



CIRCULATIONS  
AUDIT BOARD

# **Profile Demographic Audit for Business to Business Publications**

## **Guidelines For Publishers 2002**

The following Guidelines are to be read in conjunction with  
the CAB Profile Demographic Audit Rules, 2002  
and CAB Rules, September 2008

An Initiative of the Circulations Audit Board (CAB).

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## 1. Overview

The Circulations Audit Board has developed an optional CAB Profile Demographic Audit in response to applications from Publisher, Advertiser and Advertising Agency members. The CAB Profile Demographic Audit will provide the option of a detailed analysis of the circulation of a magazine.

The Profile Demographic Audit has been developed in line with International BPA and UK ABC and CAB audit standards. This provides a platform for publications competing not only in Australia but on the world stage as well.

The profile audit requires the Publisher to provide documentary proof of the circulation of their magazines in two key areas, job title or job function and industry. Other optional demographic fields may be added upon request.

These guidelines must be read in conjunction with the Profile Demographic Audit Rules for Publishers 2000.

## 2. Advantages

- Direct audited proof of the circulation mix of a publication
- Competitive edge over unaudited publications
- Advertiser confidence in reaching desired target audiences
- A powerful publishing sales tool

The CAB Profile Demographic Audit provides an unparalleled opportunity to deliver audited proof of the demographic breakdown of readers.

## 3. Format

The CAB Profile Demographic Audit Certificate will be published in a 4 page special format that can be personalised with the publication insignia. This new format also incorporates the standard audit information from the issue audit.

The new format allows the publisher to provide a detailed description of the industry served, target readers and definition of the recipient qualification presented with graphs and charts of the demographic data. The report is ideal as an addendum to the media kit for any title.

This is new information that allows the publisher to utilise the new certificate as an integral part of their advertising sales strategy. Along with the report supply, publishers are able to order additional copies of the report to use in promotion.

The key features of the new audit service are:

- detailed description of the field or industry served by the magazine
- the introduction of the breakdown of readership as defined as:
  - Requested readers
  - Qualified readers
  - Non Qualified readers
- the introduction of an analysis by industry of the readers
- the introduction of an analysis by job title/function of the readers
- the introduction of space for publishers to utilise for editorial platform, subscription prices, and contacts.

#### 4. Preparing for your first CAB Profile Demographic Audit

In preparing for your first CAB Profile Demographic Audit, publishers will need to establish the extent of demographic data available about the readers. The audit process requires that a minimum 20% of the entire circulation of the publication be qualified to provide a representative sample for the initial audit. The following table displays the percentage level of the Average Net Distribution (AND) to be audited in successive years.

<b>Year</b>	<b>Audit</b>	<b>Percentage of 'AND' to be audited</b>
Year 1	Initial Audit	20%
Year 2	1 <sup>st</sup> Renewal Audit	40%
Year 3	2 <sup>nd</sup> Renewal Audit	60%
Year 4	3 <sup>rd</sup> Renewal Audit	80%
Yr 5 onwards	All following audits	80%

During the initial visit the auditor will establish the number of readers to be verified in each category to ensure that 20% of the entire circulation is audited.

Once an issue has been nominated as the audit issue, the records relating to the subscribers in that issue must be frozen. A duplicate set of the mailing labels must be stored either electronically or physically. A set of labels must also be created for each audit category of job title and industry so that random records can be selected.

The auditor will work with publishers to establish the best way of reviewing their data.

#### 5. CAB Profile Demographic Audit guidelines

The CAB Profile Demographic Audit is an optional extension to the CAB standard certificate. It has been designed to provide an audit of the demographic data collected by publishers about their readers.

If a publisher registers a publication to produce a CAB Profile Demographic Audit, certain profile tables will be mandatory as follows:

For all titles:-

- Summary Geographical Analysis
- Analysis by Industry/Business
- Analysis by Job Title OR by Primary Job Function
- Average Net Distribution for the issue
- Total Qualified Circulation
- Age and Source of Records

Optional profile tables (additional tables specified by the publisher may be included):-

- Analysis of Requested Controlled Circulation
- Analysis by Number of Employees
- Analysis of Purchasing Spend
- Analysis of Product Authorisation

The issue to be analysed will be nominated by the Publisher.

