



13-Week Audit Period Schedule - 2011

Audit Period for Audit Reports: the periods: 1 January to 31 March; 1 April to 30 June; 1 July to 30 September; and 1 October to 31 December; or thirteen weeks in each period of three months nearest the periods.

All periods including the start and finish dates for:

- (a) National Newspapers;
- (b) Metropolitan Monday – Friday Newspapers;
- (c) Metropolitan Saturday Newspapers;
- (d) Metropolitan Sunday Newspapers;
- (e) Regional Daily Newspapers with an *Average Issue Circulation of 25,000 copies or more;
- (f) Regional Sunday Newspapers with an *Average Issue Circulation of 25,000 copies or more;
- (g) Country Press with an *Average Issue Circulation of 25,000 copies or more;
- Newspaper inserted magazines provided with a Newspaper nominated (a) to (g) and
- Weekly Magazines with an *Average Issue Circulation of 25,000 copies or more.

*Definition: Average Issue Circulation means Average Net Paid Sales for each Issue of a Publication in its primary country of circulation for a Reporting Period.

January to March 2011

Mon–Sat 27.12.2010 to 26.03.2011 = 13 weeks
Mon–Fri 27.12.2010 to 25.03.2011 = 13 weeks
Saturday 01.01.2011 to 26.03.2011 = 13 weeks
Sunday 02.01.2011 to 27.03.2011 = 13 weeks

Deadline Lodgement Date: April 30, 2011
Preliminary Release Date¹: to be advised
Embargo to be advised

April to June 2011

Mon–Sat 28.03.2011 to 25.06.2011 = 13 weeks
Mon–Fri 28.03.2011 to 24.06.2011 = 13 weeks
Saturday 02.04.2011 to 25.06.2011 = 13 weeks
Sunday 03.04.2011 to 26.06.2011 = 13 weeks

Deadline Lodgement Date: July 30, 2011
Preliminary Release Date¹: to be advised
Embargo to be advised

July to September 2011

Mon–Sat 27.06.2011 to 24.09.2011 = 13 weeks
Mon–Fri 27.06.2011 to 23.09.2011 = 13 weeks
Saturday 02.07.2011 to 24.09.2011 = 13 weeks
Sunday 03.07.2011 to 25.09.2011 = 13 weeks

Deadline Lodgement Date: October 30, 2011
Preliminary Release Date¹: to be advised
Embargo to be advised

October to December 2011

Mon–Sat 26.09.2011 to 31.12.2011 = 14 weeks
Mon–Fri 26.09.2011 to 30.12.2011 = 14 weeks
Saturday 01.10.2011 to 31.12.2011 = 14 weeks
Sunday 02.10.2011 to 01.01.2012 = 14 weeks

Deadline Lodgement Date: January 30, 2011
Preliminary Release Date¹: to be advised
Embargo to be advised

¹ Only subscribers who have signed the NDA will receive the Preliminary Release