



# CAB Publicity Correction

## Convenience & Impulse Retailing

February 2010

Dear Advertiser,

We are writing to clarify information about the CAB and the membership status of Convenience & Impulse Retailing (C&I) following the resolution of a CAB Publicity complaint.

In late 2009, Advertisers in the grocery/food retailing marketplace were the subject of a series of emails and information pieces about CAB auditing, circulation and readership. This document clarifies the membership and audit status with the CAB of Convenience & Impulse Retailing.

### Membership Status

- Australian Convenience Store News was a CAB member from 1993 to March 2009
- Australian Convenience Store News resigned from CAB membership March 18, 2009 when its publisher advised the CAB that it was increasing its circulation and changing its name to Convenience & Impulse Retailing effective from April 1, 2009.
- Convenience & Impulse Retailing was not an audited CAB member from March 30, 2009 to December 2009, regardless of whether or not C&I believed itself to be a member of the CAB, and was not authorised to use the CAB logo or make reference to CAB membership during this time. This gave rise to a publicity complaint.
- C&I applied for membership on December 4, 2009 and its application was accepted pending completion of Initial Audit and resolution of the outstanding publicity complaint.
- CAB's Board of Directors confirmed acceptance to full membership of Convenience & Impulse Retailing on February 2, 2010.

### CAB Audited members in the Grocery/Food Retail Category:

Publication	Publisher	Issues This Period	Issues in 12 Mths	Audit Type	Average Net Distribution	Verified Bulk Distribution %
C&I Retailing	Berg Bennett	3	6	Half-Yearly	27,000	0.00%
Convenience World	Retail Media	6	6	Yearly	11,112	0.00%
Price Busters	AUSFEC Ltd	6	6	Yearly	31,199	5.70%
Retail World	Retail Media	13	23	Half-Yearly	11,637	0.83%

*Audits completed for the period ended September 2009*