and
 - (b) the Media Member must:
 - (i) amend the Audit Certificate or Publisher's Statement as requested by the CAB; and
 - (ii) return the amended Audit Certificate or Publisher's Statement to the CAB, not more than seven days after the date on which the Media Member receives the CAB's written request under By-Law 19.1(a).

20. Media Member Must Not Amend Reporting Statement Unless Instructed To

Unless a Media Member has been instructed by the CAB to amend their Reporting Statement pursuant to 19.1(b)i, a Member must not add to delete from or otherwise alter any copy of an Audit Certificate or Publisher's Statement after the data in that Audit Certificate or Publisher's Statement has been released by the CAB.

21. Media Member Responsible for Content of Reporting Statement

- 21.1 For the purposes of these By-Laws, a Media Member is solely responsible for the accuracy of a Reporting Statement in respect of that Member's Title.
- 21.2 The signing of a Reporting Statement by or on behalf of the Media Member will be deemed to be a representation to the CAB that the Member verifies the accuracy of the data in that Reporting Statement.

22. Signing of Audit Certificates and Publisher's Statements

- 22.1 Unless By-Law 23.1 applies (see below):
- (a) Each Audit Certificate and Publisher's Statement submitted by a Media Member to the CAB must be signed:
 - (i) where the Media Member is an individual, by that individual; or
 - (ii) where the Media Member is a partnership, by the partner designated as the senior or managing partner or similar; or
 - (iii) where the Media Member is a corporation, by the Media Member's chief executive officer or another officer reporting directly to the chief executive officer who is duly authorised by the Media Member to sign Audit Certificates and Publisher's Statements.
- 22.2 In addition to the signatories required by 22.1(a)i, 22.1(a)ii or 22.1(a)iii above as applicable, where the Media Member is a Print Publication or Digital Publication, each Audit Certificate and Publisher's Statement submitted by the Media Member to the CAB must also be signed by the Circulation Manager.

23. Where Member Submits Reporting Statements Online

- 23.1 Where a Media Member has applied for and obtained a password, login and/or digital signature for the submission of Audit Certificates or Publisher's Statements online, whether through the CAB website or another web portal approved by the CAB, the Media Member is required to use that digital signature when submitting any Audit Certificate or Publisher's Statement in respect of that Title.
- 23.2 Online submission of a Reporting Statement will be taken as a representation from the Member that the data contained in that Reporting Statement is true and accurate.
- 23.3 A Member may have their Membership terminated for submitting false distribution data.
- 23.4 The CAB will not be held liable or responsible for any delays or losses arising from a failure of the online web portal to submit a Member's Reporting Statement to the CAB.

24. Member in Arrears Not Entitled to Submit Reporting Statements

A CAB Member who is in arrears with their Membership Fee or other money payable to the CAB will not be entitled to:

- (a) submit an Audit Certificate or Publisher's Statement to the CAB;
- (b) have their Audit Certificate or Publisher's Statement included in a CAB Distribution Summary or other release of distribution data by the CAB; or
- (c) receive any other service provided by the CAB to Members.

25. Sanctions for Failure to Comply with Reporting Requirements

If a Media Member fails to comply, without providing a reasonable explanation, with the reporting requirements of these By-Laws or the Reporting Standard that is applicable to that Member's Title, the following actions may be taken by the Board after due consideration:

- 25.1 On the first working day following the period, a Bulletin may be issued by the CAB stating that the Reporting Statement is due but not received and that previous Reporting Statements, being out of date, should be disregarded.
- 25.2 The Media Member's membership will be held in suspension for consideration by the Board and the Member advised by written notice (*Suspension Notice*) of the suspension.
- 25.3 The Board will release the suspension upon the member after submission of the required Reporting Statement.
- 25.4 If a Media Member's membership is suspended, the Member will have an opportunity to be heard in their own defence before the Board on terms and conditions the Board considers reasonable.
- 25.5 If the Member desires to be heard by the Board under By-Law 25.4, the Member must give the Board written notice of that desire no later than 14 days after the date of the Suspension Notice.
- 25.6 If the Member does not provide a notice in accordance with By-Law 25.5 the suspension of the membership of the Member will stand.
- 25.7 Following a hearing under By-Law 25.5 the Board may decide to:
 - (a) confirm the suspension of the Member's membership; or
 - (b) withdraw the Suspension Notice,and must advise the Member in writing of its decision.

26. Fees for Late Submission of Reporting Statements

- 26.1 If a Media Member submits a Reporting Statement after the time stipulated in these By-Laws the Member must pay to the CAB a late submission fee determined from time to time by the Board of Directors.
- 26.2 The fee for late submission of a Reporting Statement must accompany the Reporting Statement when it is submitted.
- 26.3 If a Media Member fails to pay a late submission fee required under By-Law 26.1 within forty five (45) days after the end of the Reporting Period to which the Reporting Statement late submission fee applies, the Board will regard that failure to be a failure to pay a fee for the purposes of CAB Rule 21.1 of the Rules of the CAB.

For the benefit of Members, under Rule 26.1 of the CAB Rules a Member is not entitled to receive any service provided by the CAB or exercise any rights or privileges of membership if any Membership Fee, levy or fine imposed by the CAB has not been paid within the time required by Rule 26.3, and that disenfranchisement remains until the Fee is paid or the Member's Membership is terminated.

27. Content of Accepted Reporting Statement to be Published

If the CAB accepts the Reporting Statement submitted under By-Law 15.2, the content of the Reporting Statement will be published by the CAB in a forthcoming Distribution Summary or Supplement or other appropriate release of distribution data by the CAB.

6. Proving the Average Net Distribution

6.1 Introduction

The Average Net Distribution of a Title is commonly known as ‘the CAB figure’. It is the average number of copies of the Title distributed for each Issue in the Audit Period. It does not include those copies for which evidence of the distribution or sale is absent or those copies which are disallowed under this Reporting Standard.

The Average Net Distribution and the reporting period of certification should always be quoted when sourcing or referring to any CAB data.

The CAB can provide assistance to Media Members when determining the categories of distribution that apply to their distribution.

This section contains rules that determine which issues and which copies may be included on the CAB Certificate.

6.2 Issue by Issue Analysis

- (a) Media Members are required to maintain an Issue by Issue analysis of distribution in accordance with the reporting categories listed in Section 3.2 and 3.3, as applicable.
- (b) CAB certification requires the reporting of the Average Net Distribution for each Issue published and distributed in the reporting period.

6.3 Record Keeping Requirements

The following sections give guidance on the records that must be kept for every Issue in order to verify the distribution claim. For records supporting claims for particular distribution categories the relevant section covering that distribution category must be consulted.

- (a) A Media Member must keep all records and documents which are relevant to supporting the distribution claims made in an Audit Certificate or Publisher’s Statement for 24 months after the date of the Reporting Statement.
- (b) To meet the requirements for a CAB Print Distribution Audit, a Media Member must make available to an Auditor all records, documents, information and explanations that the Auditor considers necessary and reasonable to enable the Auditor to conduct the Audit.
- (c) If a Media Member refuses to make available any of the material referred to in rule 6.3(b), the Auditor may issue a written demand to that Media Member for access to, or the provision of, the necessary records, documents, information or explanations.
- (d) If the Auditor’s written demand in 6.3(c) is refused or not fully complied with by the Media Member within seven days of the demand being made, the Auditor must immediately advise the Board of Directors.
- (e) The CAB Auditor may act independently to verify and cross-check information supplied by the Media Member.

6.4 Non-Qualifying Distribution

- (a) The following copies of an Issue of a Title may be distributed by the Media Member but may not be counted in the final distribution claim:
 - (i) Copies used as Vouchers;
 - (ii) Copies on Hand;
 - (iii) Any Modified Domestic Copies or Modified Overseas Copies; and
 - (iv) Copies Unaccounted For.

(b) The following definitions apply as non-qualifying distribution in this rule 6.4(b):

“On Hand Copies” are verifiable copies of a Title which are not distributed.

“Unaccounted For Copies” are copies of a Title whose distribution cannot be verified.

“Voucher Copies” are copies of a Title used as proof of publication to advertisers, editorial suppliers or similar.

“Modified Domestic Copies” are copies of an Issue:

- (a) which do not contain all advertisements booked to appear for the entire run of the Issue in Australia; or
- (b) which do not contain all advertisements booked to appear only in a particular Regional or Geographical Edition of the Issue in Australia; or
- (c) both (a) and (b).

“Modified Overseas Copies” are copies of an Issue distributed outside Australia which do not contain all advertisements booked to appear (except in cases where an advertiser requests removal of its advertisement) in that Issue distributed in Australia.