Demographic data will only be certified if, in the opinion of the CAB, the data and systems available to be audited are auditable. The standard certificate information for the issue will be incorporated in the new CAB Profile Demographic Audit report.

#### Publicity

Titles that have registered for a CAB Profile Demographic Audit may opt to publicise and allow CAB to publicise that registration in advance of certification. If for any reason the audit is not completed, the CAB will publicise that fact.

The CAB to ensure uniformity of presentation will print the CAB Profile Demographic Audit. The publisher must not reproduce it, without CAB permission.

The CAB advise that all published extracts from CAB Profile Demographic Audit are given prior written approval by the CAB.

## **REGISTRATION AND AUDIT PROCEDURE**

### **Registration**

Publishers will be required to register each title for a CAB Profile Demographic Audit up to three (3) months prior to the profile audit being conducted. This period will allow early discussion with the Board's auditors regarding the auditability of records.

### **Initial Visit**

Initial visits will be conducted as soon as possible after the registration fee has been paid with a view to ensuring that the publisher (and any third parties if applicable) are fully aware of the records that will be required along with the tests, sample sizes and methodology that will be used during the audit.

This will be used to discuss the main audit requirements with the Publisher and agree which optional analyses will be produced. During the initial visit the CAB auditor will, if applicable, inspect circulation records and discuss with the publisher the feasibility or otherwise of conducting the audit.

The meeting is intended to help plan the Profile by discussing the timetable, audit procedures, recent rule changes etc, and to ensure that the publisher's systems will be able to make the audit test selections, and that the publisher will be able to locate the source documentation to prove the demographic data. The type of computer system and software will need to be discussed, as well as the accessibility of data held by third parties (such as subscription houses, newstrade distributors, mailing list bureaux, etc). The aim of the meeting will be to assist the publisher to present the data in the best possible format.

If the data supporting an analysis is not held on computer or it is not accessible in a way required by the auditor, then the cost and time taken to undertake the audit will be greater. The range and method of access to supporting data (such as registration cards, etc) also needs to be considered.

To summarise, the initial visit will cover:-

Audit requirements

- Rules
- Format and sortation of data
- Format of tables
- Sample tests

Publishers systems and procedures

- Source documentation to prove demographic data
- Coding standards
- Sample test selection

### **Submission of Data**

The data must be submitted in the format in which it will appear on the CAB Profile Demographic Audit and be received by end of the normal audit period.

### **Audit Procedure**

It is the publisher's responsibility to ensure that all records asked for by the CAB auditor and/or stated in the rules, including those maintained and/or retained by third parties, are available in an auditable form.

The audit takes place wherever the data is held. It aims to establish that auditable source documentation exists in support of the claimed demographic data, that the information on the sources has been correctly interpreted.

Following the audit the CAB auditor will discuss the outcome of the audit tests with the publisher (and third parties if applicable). It follows that the publisher and staff concerned with circulation records may be asked to clarify methodology and must be available for consultation during the audit.

Some of the tests conducted during the main audit may include contact tests with addressees derived from the data supporting the analyses. These may take the form of test mailings or telephone calls. The cost of these will be charged to the publisher. These will be analysed by CAB and the results discussed with the publisher (and third parties if applicable) if necessary.

Both the CAB auditor and the publisher or publisher's representative will receipt any records or documents removed from the publisher's premises by the CAB auditor in duplicate.

### Certification

The CAB incorporating any graphic representations required and issued in the quantities requested by the publisher will produce the CAB Profile Demographic Audit. The audit of both Standard and Demographic Profile reports will be conducted after certification in one single audit procedure.

