



# Canadian Media Circulation Audit

Member's Guide to Canadian Media  
Circulation Audit

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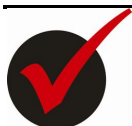
Business and Consumer Publications

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# I. What is Canadian Media Circulation Audit?

## 1. What is Canadian Media Circulation Audit?

Canadian Media Circulation Audit (CMCA) is a comprehensive publication auditing system.

Canadian Media Circulation Audit is a self-administered program. This means that the member publication collects its own circulation data according to Canadian Media Circulation Audit rules and regulations. These data are reported to Canadian Media Circulation Audit every six months. Once a year, a thorough and rigorous audit of the data is performed by a Canadian Media Circulation Audit Auditor. Circulation Statements are checked by a Canadian Media Circulation Audit Auditor and Canadian Media Circulation Audit Manager for accuracy, completeness and the essential back-up documentation. Once the report is processed and is deemed to meet Canadian Media Circulation Audit requirements, the Canadian Media Circulation Audit Manager issues a Canadian Media Circulation Audit Report.

To have your publication's circulation verified, you must be able to prove how many copies are distributed and where, by backing up your circulation figures with documents such as press run certificates, postal receipts, subscriber lists, carrier receipts, cash sales records and records of complimentary copies.

## 2. Who is eligible?

The following publications are eligible for Canadian Media Circulation Audit:

- general members of the Canadian Community Newspapers Association who meet the membership requirements of their Regional Association;
- sustaining members of the Canadian Community Newspapers Association;
- associate members of the B.C. and Yukon Community Newspapers Association, Alberta Weekly Newspapers Association, Saskatchewan Weekly Newspapers Association, Manitoba Community Newspapers Association, Ontario Community Newspapers Association, Quebec Community Newspapers Association, or Atlantic Community Newspapers Association; and,
- vertical publications owned by general members of the Canadian Community Newspapers Association.
- Business & Consumer publications without membership affiliation with CCNA or a regional association (i.e. not Associate, Sustaining or General member)
- Daily Newspapers



CMCA members are subject to all the rules and regulations of the Canadian Media Circulation Audit Committee and CCNA. Membership and recognition in Canadian Media Circulation Audit may be terminated at any time by the Canadian Media Circulation Audit Committee, the Canadian Media Circulation Audit Manager or the CCNA.

### 3. Definition of Edition

An edition shall be defined by the day of week and consistent distribution pattern among all applicable issues. All editions shall publish under the same banner/title. Issues of the same edition shall meet all of the following conditions:

- Distribution using the same delivery methods
- Circulation of a similar number of copies, with the exception of occasional extraordinary distribution
- Delivery to the same geographic footprint

### 4. How to apply

To apply for Canadian Media Circulation Audit, download an application from the CMCA website at [www.circulationaudit.ca](http://www.circulationaudit.ca). After you have completed it, submit the application along with the required documents to:

Canadian Media Circulation Audit Manager  
c/o Canadian Community Newspapers Association  
37 Front Street East, Suite 200  
Toronto, Ontario M5E 1B3  
e-mail: [audit@newspaperscanada.ca](mailto:audit@newspaperscanada.ca)

### 5. Questions?

Call the Canadian Media Circulation Audit Manager toll-free at 1-877-305-2262 or email at [audit@newspaperscanada.ca](mailto:audit@newspaperscanada.ca).



## II. Rules and guidelines

### 1. Statement Filing Dates

Circulation reports must be filed no later than one month after the end of the period. Failure to report within this timeframe will result in cancellation of CMCA membership.

Any Canadian Media Circulation Audit report that does not meet the regulations and requirements set out in the manual will be returned to the publisher.

### 2. Piggyback publications

Canadian Media Circulation Audit will only apply to the publication listed by title as a CMCA member. Separate audits cannot be provided for each part of the publication which may be distributed to an extended market. Verification will apply only to the parts of the publication which make up the complete contents of the title.

Piggyback publications, or publications or special sections that are published irregularly or distributed to a partial circulation, are not considered part of the CMCA member publication. Verification will not apply to piggyback publications.