6.5 Geographical Distribution

(a) Business and Professional Publications, Specialty Publications and Community Language Publications must provide a geographical analysis of the Average Net Distribution of a Title in accordance with rule 6.5(b).

(b) The geographical analysis must include:

- (i) A breakdown of Average Net Distribution by State and Territory of Australia – NSW, QLD, VIC, SA, NT, WA, TAS, ACT;
- (ii) Separate reporting of Average Net Distribution to New Zealand;
- (iii) Separate reporting of Average Net Distribution to Papua New Guinea; and
- (iv) Reporting of the Average Net Distribution to any other Country as determined by the Board of Directors from time to time, as ‘Other Overseas Country’.

6.6 Reporting of Percentage of Verified Bulk Distribution

(a) Media Members must report the percentage of the Average Net Distribution that is Verified Bulk Distribution.

(b) Calculating the percentage of Verified Bulk Distribution

The percentage (to two decimal places) of Average Net Distribution which is Verified Bulk Distribution is to be calculated by dividing Verified Bulk Distribution by Average Net Distribution and multiplying by 100.

6.7 Initial Audit Requirements for newly registered Titles

(a) A Title newly registered with the CAB must complete as a minimum an audit for a defined 6-month Reporting Period as detailed in Section 3, which will be called an Initial Audit. Please also refer to the Rules and By-Laws of the CAB.

(b) To complete an Initial Audit, the Title must have published the following minimum number of Issues from the start of a 6-month Reporting Period:

- (i) published more frequently than weekly, a minimum of 51 Issues.
- (ii) published weekly, a minimum of 25 Issues.
- (iii) published fortnightly, a minimum of 12 Issues.
- (v) published monthly, a minimum of 5 Issues.
- (vi) published quarterly, a minimum of 2 Issues.
- (v) published bi-monthly, a minimum of 2 Issues.
- (vi) published bi-annually or annually, a minimum of 1 Issues.

- (c) A Title can complete a retrospective audit for the last 6 or 12 month audit period (i.e the immediately preceding period).

6.8 Launch Issue Audits

- (a) The Media Member of a new Title who has applied for Membership as a Media Member Elect may apply to the CAB for an Audit of the Launch Issue of that Title.
- (b) The Audit Certificate when released must be clearly marked “Launch Issue Audit” and specify the date an Initial Audit is due.
- (c) A Launch Issue Audit must within 8 months of completion be followed by a Preliminary or Initial Audit.
- (d) A Launch Issue Audit in respect of a Title does not entitle its Media Member to claim to be or represent itself as a Member or to use the CAB Logo. The Media Member Elect may print on the relevant Title the words “CAB membership pending subject to a CAB Initial Audit due to be completed by (day, month, year)”.
- (e) A Launch Issue Audit may be followed by a Preliminary Audit and must be followed by an Initial Audit within 8 months of completion.

6.9 Preliminary Audits

- (a) A Media Member Elect who has applied for Membership and has not had consecutive regular Issues published for a complete Reporting Period may apply to the CAB for a Preliminary Audit.
- (b) A Preliminary Audit is conducted based on a minimum number of Issues that have been published for Titles:
 - (i) published more frequently than weekly, a minimum of 13 Issues is required.
 - (ii) published weekly, a minimum of 8 Issues.
 - (iii) published fortnightly, a minimum of 4 Issues.
 - (iii) published monthly, a minimum of 2 Issues.
 - (iv) published quarterly, a minimum of 1 Issue.
 - (v) published bi-monthly, a minimum of 1 Issue is required.
- (c) A Preliminary Audit in respect of a Title does not entitle the Media Member to claim to be or represent itself as a Member or to use the CAB Logo. The Media Member Elect may print on the relevant Title the words “CAB membership pending subject to a CAB Initial Audit due to be completed by (day, month, year).
- (d) If a Preliminary Audit is conducted in respect of a Title that preliminary Audit does not exempt the Title from complying with the CAB’s requirements in respect of Reporting Periods.
- (e) A Preliminary Audit must be followed by an Initial Audit within 8 months of completion.

A Media Member that launches a new CAB Title (previously unpublished) can complete a Launch Issue Audit to provide verified proof of the distribution of the first Issue. A Launch Issue Audit will provide the Media Member Elect with an Audit Certificate. The Media Member Elect must complete an Initial Audit to become a Full Member of the CAB.

At the end of a Reporting Period if a new Media Member has not published enough Issues to complete an Initial Audit, a Preliminary Audit will be conducted. The audit will report the average of all Issues published in the Reporting Period. The Media Member Elect must complete an Initial audit to become a Full Member of the CAB.

Please note, only Full Members of the CAB have access and authorisation to use the CAB Logo.

Please refer to the Publicity Rules 31 to 48, an extract of which is reported in Section 16 of this Reporting Standard.

DISTRIBUTION METHODS

The CAB Print Distribution Audit verifies the Average Net Distribution of a Title in a defined Reporting Period. The reporting process examines the distribution from the source and verifies and reports according to the categories identified in Section 3.

Every copy published in the Reporting Period (including excluded issues) must be supported by evidence of:

- *Print/production*
- *Distribution according to the relevant distribution methods identified in Sections 7 to 12*

7. Printed Copies

7.1 Introduction

A CAB Print Distribution Audit requires the reporting of the Average Printed Copies per Issue of a Title. This is the starting point for every audit to which the publisher's statement must reconcile. The audit process examines the volume printed for each Issue published in the Reporting Period, referring to proof of printing and other documentation to establish an Average Copies Printed figure.

Every copy published in the Reporting Period (including excluded issues) must be supported by evidence of printing. Please refer to the Annexure for sample Audit Certificates, Publisher's Statements and reporting formats.

7.2 Definition of Printed Copies

- (a) The Media Member must provide evidence of the number of copies printed and verified for a Title on an Issue by Issue basis.

7.3 Evidence Required

(a) Printed

- (i) Full Issue by Issue details of all copies delivered or produced by the printer, whether in-house or not, for all Issues of the Title distributed during the Reporting Period must be available. This includes invoices, purchase ledger accounts, bank statements, print orders, paper consumption records etc. All invoices from printers must clearly state the Title, identification of the Issue, number of copies printed and supplied.
- (ii) Interdepartmental and internal print orders may be requested where the Media Member uses in-house print and production. Machine room records itemising the net good copies received per issue must be retained. This record must also note issue pagination.
- (iii) Verification of a Print Run
Any Media Member that prints their own Title may be requested by their Auditor to provide access for a verification of a print run. The Auditor may request access to the Media Member's printing facilities to conduct a physical check of at least one complete print run within each Reporting Period. Media Members must provide access if requested.
- #### (b) Delivery
- (i) Media Members may also collect and provide documentation of the number of copies delivered of an Issue of a Title, which sometimes can vary from the invoiced amount due to printing over-runs. Provided substantive proof is provided by the Media Member for each Issue of the Title, the Auditor may allow the delivered copies figure to apply.
- (ii) Documentation requirements include delivery dockets supplied by the printer, preferably with acknowledgement on invoices.

8. Copies Mailed to Individuals

8.1 Introduction

This category represents all copies that are mailed to Individuals Less Return Copies.

Media Members may utilise a mailing house service or mail the copies directly. This category allows members to report up to 2 copies per Individual only, less Return Copies. Mailing of more than 2 copies to a single Individual must be reported as Verified Bulk Distribution.

8.2 Definition of Copies Mailed to Individuals

(a) To be claimed under this category:

- (i) Copies (only up to two) must have been distributed using a mailing service.
- (ii) Mailing House services include Australia Post, DX and any other distribution format that delivers copies to an address, as defined by the CAB.

(b) The following definitions support the categories of distribution mailed to Individuals:

“Individual” is either a named Recipient or the holder of a named position/job title or both.

“Mailing House Service” is any business or operation as defined by CAB that offers a mailing service, engaged by the Media Member to mail the Title.

“Recipient” is an Individual who receives a copy of a Title.

“Requested Recipient” is an Individual who has made a Request and receives a copy of a Title.

“Return Copies” are copies of a Title which are:

- (a) returned by Australia Post, or their agent to the Media Member or their agent as undeliverable;
- (b) returned to the Media Member by a Mailing House as undeliverable;
- (c) undeliverable for any other reason;
- (d) unsold copies returned to the Media Member of the Title;
- (e) unsold copies destroyed after the provision of documentation to the Media Member; substantiating the number of unsold copies destroyed; or
- (f) unsold for any other reason.

8.3 Evidence Required

(a) Copies mailed by a Mailing House or Third Party

- (i) Distribution evidence must be available to support every copy claimed for every Issue distributed during the Reporting Period.
- (ii) Evidence that could be requested includes validated third party invoices, Australia Post records or dockets (if applicable) for every mailing method for every Issue. The Auditor may request proof that the distributor has been paid and may need access to financial records, accounts, bank statements and credit notes.
- (iii) All documentation must clearly state the Title name, identification of the Issue, the number of copies distributed and a date of distribution.