### COSTS AND TIMING

Registration and initial visit	(one off) per publication	\$550
Audit fee	under 10,000 circulation	\$1320
	10,001 & over circulation	\$1760

If in the opinion of the CAB auditor, the records of the publisher, or a third party, are not adequate to allow the conduct of an audit to CAB standards, the audit will not be attempted. If the CAB auditor is of the opinion that an audit can be conducted but will take longer due to the inadequacy of the records provided, CAB will charge the extra time taken at a uniform rate if the publisher chooses to continue with the audit.

### Printing Charges

CAB will arrange for the printing of the Profile Demographic Audit and the publisher will be invoiced. CAB using a standard style and paper to ensure uniformity of presentation for all publishers will typeset all CAB Profile Demographic Audits. The reports are in full colour on quality stock.

Cost per pack	10 reports	\$ 110.00
	20 reports	\$ 209.00
Prices include	30 reports	\$ 286.00
GST	40 reports	\$ 313.50
	50 reports	\$ 341.00
	100 reports	\$ 550.00
	200 reports	\$ 880.00
500 reports	\$1430.00	
1000 reports	\$1870.00	

### PUBLISHER SUPPLIED INFORMATION

This space may not be available depending on the number of demographic questions to be audited. These may reduce or eliminate this free space option. This free space, unaudited and not supported by the CAB it allows the publication to provide information about various aspects of the publication.

The fields allowed here are:

- Date the publication was established
- Official Publication for: - if the publication is an association or industry body vehicle or is supported by an association or industry body.
- Statement of editorial objectives and policy towards reader - an open field whereby the publisher can state the publications reader policy
- Interstate and Overseas offices - this is a free form area whereby contact details and personnel can be listed for reference.

## DEFINITION OF DEMOGRAPHIC FIELDS

### Analysis by industry/business/sector

*See sample format following*

Publishers may use their own headings for type of industry/business/sector. It is recommended that these should be based on SIC codes where appropriate.

If the publisher has no auditable proof (for example a signed document) of the type of industry for an addressee, then that addressee must be classified as not analysed.

### Analysis by job title/job function

*See sample format following*

The analysis must be of the Job Title of the addressee. If an addressee has no title that addressee will be classified as not analysed.

The publisher must provide CAB with a definition of which Job Titles of the addressees are combined for the purposes of the analysis.

### Readership breakdown

This category allows for the readership of a publication to be defined as

- Requested readership
- Qualified readership
- Non Qualified readership

For requested free distribution, valid sources are written and/or facsimile request documents. If a source is claimed, the publisher must keep that source and the source must, in the opinion of CAB, be auditable.

All unsourced addressees, or addressees whose source is not auditable, must be shown as non-qualified.

### Valid source types in support of qualified controlled circulation

Source Type	Date of Source
• Registration/Qualification forms in writing	Within 3 years
• Company Requested Controlled Circulation in writing	Within 3 years
• Written communication from addressee or addressee's company with addressee, including change of address	Within 3 years
• Surveys containing demographic questions	Within 3 years
• Reader enquiry cards with demographic questions	Within 3 years
• Subscription payments with demographic questions	Within 3 years

### Valid source types in support of non-qualified controlled circulation

Source Type	Date of Source
• Society or Association requested in writing	Within 3 years
• Exhibition attendee lists	Within 3 years
• Directory lists	Within 3 years
• Competition entries	Within 3 years
• Subscription payments	Within 3 years
• Business cards	date & signature on card

A qualified reader is one who has answered demographic questions on specialised forms such as registration or survey forms.

Non-qualified controlled readers are those that have requested to continue receiving the magazine by responding to reader enquiries or notification of change of address, subscription payments or other written communication.

## 6. Guideline for Publications in a Category

Multiple publications from the same Industry Classification

When more than one publication from the same industry classification register for CAB Profile Demographic Audit, a meeting will take place between the publications and the CAB to establish common demographic criteria/listings for the mandatory reporting of Analysis of Industry/Business and Analysis of Job Title/Function.

This ensures transparency and comparability of information for all members of the CAB.

Advertisers and Advertising Agencies need a base of comparison for the Profile Demographic Audit therefore any publications reporting in the same industry classification must have matching questionnaire criteria for Industry and Job Function.