### 3. Self purchases

Copies purchased by the publication itself for "free" distribution are not considered part of paid circulation. Such distribution would include, for example, speakers' hand-outs at service clubs or at business functions.

### 4. Permission to use Canadian Media Circulation Audit figures

The following are regulations regarding the use of Canadian Media Circulation Audit figures in advertising and promotion:

- (i) A member must, where Canadian Media Circulation Audit is claimed or implied, publish, advertise or distribute only the average circulation figures exactly as they appear in the most recent Canadian Media Circulation Audit Report issued by the Canadian Media Circulation Audit Manager.
- (ii) In any representation, advertisement or publicity where Canadian Media Circulation Audit authority or membership is stated or implied, the sources of any figures, data or statements which do not appear in the Canadian Media Circulation Audit Publisher's Statement or Audit Reports must be clearly identified as being presented by the author of the advertisement or publicity and CMCA must neither be claimed nor implied for them.
- (iii) A CMCA member shall not make false or misleading statements about any aspect of their circulation, distribution or coverage.



- (iv) A CMCA member may not publicize the figures from an Annual Report or Interim Report submitted to Canadian Media Circulation Audit until the member receives the Canadian Media Circulation Audit Report from the Canadian Media Circulation Audit Manager.
- (v) CMCA members are permitted to reproduce CMCA reports for their own publication. However, no modification of the CMCA report is allowed; the reproduction must be completely faithful to the original both in terms of the information presented and the report format (including the colour of the report).
- (vi) A member shall not state or imply Canadian Media Circulation Audit authority or membership in any representation, advertisement or publicity for any supplementary or other related products unless such claims are directly traceable to a Canadian Media Circulation Audit Statement or Audit Report.
- (vii) The publisher shall be responsible for the accuracy of material published or distributed, as well as its compliance with the rules.

### **Publishing Canadian Media Circulation Audit figures**

A CMCA member may only publish the following figures which can be attributed to Canadian Media Circulation Audit:

- Total Paid Circulation
- Total Controlled Circulation
- Total Circulation
- Total Distribution

### **Use of the Canadian Media Circulation Audit logo**

Use of the CMCA logo is a privilege of membership. The use by a member of a logo carries the implication that CMCA has approved the advertising or document in which the logo appears.

Any member of CMCA in good standing may publicize the fact that it is a member. It may use the CMCA logo on member- specific letterheads, advertising material, and mastheads.

The CMCA logo can be downloaded at [www.circulationaudit.ca](http://www.circulationaudit.ca).

Applicants may not use the CMCA logo until they have successfully completed their initial audit and have been accepted into membership by CMCA.



## 5. Challenging another member's figures

A CMCA member who wishes to challenge the Canadian Media Circulation Audit Report of another CMCA member is required to take the following measures:

- 1) Notify the Canadian Media Circulation Audit Manager, in writing, of the name of the publication and the date of the Canadian Media Circulation Audit Report they are challenging.
- 2) Post a \$1,000 bond with the appropriate authorities, and provide the Canadian Media Circulation Audit Manager with proof of the bond. Canadian Media Circulation Audit will undertake an independent audit of the publication's circulation in question.

If the complaint is upheld, the audited publication will be charged the full independent auditing procedure fee. In addition, the offending publication's membership in Canadian Media Circulation Audit will be cancelled. Fraudulent circulation claims will be reported to the authorities; this action could subject the offending publication to prosecution under applicable government legislation.

If the audited publication's circulation is found to be valid, the publication that initiated the challenge will be required to forfeit the bond to CMCA, and pay any additional charges incurred to conduct the independent audit.

## 6. Offences & Penalties

If any member is found to have committed any of the following offenses, the Canadian Media Circulation Audit management or committee may impose sanctions, suspension and/or cancellation as outlined in this clause:

- a) failing to file Publisher's Statements as required by the rules;
- b) falsifying data on Canadian Media Circulation Audit forms or reports;
- c) publishing false circulation figures;
- d) denying a CMCA auditor full access at any time to all records as provided by the CMCA rules;
- e) failing to pay membership dues or other fees or levies;
- f) violating any CMCA rule;
- g) dishonest, fraudulent or dishonorable conduct in dealings with CMCA;
- h) Any CMCA member who knowingly and willfully brings discredit to Canadian Media Circulation Audit may have their membership suspended or cancelled at the discretion of the Canadian Media Circulation Audit committee.