(b) Copies mailed directly by the Media Member

- (i) Distribution evidence must be available to support every copy claimed for every Issue distributed during the Reporting Period.
- (ii) The evidence required may include invoices and dockets, Australia Post records, stamp or franking machine records for every Issue and appropriate for verification by the Auditor.

- (iii) Documentation including mailing details or a database of addresses and recipients to whom copies were distributed must be maintained and must clearly state the Title name, identification of the Issue, the number of copies distributed and a date of distribution.
- (c) **Access to Mailed Distribution Details**
 - (i) Access must be provided to the records or database of addressees to whom copies have been distributed, when requested by the Auditor. The Auditor may check a selected group of Recipients for receipt of the Title.

9. Retail, Newstrade and Single Copy Sales

9.1 Introduction

This category includes copies sold through newsagents, wholesalers and/or retailers or single copies sold direct to Individuals.

These sales will generally be of the current Issue of a Title. However bona fide newsagent and single copy back Issue sales for issues published in the reporting period may also be included. All sales in this category must be made on Sale or Return basis.

9.2 Definitions

- (a) 'Sale or Return' means copies that remain unsold by the retailers can be returned to the newstrade supply chain for credit. These must be deducted from the initial 'sale' or 'supply', so that only those copies actually purchased by the public are claimed in the CAB reporting (i.e. the net sale). This must be recorded on an Issue by Issue basis.

Copies Sold to Individuals

- (a) To be claimed under this category a Title must be sold to an individual either directly or through a third-party. The following definitions provide guidance:
- (b) The reporting of sales of copies to Individuals are reported in two specific categories:
- (i) Copies sold through newsagents or other retail outlets, less Return Copies; and
 - (ii) Cash sales to Individuals.

"Sale" is a sale of the Title:

- (a) through retailers, wholesale distributors, sellers and other regular channels of distribution or sale who pay a Wholesale Price for the Title; or
- (b) directly by the Media Member to an Individual.

"Cash Sale" is a Sale of a single copy of a Title at any price.

"Retailer" is a person, shop or business that sells goods to the public.

"Return Copies" are copies of a Title which are:

- (a) returned by Australia Post, or their agent to the Media Member or their agent as undeliverable;
- (b) returned to the Media Member by a Mailing House as undeliverable;
- (c) undeliverable for any other reason;
- (d) unsold copies returned to the Media Member of the Title;
- (e) unsold copies destroyed after the provision of documentation to the Media Member (substantiating the number of unsold copies destroyed);
- (f) unsold for any other reason

"Seller" is a person who is selling the Title.

"Wholesale Price" is a price for a Title charged by a Media Member to retailers, wholesale distributors, sellers and other regular channels of distribution or sale.

"Wholesaler" is someone who buys and sells in large amounts to shops and businesses as defined by the CAB.

- (b) For copies supplied through retailers, wholesalers or other retail outlets this means that:
- (i) These copies are usually destined to be on-sold to consumers.
 - (ii) There must be an audit trail for Return Copies, reported as unsold and either destroyed or returned to the Media Member.

9.3 Evidence Required

(a) Sold through newsagents, wholesalers or other retail outlets

- (i) Copies sold through newsagents or other retail outlets generally cover copies destined to be on-sold to consumers. The Auditor should be satisfied that retailers, wholesale distributors, sellers and other regular channels are bona fide.
- (ii) All documentation must clearly state the Title name, identification of the Issue, the number of copies received, the number of copies returned or unsold, the number of copies sold and a date of distribution.
- (iii) There must be evidence of payment being received by the Media Member.
- (iv) Evidence must be available of Issues sold through retailers, wholesale distributors, sellers and other regular channels who pay a Wholesale Price to the Media Member for the Title. It is important that the final report for each Issue is supplied by any Third Party distributors.
- (v) You may also be required to provide a reconciliation of progress payments depending on how your Third Party distribution engagements are arranged.

(b) Cash Sales

- (i) Evidence that could be requested by the CAB to confirm a Cash Sale to an Individual includes: the Media Member's financial records e.g. invoices, sales ledgers or cash book or other records showing for each Issue the number and value of copies sold direct to Individuals by the Media Member.

Note: Only Issues published and sold in the Reporting Period can qualify for inclusion.

10. Copies Delivered by Request for Redistribution to Individuals

10.1 Introduction

This category represents requested copies that are delivered to a company or organisation for redistribution to Individuals. The Media Member must maintain evidence of request from the company or organisation as well as documentation supporting distribution.

10.2 Definition

- (a) To be claimed under this category:
- (i) Copies must have been requested by a company or organisation;
 - (ii) The request can be received by the Title in writing including email and fax, via the telephone or internet;
 - (iii) The request must be less than three years old at the date of distribution of the Issue for which it is claimed;
 - (iv) Details of the Individuals who will receive the publication must be provided; and
 - (v) The Title must deliver the copies to the company or organisation.

- (b) The following definitions apply:

“Individual” is either a named Recipient or the holder of a named position/job title or both.

“Recipient” is an Individual who receives a copy of a Title.

“Request” is an opt-in or response by an Individual, company or organisation to an offer to receive a Title.

“Requested for Redistribution to Individuals” is the distribution of a Title under an arrangement by or with the Media Member of the Title or a third party who has requested the Title in order to redistribute it to Individuals.

Example: Some companies or organisations will request a bulk delivery of copies to a single location for internal redistribution in preference to a large number of individually mailed copies. This can include government departments and large companies.

10.3 Evidence Required

- (a) Request documents for every copy to be claimed during the Reporting Period must be retained, and can include;
- (i) For written requests this means all request forms, letters or other documents
 - (ii) For telephone requests this means all recordings (if taken) or the electronic/ hardcopy record of the request
 - (iii) For internet/email requests this means documents/data files
- (b) A list showing the names and addresses of companies, associations, institutions, government departments, etc. to whom copies in bulk have been mailed or delivered against written orders, supported by letters, requisitions, etc.
- (c) A list of the Individuals that will receive the Issue; which should include a minimum of two unique identifiers such as email address, street or postal address or telephone number.
- (d) A form/document/certificate which is signed by an employee of the re-distributing organisation confirming the number of copies received for distribution to individuals within that organisation.
- (e) Evidence of delivery of copies to the company/organisation, including courier documentation, bulk mailing or other distribution methods as relevant.

Advice – CAB can provide advice on the suitability of any receipt documentation/internet request/telecommunications script, and can provide forms for a Media Member to use.

11. Individually Distributed to Residential, Multi-Residential and Commercial Locations

11.1 Introduction

This category represents copies that are individually distributed to residential, commercial/other and multi-residential locations. Media Members may utilise a range of distribution services, including in-house, third-party distributors or contractors and Australia Post. Distribution in these categories must be analysed for each Issue.

CAB Business, Professional, Specialty and Community Language Publications may report residential and non-residential, while Community Newspapers report across all three categories.

Whether the Media Member uses their own distributors or employ a contract distribution company to deliver the Title, they are responsible for making sure that:

- *All the records required to support the distribution claim are retained, including those detailed in these rules; and*
- *These records are available for audit/inspection.*

11.2 Definition

(a) To be claimed under this category:

- (i) Copies may be distributed individually to either a residence or commercial, industrial location;
- (ii) Copies may be distributed in bulk to multi-residential locations for residents to pick-up;
- (iii) The Title must provide detailed records for every issue of copies distributed to each category;
- (iv) Evidence must be available to support single copies of the Title being delivered to individual properties/letterboxes.

(b) Copies may be distributed by either:

- (i) Third-party Distributor or Contractor - A distribution agency undertaking delivery of a number of areas/editions on a contractual basis. Contract Distribution Companies that are subsidiaries or an associated company of a Media Member or publishing group must be regarded as in-house distribution.
- (ii) In-house distribution - A named individual allocated to one or more single round(s) who undertakes the delivery of the Title in person. The responsibility for the distribution of a Title and for the distribution personnel rests solely with the publishing company or an associated company.

The following additional definitions apply:

“Multi-Residential Dwelling” is the distribution of a Title to a location which contains more than one residence as defined by the CAB; for example apartments and units.

“Commercial/Other” is the distribution of a Title to locations which are other than Residential as defined by the CAB; for example shops and businesses, factories and hospitals.

“Residential” is the distribution of a Title to a place of residence as defined by the CAB.

11.3 Evidence Required

(a) Documentation from distributors can include;

- (i) A full list of all distributors involved in the delivery of each Issue, maintained either by the Media Member or the distribution contractor.
- (ii) This list must be retained complete and available for audit/inspection.
- (iii) The list of distributors must include details of each distributor used.

- (b) Dispatch records (confirming distributor records and print figures)
 - (i) Details of the distribution dates and distributor records for each Issue must be maintained.
- (c) Distributor's pay records
 - (i) Payments to distributors must be supported by adequate financial records to support the claimed distribution. Full details for individual and total payments made to distributors may be requested and must be available and supported by financial records, e.g. ledger books and bank statements.
 - (ii) These records must be retained complete and available for audit/inspection either by the Media Member or the distribution contractor.
 - (iii) The Auditor may request proof that the distributor has been paid and may need access to financial records, accounts, bank statements and credit notes.
- (d) Maps of the distribution area covered by the Title, and should include distribution quantities by designated delivery area.

11.4 Specific Requirements to determine when distribution to Multi-Residential Dwellings can be included in Individual Distribution to Residential locations

- (a) Distribution of a Community Newspaper Title to a Multi-Residential Dwelling will qualify for reporting in the category "Individually distributed to Residential locations" when all of the following criteria have been met:
 - (i) the Media Member has a managed distribution process in place and a record of delivery and Return Copies; and
 - (ii) there is an arrangement between the strata or supervisor of the multi-residential location and the Media Member to deliver a pre-defined number of copies for pick-up by residents; and
 - (iii) the number of copies delivered does not exceed one per residence; and
 - (iv) there is a Return Copies process in place to collect unwanted issues.
- (b) Distribution of a Community Newspaper Title to a Multi-Residential Dwelling includes distribution:
 - (i) delivered in bulk to a single location;
 - (ii) delivered for residents to collect;
 - (iii) where the number of copies delivered does not exceed one per residence.
- (c) Maps of the distribution area covered by the Title, and should include distribution quantities by designated delivery area.

Example: Distribution can include copies to retirement villages, nursing homes and other long stay residential locations as well as apartments and units, or townhouses or duplex locations where copies cannot be placed in individual letterboxes.

12. Verified Bulk Distribution

12.1 Introduction

This category represents all distribution of more than two copies of a Title. The numbers of copies distributed in bulk are reported in Average Net Distribution as Verified Bulk Distribution, with an additional reporting breakdown. Verified Bulk Distribution will also be reported as a percentage of Average Net Distribution in all reporting.

12.2 Definition

- (a) To be claimed under this category:
- (i) Copies of the Title must be distributed in bulk;
 - (ii) The Title must provide detailed records for every Issue of copies distributed to each category;
 - (iii) Evidence must be available to support the distribution claims.
- (b) **“Bulk Distribution”** is the distribution of more than two copies of an Issue of a Title.
- (c) The reporting of Bulk Distribution will include an additional breakdown of distribution categories as follows:
- (1) Bulk Sales
 - (2) Distributed in Public by Hand (person)
 - (3) Distribution for Public Pick-up By Arrangement
 - (4) Distribution for Public Pick-up - Other
 - (5) Distribution through Airlines, Airline Premises and Accommodation
 - (6) Distribution through Advertisers/Client
 - (7) Distribution through Education facilities
 - (8) Distribution through Exhibitions, Seminars or Conferences
 - (9) Distribution at Sporting or Other Events
 - (10) Other distribution outlets
- (d) The categories are supported by the following definitions to ensure consistency of application during the reporting process.

“Accommodation and Airline Distribution” is the distribution of a Title under an arrangement by or with the Media Member in respect of the Title to;

- (a) a place which provides accommodation on a commercial basis to a person, and which is not that person’s usual place of residence, for distribution to that person; or
- (b) an airline or its premises, operating within, or leaving from, Australia for distribution to that airline’s passengers.

“Advertiser/Client Distribution” is the distribution of a Title to a company or organisation that places advertising in an audited Issue of a Title, published in the Reporting Period.

“Bulk Sales” are the sales of more than two copies of a Title at a price and in quantity.

“Distribution Point” is the delivery location of a verified bulk distribution of a Title.

“Education Distribution” is the distribution of a Title under an arrangement by or with the Media Member of the Title for distribution at a learning institution as defined by the CAB.

“Exhibition, Conference or Seminar Distribution” is the distribution of a Title under an arrangement by or with the Media Member of the Title for distribution at a conference, exhibition or seminar.

“Public by Hand Distribution” is the distribution of a Title, which takes place in a public location by a person.

“Public Pick-Up by Arrangement Distribution” is the distribution of a Title under an arrangement by or with the Media Member in respect of the Title and a third party, who has requested the Title to be placed on their premises for pick-up by the public.

“Public Pick-Up – Other Distribution” is the distribution of a Title by the Media Member or their agent for placement in a retail outlet, business or organisation or public location for pick-up by the public.

“Sporting or Other Events Distribution” is the distribution of a Title under an arrangement by or with the Media Member of the Title for distribution at a sporting or other event as defined by the CAB.

12.3 Evidence Required

The Media Member may be requested to provide records to support the claimed distribution. Please refer to the specific requirements for each distribution category as identified in 12.2 (c) and general evidence requirements listed in 12.4.

(1) Bulk Sales

Objective: To ensure there is proof of copies sold in bulk and delivered as instructed.

Copies sold direct in bulk and on a no-return or firm sale basis to retail outlets may also be included e.g. a cycling magazine may wish to supply copies for resale via cycle shops not serviced by news trade wholesalers.

The Media Member will need to retain and may be required to make available for audit the necessary records required to support the bulk sales claim and which may include:

- Issue by Issue details of the number of copies purchased by each purchaser.
- An order, contract or record of sale transaction from the purchaser stating;
 - Name of Title
 - Number of copies purchased
 - Price per copy
 - Issues of the Title purchased
 - Method of distribution and price
- An invoice to the purchaser giving the same information as the order or contract noted above.
- Evidence of distribution of each Issue claimed and could include:
 - A delivery note signed by the purchaser confirming receipt or, if you distribute copies on behalf of the purchaser then third-party evidence of distribution;
 - Couriers dockets or invoices, or other distribution methods;
 - For copies distributed through the normal wholesaler/retailer supply chain, the same evidence as for newstrade sales.
- Financial records to prove the Media Member has been paid for the copies claimed.

The Media Member can report the number of distribution points that copies of the Title were distributed to on the Audit Certificate.

Example: This category includes copies sold for a fixed price or firm sale with no return copies policy.

(2) Distributed in Public by Hand (person)

Objective: To ensure that there is proof of regular receipt of bulk copies at each final distribution point and evidence of the quantity picked up from those points.

- A distribution point is a delivery address of a bulk distribution (i.e. more than one copy to a single address) and must be the point at which copies are handed to, or left for pick-up by the final individual recipient.

The Media Member will need to retain and may be required to make available for audit the following records to support the number of copies distributed in public by hand including:

- Distribution records for each issue noting the distribution points, number of personnel utilised in the distribution, number of copies delivered and where captured, the number of copies returned.
- The Media Member may elect to maintain signed and dated receipt documents/couriers delivery notes, on an every issue basis, for all distribution points claimed.
- Uncollected or damaged copies may be accounted for and should be reconcilable with the distribution records on an Issue by Issue basis.

- Where there are no copies left for return, this must be recorded and signed for as zero returns.

The Auditor may request to review the distribution process and examine the controls which provide issue by issue details of the number of total copies and net copies distributed (or picked up). This could require details of the number of damaged copies removed from circulation and undistributed copies to be accounted for.

The Media Member can report the number of distribution points that copies of the Title were distributed to on the Audit Certificate.

Example: This category includes publications that employ personnel to stand in public locations and hand deliver copies. Locations can include railway stations and concourses, tram and bus terminals.

(3) Distribution for Public Pick-up By Arrangement

Objective: To ensure that there is proof of regular receipt of bulk copies at each final distribution point.

- A distribution point is a delivery address of a bulk distribution (i.e. more than one copy to a single address) and must be the point at which copies are left for pick-up by the final individual recipient.

The Media Member will need to retain and may be required to make available for audit the necessary records required to support the claim of the number of copies distributed for public pick-up by arrangement and which may include;

- Request documents for bulk copy deliveries to be claimed during the audit period must be retained
- The request must be less than three years old at the date of distribution of the issue for which it is claimed
- Distribution records for each issue noting the number of distribution points, number of copies delivered and number of copies returned (where applicable).
- Details of the names and addresses of distribution points, including retail outlets, cafes, music stores, clubs or restaurants, or companies etc. to whom copies in bulk have been mailed or delivered against written orders, supported by letters, requisitions, etc.

The Media Member can report the number of distribution points that copies of the Title were distributed to on the Audit Certificate.

Example: This category includes distribution for Titles that have an arrangement with a distribution point to receive copies of the Title and for these copies to be made available for public pick-up. The Media Member can report the average number of distribution points.

Distribution point examples include: retail outlets of any type including but not limited to cafes, shops, music stores, hotels, clubs and restaurants.

(4) Distribution for Public Pick-up - Other

Objective: To ensure that there is proof of regular distribution of bulk copies to each final distribution point.

- A distribution point is a delivery address of a bulk distribution (i.e. more than one copy to a single address) and must be the point at which copies are left for pick-up by the final individual recipient.

The Media Member will need to retain and may be required to make available for audit the necessary records required to support the number of copies distributed for public pick-up for each issue and which may include:

- The number of distribution points,
- The number of copies delivered; and
- The number of copies returned (if applicable).
- Details of the names and addresses of distribution points including; retail outlets, cafes, music stores, clubs or restaurants or companies etc. to whom copies in bulk have been mailed or delivered.

The Media Member can report the number of distribution points that copies of the Title were distributed to on the Audit Certificate.

Example: This category reports distribution for Titles to identified distribution points for members of the public to pick-up. Publications that utilise this style of distribution include music, lifestyle, health, travel, what's on guides that may be classified as 'street press'.

Distribution point examples include: retail outlets of any type including but not limited to cafes, shops, music stores, hotels, clubs and restaurants.

(5) Distribution through Airlines, Airline Premises and Accommodation

Objective: To ensure that there is proof of distribution of bulk copies to locations including airline premises and accommodation premises for distribution directly to individuals or to distribution points.

- A distribution point is a delivery address of a bulk distribution (i.e. more than one copy to a single address) and must be the point at which copies are left for pick-up by the final individual recipient.

The Media Member will need to retain and may be required to make available for audit the necessary records required to support the number of copies distributed for public pick-up for each issue and which may include:

- The number of distribution points, including places which provide accommodation on a commercial basis to a person, an airline or its premises, operating within, or leaving from, Australia for distribution to that airline's passengers.
- The number of copies delivered; and
- The number of copies returned (if applicable).
- Details of the names and addresses of each distribution location.

The Media Member can report the number of distribution points that copies of the Title were distributed to on the Audit Certificate.

Distribution point examples for this category include: hotels, motels and accommodation locations, airline premises, airport terminals or distribution locations for dispatch to passengers.

Example: This category includes Titles such as in-flight magazines and travel and tourism Titles with distribution through airlines and airline premises as well as hotels, motels, backpackers and other accommodation locations.

(6) Distribution through Advertisers/Client

Objective: To ensure that there is proof of distribution of bulk copies to advertisers/clients with an advertisement in the Issue of distribution.

The Media Member will need to retain and may be required to make available for audit the necessary records required to support the number of copies distributed to advertisers/clients in each relevant issues for each Issue and which may include:

- The number of copies delivered; and
- The number of copies returned (if applicable).
- An electronic/digital record of the issue where the advertisement that appeared in the issue where distribution was made may be requested
- A complete list showing the names and addresses of each advertiser or client to whom copies in bulk have been mailed or delivered.

The Media Member can report the number of distribution points that copies of the Title were distributed to on the Audit Certificate.

Example: This category includes distribution of Titles that occur primarily through advertisers.

Note: Some distribution may qualify in more than one category and the Media Member must determine which category is the most appropriate.

(7) Distribution through Education facilities

Objective: To ensure that there is proof of distribution of bulk copies to locations including schools, universities, tafes and other education facilities for distribution directly to individuals or to distribution points.

- A distribution point is a delivery address of a bulk distribution (i.e. more than one copy to a single address) and must be the point at which copies are left for pick-up by the final individual recipient.

The Media Member will need to retain and may be required to make available for audit the necessary records required to support the number of copies distributed either for public pick-up or for re-distribution for each issue and which may include:

- The number of distribution points,
- The number of copies delivered; and
- The number of copies returned (if applicable).
- Details of the names and addresses of each education facility to which copies have been delivered.

The Media Member can report the number of distribution points that copies of the Title were distributed to on the Audit Certificate.

Example: This category includes copies distributed through schools, universities and tafes, either directly to individuals or placed for public pick-up.

(8) Distribution through Exhibitions, Seminars or Conferences

Objective: To ensure that there is proof of distribution of bulk copies to exhibition, seminar and conference venues for further redistribution.

The Media Member will need to retain and may be required to make available for audit the necessary records required to support the number of copies distributed through exhibitions, seminars or conferences for each Issue and which may include:

- The details of each exhibition, seminar or conference where copies are to be distributed
- Evidence may include documentation of any arrangement of the stand at the exhibition or arrangement to distribute, or a picture of the copies on display
- The number of copies delivered; and
- The number of copies returned (if applicable).
- The number of copies abandoned or destroyed (if applicable)
- Details of the names, dates, address and duration of the exhibition, conference or seminar.

The Media Member can report the number of distribution points that copies of the Title were distributed to on the Audit Certificate.

Example: This category include copies distributed through and at exhibitions, conferences and events, either directly through inclusion in delegate bags or through a stand taken by the Title, or copies handed out directly by Title representatives.

(9) Distribution at Sporting or Other Events

Objective: To ensure that there is proof of receipt of bulk copies at each sporting or other event or final distribution point.

- A distribution point is a delivery address of a bulk distribution (i.e. more than one copy to a single address) and must be the point at which copies are left for pick-up by the final individual recipient.

The Media Member will need to retain and may be required to make available for audit the necessary records required to support the number of copies distributed through sporting or other events for each Issue and which may include:

- The details of each sporting or other event where copies are to be distributed
- Evidence may include documentation of any arrangement at the sporting event or arrangement to distribute, or a picture of the copies on display

- The number of copies delivered; and
- The number of copies returned (if applicable).
- The number of copies abandoned or destroyed (if applicable)
- Details of the names, dates, address and duration of the event.

The Media Member can report the number of distribution points that copies of the Title were distributed to on the Audit Certificate.

Example: This category includes copies distributed through and at sporting events as well as events such as markets, theatre and dramatic performances.

(10) Other distribution outlets

Objective: To ensure that there is proof of distribution of bulk copies to each final distribution point.

- A distribution point is a delivery address of a bulk distribution (i.e. more than one copy to a single address) and must be the point at which copies are left for pick-up by the final individual recipient.

Media Members may elect to report bulk distribution in this category if desired.

The Media Member will need to retain and may be required to make available for audit all records required to support the number of copies distributed in any other way, including:

- The number of distribution points,
- The number of copies delivered; and
- The number of copies returned (if applicable).
- A complete list showing the names and addresses of each distribution location to whom copies in bulk have been mailed or delivered.

The Media Member can report the number of distribution points that copies of the Title were distributed to on the Audit Certificate.

Example: This category may include distribution from any of the other categories as well as any distribution that is different to the identified categories.

Note: Please contact the CAB if you would like to further discuss bulk distribution qualifications for copies.

12.4 General Evidence Requirements

The Media Member may be required to retain and make available for audit the following records to support distribution undertaken by distributors:

- (a) A full list maintained either by the Media Member or the distribution contractor of all distributors involved in the delivery of each Issue. The list must be retained complete and available for audit/inspection. The list of distributors must include contact details of each distributor used.
- (b) Dispatch records (confirming distributor records and print figures). Details of the distribution dates and distributor records for each Issue must be maintained.
- (c) Distributor's pay records. Payments to distributors must be supported by adequate financial records to support the claimed distribution. Full details for individual and total payments made to distributors may be requested and must be available and supported by financial records, e.g. bought ledger books and bank statements. These records must be retained complete and available for audit/inspection either by the Media Member or the distribution contractor. The Auditor may request proof that the distributor has been paid and may need access to financial records, accounts, bank statements and credit notes.

13. Verified Recipient Reporting

Introduction

This category represents the requirements associated with the reporting of copies that are individually requested and delivered to those individuals' addresses. Individually requested copies will be analysed from a selected Issue nominated by the Auditor in the Reporting Period.

13.1 Verified Recipient Reporting

- (a) From April 1, 2011 Media Members in respect of:
 - (i) Business and Professional Publications;
 - (ii) Specialty Publications; and
 - (iii) Community Language Publications,with 80% or greater of Average Net Distribution reported as 'Mailed to Individuals less Return Copies' will be required to report the number of Verified Recipients included in the audited Average Net Distribution.
- (b) Verified Recipient reporting remains optional until March 31, 2011.
- (c) Verified Recipient audits must be conducted in conjunction with a CAB Print Distribution Audit and are reported.

13.2 Definition

- (a) To be claimed under this category:
 - (i) there must be a personal request by an Individual;
 - (ii) or a copy Sold to Individuals in accordance with Section 9;
 - (ii) the request can be received by the Media Member in writing, via the telephone or the internet.
 - (iii) the request must be less than three years old at the date of distribution of the Issue for which that addressee is claimed as a Requested Recipient (or less if stated on the request documentation).
 - (iv) the Media Member must provide proof of delivery.
- (b) The reporting of Verified Recipients is supported by the following definitions to ensure consistency of application during the reporting process.

"Business and Professional Publication" is a Title, which is written for and/or distributed to a business or professional audience as determined by the CAB.

"Individual" is either a named Recipient or the holder of a named position/job title or both.

"Recipient" is an Individual who receives a copy of a Title.

"Personally Requested or Purchased" is a category of distribution which combines copies distributed to Requested Recipients and copies sold in accordance with Section 9 of this Reporting Standard 'Copies Sold to Individuals'

"Request" is an opt-in or response by an Individual, company or organisation to an offer to receive a Title.

"Requested Recipient" is an Individual who has made a Request and receives a copy of a Title.

"Sale" is a sale of the Title:

- (c) through retailers, wholesale distributors, sellers and other regular channels of distribution or sale who pay a Wholesale Price for the Title; or
- (d) directly to an Individual.

"Specialty Publication" is a Title written for and/or distributed to a special interest group as defined by the CAB.

"Third-Party Managed Databases" are databases which contain opt-in recipient details provided by a third-party company such as an association, subscription or mailing house, as defined by the CAB.

“**Verified Recipient**” is a Recipient which has been verified in accordance with this Reporting Standard.

“**Verified Recipient Audit**” is an Audit of the Verified Recipients of a Title.

Reporting

- (c) Verified Recipient Audits will:
 - (i) report distribution to Individuals who have indicated by action, or requested to receive, the Title; and
 - (ii) will be reported with a total and a breakdown of Personally Requested and Third-Party Opt-in Managed Databases.

- (d) To qualify, the Verified Recipient request must be no older than three years, including new and renewal records. Auditable documentary evidence of each Request, renewal or record alteration must be made available, that includes but is not limited to;
 - (i) Written Requests
 - (ii) Email or Web Requests
 - (iii) Telephone Requests
 - (iv) Sales Reports

- (e) Where a Media Member elects not to collect Verified Recipient data for a Title an appropriate notation will be made on the audited Publisher’s Statement for that Title and on any Distribution Summary or other release of audited data by the CAB, as determined by the Board of Directors.

- (f) Additional Optional Reporting
Media Members can request an additional breakdown of copies Personally Requested to detail:
 - (i) Copies Sold; and
 - (ii) Copies Requested.

13.3 Evidence Required

- (b) All request documents for every copy to be claimed during the audit period must be retained:
 - (i) For written requests this means all request forms, letters or other documents including change of address notification and inquiry documents;
 - (ii) For telephone requests this means all recordings (if taken) or the electronic/ hardcopy record of the request;
 - (iii) For internet/email requests this means documents/data files;

- (b) A complete list of names for those individually requested copies delivered for each Issue must be retained and have been mailed or delivered against written orders, supported by letters, requisitions, etc.

- (c) Where the request from a Recipient is for a single Issue the Media Member must retain request documentation for each Issue to be verified during the audit.

- (d) The Media Member should present a breakdown by Issue of the number of Requested Recipients by reporting type – ie Personally Requested Copies and Copies provided through Third-Party Managed Databases.

- (e) Written requests – requirements
 - (i) The request form must be dated by the addressee.
 - (ii) The document must clearly indicate which Title is being requested.
 - (iii) If the request form is for more than one Title there must be a separate indication of Request for each Title.

Example: Requests can include change of address notification

- (f) Telecommunication requests – Evidence of telecommunication requests may include;
 - (i) Telecommunications such as outbound and inbound telephone calls, internet, email and fax messages may be used in support of individually requested circulation.

- (ii) The name and telephone number of the addressee must be collected and recorded.
 - (iii) Outbound calls - must be signed and dated by the interviewer and the phone number called, recorded.
 - (iv) Inbound calls - must be signed and dated by the receiver.
 - (v) Requests for more than one Title in a single phone call are allowed provided the script ensures that the titles have been asked about individually.
 - (vi) Facsimile (fax) requests are treated in the same way as written requests so the PIQ is not required. CAB recommends that fax requests are photocopied or a plain paper fax is used to avoid the information fading.
 - (vii) Internet/email request documentation/files must capture request data. The email address must be collected and recorded instead of the telephone number.
- (g) Third Party Managed Database providers - requirements
- (i) Contract or arrangement with provider detailing recipient types, supply details noting number of contacts per issue.
 - (ii) Where applicable; information detailing compilation of list and request from individuals.
- (g) Sales of copies per Issue as determined in **Section 9 – Retail, Newstrade and Single Copy Sales** and reported on an every Issue basis.

Advice – CAB can provide advice on the suitability of any documentation/internet request/telecommunications script.

14. Regional or Geographical Editions and Multiple Area Titles

14.1 Introduction

This section refers to Media Members that publish Regional or Geographical Editions and Multiple Area Titles (often referred to as 'Replated Editions'), which occur in a number of different formats.

A Regional or Geographical Edition is an edition of a newspaper produced for a region or territory with different editorial content. All advertising remains the same between all editions and the region is referenced.

A Multiple Area Title can be either a Regional or Geographical edition of a newspaper which contains different advertising to the Title, or separate Titles that share a common border or territory and have requested to be reported as a Multiple Area Title.

The key to determining the difference between Regional or Geographical Edition and a 'Multiple Area Title' is determined by the advertising content. Any change to advertising in editions of an approved Regional or Geographical Editions will signify it as a Multiple Area Title.

Any Title requiring to report a Regional or Geographical Edition or Multiple Area Title reporting must submit copies of the editions to the CAB for approval by the Board of Directors.

CAB Titles that share a common geographical border can request to be listed as a Multiple Area Title. The Titles must maintain separate membership and will be listed both individually and as a Multiple Area Title.

Notes:

- 1. The reporting of Regional or Geographical Editions has in the past been limited to Community Newspaper members; however this has now been widened to include all print distribution audit Titles that may qualify.*
- 2. Where a Media Member is uncertain if this rule applies to them they are invited to send to the CAB copies of their publication and editions for examination and review.*

This section provides guidance on the difference between Regional or Geographical Editions and Multiple Area Titles and how the data is to be reported.

14.2 Definitions

- (a) The reporting of Regional or Geographical Editions and Multiple Area Titles is supported by the following definitions to ensure consistency of application during the reporting process.

'Masthead' is the name in a consistent insignia format as displayed on the front of the publication.

"Multiple Area Title" is a Publication which has one or more Regional or Geographical Editions that:
(a) may contain different advertising content as booked or directed by an advertiser/s; and
(b) may contain different editorial.

"Publication" is a newspaper or magazine as defined by its **Masthead**.

A **"Regional or Geographical Edition"** is an edition of a Title that carries the same masthead as the Title and includes a reference to the geographical region served.

"Title" for the purposes of this Reporting Standard, unless otherwise indicated, means a Community Newspaper or Community Language Newspaper, Community Language Publication, Specialty Publication, and Business and Professional Publication.

14.3 Titles Publishing Regional or Geographical Editions

- (a) A Title which publishes a Regional or Geographical Edition(s) will be reported as one Title.
(b) Multiple Area Title reporting will occur when the criteria of 14.5 have been met.
(c) A Title must advise the CAB when any circumstances change that may affect that Title's ability to satisfy the criteria of rule 14.4 or rule 14.5.

Example: Regional or Geographical Editions can have different editorial between editions but will be considered as one Title.

14.4 Reporting as a Regional or Geographical Edition of the One Title

- (a) A Title and its Regional or Geographical Edition(s) will be reported as one Title if all of the following criteria have been satisfied:
- (i) The masthead on all Regional or Geographical Edition(s) of the Title is the same as the masthead of the Title, with the region or geographical area indicated in smaller type.
 - (ii) The Regional or Geographical Edition(s) of the Title contain identical advertising as the primary Title, in every Issue.
 - (iii) The Title and the Regional or Geographical Edition(s) have been submitted to and obtained the approval of the Board of Directors of the CAB.
- (b) Editorial content can change between editions.

14.5 Reporting as a Multiple Area Title

- (a) A Title and its Regional or Geographical Edition(s) will be reported as a Multiple Area Title if all of the following criteria have been satisfied:
- (i) The masthead on the Title and its Regional or Geographical Edition(s) is consistent, with the region or geographical area indicated.
 - (ii) The Title and the Regional or Geographical Edition(s) have been submitted to and obtained the approval of the Board of Directors of the CAB.
- (b) The following criteria may be considered when defining a masthead:
- (i) The name of the Title(s) on the CAB Membership Application
 - (ii) The complete name/insignia as displayed on the front of the publication
 - (iii) The website (URL) address of the publication
 - (iv) The business name (registered or otherwise) of the publication
 - (v) How different edition identification is displayed
- (b) The Regional or Geographical Edition(s) may contain different, additional or less Advertising content as booked or directed by the Advertiser(s).
- (c) Editorial content can change between editions.
- (d) Multiple Area Titles will be indicated with a symbol on the Audit Certificate and Distribution Summary (or other release issued by CAB) identifying the audited distribution for each Regional or Geographical Edition beneath the Multiple Area Title.
- (e) A Media Member can request different Title(s) be reported as a Multiple Area Title. The Title(s) must:
- (i) maintain separate CAB membership; and
 - (ii) share a common border or territory of distribution with the Regional or Geographical Edition it will be reported with.

Note: Some Title(s) which do not qualify as a Regional or Geographical Edition and therefore a Multiple Area Title may wish to be displayed as a Multiple Area Title. Clause (e) provides the facility for Media Members to request this type of listing provided the Title(s) share a common border and are CAB members.

Reporting Examples

To assist members to understand the application of this rule the following example provides an indication of how CAB audited data will be displayed:

Regional or Geographical Editions that qualify as one Title will be reported as follows (please note example Titles are fictitious):

Title	Average Net Distribution
Waverton/Wollstonecraft News	33,625

Titles that qualify as a Multiple Area Title will be reported as follows:

Title	Average Net Distribution
M North Sydney News/Milsons Point News	62,536
M-i North Sydney News	34,229
M-ii Milson Point News	28,307

<i>M Lifestyle Magazine</i>	80,000
<i>M-i Gold Coast Edition</i>	20,000
<i>M-ii Brisbane Edition</i>	20,000
<i>M-iii Sunshine Coast Edition</i>	20,000
<i>M-iv Tropical Coast Edition</i>	20,000
<i>M indicates Multiple Area Title</i>	
<i>M-i, M-ii indicate a Regional or Geographical Area of a Multiple Area Title</i>	

14.6 Additional Distribution evidence may be required.

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

- (a) print and distribution details identifiable between these editions.
- (b) Maps including distribution quantities by designated delivery area where the Title is a Community Newspaper.

Note: When the masthead of a Title changes between Regional Editions the CAB must be notified and the different masthead must be registered as a Title with the CAB.

Please contact the CAB for further clarification on the application of these rules for any Title.

15. Exclusions

15.1 Introduction

In order to present CAB data that is as accurate and representative of a Title's average distribution as possible, certain Issues are allowed to be excluded from the distribution claim for a Reporting Period.

The objective of allowing or requiring Issues to be excluded is to prevent distortion of the certified figure by removing Issues which have distributed volumes outside of the normal average or which are adversely affected by matters beyond the Media Member's control.

Note for Community Newspaper members: An Issue of a Community Newspaper Title that is distributed during the audit period may only be excluded from the Average Net Distribution for the period if:

- *The Board of Directors have approved a request for exclusion as detailed in rule 15.3(c); or*
- *The Issue is allowed to be excluded because of the occurrence of an exclusion time nominated by the Board of Directors and as detailed in rule 15.3 (a).*

15.2 Excluded Issues: Business and Professional, and Specialty Publications

- (a) For this rule, Media Member means Business and Professional, Specialty and Community Language Publications only.
- (b) Business and Professional and Specialty Publications and Community Language Publications Titles must exclude the distribution of Issues of a Title in a Reporting Period when the distribution for an Issue varies by 10% over or under the Average Net Distribution and the following rules apply:
- (i) Identify any Issues published in the Reporting Period with a distribution $\pm 10\%$ of the Average Net Distribution.
 - (ii) Where 20% or less of the number of Issues published in a Reporting Period are over or under 10% of the Average Net Distribution of all Issues published in that Reporting Period then the Media Member must exclude those Issues from the Average Net Distribution calculation.
 - (iii) If consecutive Issues (two or more) occur as the first or last Issues in a Reporting Period, an additional average covering the last 2 Issues of the Reporting Period must be shown on the Audit Certificate or Publisher's Statement.
 - (iv) If any Issue is identified as Over/Under 10% of Average Net Distribution, Average Printed Copies and Average Net Distribution must be recalculated.

Example: If a Title publishing 3 Issues in a Reporting Period changes its distribution every Issue, the average is taken of the 3 Issues. If 1 Issue varies by $\pm 10\%$ this Issue is excluded and the average taken of the remaining 2 Issues. If 2 Issues vary by $\pm 10\%$, the average is taken of the 3 Issues.

15.3 Excluded Issues: Community Newspaper

- (a) Optional Exclusions
Media Members publishing a:
- (i) Community Newspaper; or
 - (ii) Community Language Newspaper,
- may elect to omit from an Audit Certificate those Issues published on days nominated from time to time by the Board of Directors and advised to affected Members; for example, days relating to the Christmas, New Year and Easter holiday periods each year.

Example: Some newspapers produce smaller volumes at Christmas. By excluding these Issues from the Average Net Distribution ensures data that more accurately represents the average distribution per Issue is available

- (b) If a Media Member elects to omit Issues pursuant to 15.3(a), the Issue(s) is/are excluded in calculating the Average Net Distribution and must be reported separately in any Reporting Statement.
- (c) Requesting an Exclusion – Circumstances Beyond Media Member’s Control
The Board of Directors may vary a Reporting Period in respect of a Media Member who is a Community Newspaper or Community Language Newspaper:
 - (i) on written application to the Board of Directors by the Media Member who publishes a Community Newspaper or Community Language Newspaper;
 - (ii) where that Media Member has provided documentation in support of their application showing the Issues distribution was affected $\pm 10\%$ of the Average Net Distribution; and
 - (iii) where the Board of Directors considers the variation is warranted because of the occurrence of an event outside the control of the Media Member which would result in the distribution data for the relevant Title being unreliable if the variation was not made.

Example: If the distribution of a Community Newspaper Title is affected $\pm 10\%$ of average by a circumstance beyond the Media Member’s control, such as a strike or loss of copies through accident, the Media Member may request an exclusion from reporting.

15.4 Excluded Issues reported.

- (a) If an exclusion of one or several Issues is granted to a Member, the Issues will be excluded when calculating the Average Net Distribution and must be reported separately by the Member on the Audit Certificate.
- (b) The distribution of the excluded Issue/s will be reported separately from the Title’s audited distribution in any Distribution Summary or other release of audited data by the CAB.

16. Publicity By-Laws

The following By-Laws, effective from January 5, 2009 are repeated here to assist Members. They apply to all CAB members.

EXTRACT FROM THE BY-LAWS OF THE CAB

The CAB Logo and brand are recognised by advertisers and advertising agencies as the symbols of credibility for audited data about the distribution of Members' Titles, attendance at events and other audited data.

The intention of these By-Laws is to avoid the improper or misleading use of CAB data, or the CAB Logo or brand by Members.

This section lists the By-Laws relating to how members can promote their membership of the CAB and their audited data. In particular this section covers how members can use the CAB Logo, how and what other information members can access and how to make comparisons between data.

Members must ensure they comply with the following Publicity By-Laws. Sanctions may be applied by the Board of Directors against Members who breach any By-Law.

31. Statements by Applicants

- 31.1 Until you have received written confirmation from the CAB that your membership application has been approved, you must not make any claim of CAB membership or use the CAB Logo.
- 31.2 A Media Member Elect who has been accepted as an applicant but before having completed an Initial Audit, in addition to the requirements of By-Law 31.1:
- (a) may only state "CAB Membership Application Approved" and the month of application approval on their publicity material for a period up to 11 months after acceptance. *For example: 'CAB Membership Application Approved, February 2009'*
 - (b) must not make any claim, representation or statement that they are a Member in respect of a Title until they are admitted as a Full Member in the class of Media Member for that Title; and
 - (c) may include an explanation of the audit process or what the Title's CAB registration means in generic terms.
- 31.3 The Board may delay, for any period it considers appropriate, consideration of an application for membership where the applicant has not complied with By-Law 31.1.

32. Member's Use of CAB Logo or Words Denoting CAB Membership

- 32.1 A Member must not use the CAB Logo or words denoting its membership of the CAB:
- (a) in such a way as to imply non-audited data has been audited and accepted by the CAB under these By-Laws;
 - (b) in respect of a Title, until an Initial Audit for a Reporting Period determined by the applicable Reporting Standard has been completed and lodged with the CAB; or
 - (c) in connection with any publication which is not a member of the CAB.

33. Full Member's Use of the CAB Logo Once Initial Audit Completed

- 33.1 Subject to these By-Laws, once the Initial Audit of the Member's Title has been released by the CAB that Member becomes a Full Member and may use:
- (a) the CAB Logo;
 - (b) the phrase "Member of the Circulations Audit Board" in a Title in respect of which the Member is a Member;
 - (c) information contained in documents released generally to Members by the CAB; and
 - (d) words denoting membership of the CAB, on its letterheads, advertising matter or in that Member's Title while they remain a Full Member.

A Full Member of the CAB (for Media Members, this is once the Member has completed an Initial Audit) is able to use the following specific statements to promote their membership of the CAB:

- * 'CAB Member'
- * 'CAB Member since Month, Year (date of Initial Audit)'
- * 'CAB Audited Title'
- * 'CAB Logo, Average Net Distribution (), (Audit Period), (Year)'

34. Positioning of CAB-Audited and Non-CAB Audited Data

- 34.1 All published data must be sourced and presented in such a way that it is clear which information has and which has not been certified by the CAB.
- 34.2 A Member must not position the CAB Logo or CAB advertisements in such a way as to imply an association of non-CAB data with the CAB.

35. Use of the Word 'Readership'

The term 'readership' or 'reader' may not be used in conjunction with data relating to the distribution of a Title.

36. Member Not to Alter or Publish a CAB Advertisement Without Authorisation

A Member must not alter a CAB advertisement, nor publish an advertisement which purports to be from or authorised by CAB, unless the CAB has given written authorisation to that Member.

37. Use of CAB Logo and CAB Claims in Supplements or Inserts

A Member may not publish a claim of CAB membership or the CAB Logo in a supplement or insert distributed with another publication, unless that supplement or insert is either bound into the entire print run of an issue of a Member's Title or holds separate membership.

38. Acknowledgement of CAB in Any Statement by a Member on Audited Data

- 38.1 If a Member makes any statement concerning the audited data for a Title and/or involving any figures sourced to the CAB, that statement:
- (a) must acknowledge the CAB as the source of the figures and include the latest figures released by the CAB;
 - (b) must state the Reporting Period to which the figures relate; and
 - (c) must not accumulate or calculate figures across categories or Reporting Periods to create other figures which do not appear in any CAB release of distribution data on the CAB website or in a Distribution Summary.

39. Statements or Claims Relating to Data Certified by CAB

- 39.1 Statements or claims relating to data certified by or attributed to CAB must be factually correct.
- 39.2 Statements or claims must quote the Average Net Distribution and the Reporting Period relating to the data.
- 39.3 Statements or claims relating to distribution data certified by or attributed to CAB must be approved by the CAB.
- 39.4 Members may not aggregate data audited under separate CAB Reporting Standards or audit services unless approved by the Board of Directors.
- 39.5 Non-CAB data must be sourced as a 'Media Member's claim' or other appropriate source and must not be sourced to CAB.

Example 1:

Print Distribution data must not be aggregated with Exhibition Attendance data.

Example 2:

CAB Publishers can make a claim associated with the distribution of their Title provided it is approved by the CAB, factually correct and not misleading.

For example, two Titles complete an audit and the following Average Net Distribution (AND) is reported:

“Specialty Title A – Oct-Mar 2009 – ‘AND’ of 10,000”

“Specialty Title B – Oct-Mar 2009 – ‘AND’ of 9,000”

From these statements, the following claim would be acceptable from Title A:

“Specialty Title A Oct-Mar 2009 = 10,000 – ‘We have the highest CAB verified distribution’.”

40. Misleading Statements

40.1 A Member must not, either expressly or by implication, make inaccurate or misleading statements relating to CAB data, Reporting Standards, procedures or decisions.

40.2 Material reproduced from documents released by the CAB must not be reproduced out of context and must convey the same meaning as it did in the original CAB document.

41. Requirements for Statements of Comparison of CAB Data

41.1 If a Member makes any statement involving a comparison of CAB data, they must comply with the following requirements in relation to that statement:

(a) The Member must comply with By-Law 38.1.

(b) Where a comparison is made between figures sourced to the CAB or released by the CAB, whether in a Distribution Summary or through the CAB website or otherwise, the Member must show the Reporting Period for each figure and the same Reporting Periods must be compared if available.

(c) Comparisons must be on a like for like basis and figures must not be manipulated so as to create or attempt to create a false impression.

(d) If the publishing frequencies of the Titles being compared are different, the comparison must include their respective frequencies.

42. Member Not to Compare CAB Figures with Other Sources

42.1 A Member must not compare figures sourced to the CAB or released by the CAB for a Title with figures from any other source or so as to create an impression that the sets of figures can be compared on an equal footing.

42.2 Members can make comparison of figures and data from non-current Publisher’s Statements or Audit Certificates provided that such a comparison must also include the same comparable data from the current Publisher’s Statement or Audit Certificate. In each such comparison the period covered by each Publisher’s Statement or Audit Certificate to which reference is made must be clearly stated.

43. Member Not to Publicise Data Until CAB Release of Data

A Member must not, and must not allow another person to, publicise the content of any Reporting Statement or any CAB data before that content is accepted and released by the CAB.

44. Use of CAB Logo and Claims Upon Termination of Membership

44.1 If the CAB has cancelled or terminated the membership of a Title, the Member must stop:

(a) making any claims of membership of the CAB in relation to that Title; and/or

(b) using the CAB Logo in relation to that Title.

45. Member Not to Disclose Correspondence from the CAB

- 45.1 A Member must not reproduce, republish, release, make public or disclose to another person any part of any correspondence or other communication from the CAB unless:
- (a) required by law; or
 - (b) the Member obtains the prior written consent of the Board, which may be given subject to any conditions which the Board determines.

PUBLICITY VIOLATIONS

46. Fines for False, Misleading or Deceptive Statement Relating to CAB Data

- 46.1 If, in the opinion of the Board, a Member makes a false or misleading or deceptive statement relating to CAB data to other Media Members then the Board may issue a fine in accordance with Rule 19 (*refer to the Rules of the CAB, 2008*).
- 46.2 Fines may be issued for:
- (i) incorrect use of the CAB Logo;
 - (ii) failure to publish or reproduce data in accordance with the Publicity By-Laws 31-45; and
 - (ii) false, misleading or deceptive statements about the distribution of a Title that are not supported by the reported data.
- 46.3 Fines issued by the CAB must be paid within forty five days (45) of being issued.

47. Issue of Correction or Suspension or Termination of Membership

- 47.1 If a Member:
- (a) uses figures or data contained in an Audit Certificate or Publisher's Statement in a manner considered by the Board to be misleading or deceptive or likely to mislead or deceive; or
 - (b) publishes figures or data that is falsely attributed to a Publisher's Statement or Audit Certificate,
- the Member may:
- (i) be required by the Board to issue a correction;
 - (ii) have their Membership suspended by the Board for a specified period; or
 - (iii) have their Membership terminated by the Board,
- provided that before the Member is suspended or has their membership terminated, the Board has complied with the Rules for termination of membership.
- 47.2 In addition to a fine, the Board may direct the Executive Director to issue a statement to Members correcting any such statement considered to be false, misleading or deceptive.

48. Member Required to Remedy Breach of Publicity By-Laws

- 48.1 If a Member is in breach of the Publicity By-Laws other than in the manner specified in By-Law 47.1(a) and (b), then the Board may:
- (a) call upon the Member to remedy the breach and if the Member does not remedy the breach within 14 days of being called upon to do so (or such longer period as the Board may specify), may terminate the Member's Membership of the CAB, provided that the Board has complied with the Rules relating to termination of membership; and/or
 - (b) send a circular to Members advising them of the breach.
- 48.2 A Member will be required to provide evidence of compliance with the Board's request under By-Law 48.1(a).

17. Repeal Provisions

This section identifies the rules and by-laws that are subject to repeal following the introduction of this Reporting Standard.

17.1 This Reporting Standard repeals the Print Distribution Audit Reporting Standard – Community Newspapers dated December 2008.

17.2 Pursuant to Rule 87 in the CAB Rules 2008, at the commencement of this Print Distribution Audit Reporting Standard, the following rules and by-laws from the CAB Rules (2001) are repealed:

- (a) R1 (1): “Publisher’s Statements”
- (b) R1 (2)(a): “Audit Certificates”
- (c) R2 (1): “Preliminary Audits”
- (d) R2 (2): “Launch Issue Audits”
- (e) R3 (1): “Total Circulation Audits”
- (f) R3 (2): “Requested Recipient Audit”
- (g) R3 (3): “Community Newspaper Audit”
- (h) R3 (4): “General”
- (i) R3 (5): “Multiple Area Newspapers”.