## **Sanctions**

When a member is found to have committed an offense, the Canadian Media Circulation Audit management may, at their discretion, impose any of the following sanctions:

- require that the member publish within 30 days a retraction or correction in the same medium as the original representation, advertisement or publicity and provide copies of such retraction or correction
- require that the member undergo one or more administrative reviews of their circulation records by Canadian Media Circulation Audit management
- require that the member undergo one or more onsite audits of their circulation records by a Canadian Media Circulation Audit auditor
- levy a cash fine against the member, the amount of which would be established by the Canadian Media Circulation Audit committee

## **Suspension**

Any member found by the Canadian Media Circulation Audit management to have committed an offense and is suspended shall be subject to the following:

- A notice of suspension of CMCA services shall be circulated to the CMCA membership, regional association, Canadian Advertising Rates and Data (CARD) and posted on the Canadian Media Circulation Audit web site
- All statements and reports shall indicate the suspension throughout the suspension period.
- The member may be required to pay a cash fine.
- Upon conclusion of the suspension period, a notice of reinstatement of CMCA services shall be circulated to the CMCA membership, regional association, Canadian Advertising Rates and Data (CARD) and posted on the Canadian Media Circulation Audit web site

## **Cancellation**

Any member found by the Canadian Media Circulation Audit management or committee to have committed an offense and whose membership is cancelled shall be subject to the following:

- A notice of cancellation of CMCA membership shall be circulated to the CMCA membership, the regional association, Canadian Advertising Rates and Data (CARD) and posted on the Canadian Media Circulation Audit web site
- All statements and reports shall indicate the cancellation
- The publication shall remove the Canadian Media Circulation Audit logo and designation from its masthead and any of its promotional material
- A member cancelled from Canadian Media Circulation Audit may re-apply for membership ninety (90) days after cancellation. The reinstatement fees for this publication shall be double that of the annual membership fee at the time of application.
- In the event that a publication has been cancelled from Canadian Media Circulation Audit more than three times, that publication may not participate in the program for three years. The re-entry fee shall be three times that of the annual membership fee at the time of application.
- A publication may not be readmitted to the program until all outstanding fees and levies have been paid in full.
- Reinstatement of a publication shall be by majority vote of the Canadian Media Circulation Audit committee.



## 7. Appealing loss of membership

Suspensions and cancellations may be appealed in writing to the Canadian Media Circulation Audit committee within thirty (30) days of the suspension or cancellation notice. Appeals must outline any new information and other circumstances that may warrant re-examination by the Canadian Media Circulation Audit committee. Appeals must be sent directly to the Canadian Media Circulation Audit management within that time, and will be considered at the next scheduled Canadian Media Circulation Audit committee meeting. The decision to suspend or cancel membership shall remain in full force until reversed by the Canadian Media Circulation Audit committee.

## 8. Reinstatement

A member cancelled from Canadian Media Circulation Audit may re-apply for membership ninety (90) days after cancellation. The annual fees for this publication will be double that of the regular fee at the time of application.

In the event that a publication has been cancelled from Canadian Media Circulation Audit more than three times, that publication may not participate in the program for three years. The re-entry fee will be three times that of the regular fee at the time of application.

## 9. Retaining old circulation data

CMCA members are required to keep all circulation records and back-up documentation for one year after approval of the Circulation Statement to permit subsequent auditing by a Canadian Media Circulation Audit Auditor designated by the Canadian Media Circulation Audit Committee.

## 10. Administrative Reviews and On-site Audits

“Administrative Reviews” are conducted by Canadian Media Circulation Audit Staff or Contracted Auditors at their own discretion, without the direction or approval of the Canadian Media Circulation Audit Committee, whenever one or more the conditions outlined below in section (i) are encountered. Administrative Reviews do not involve site visits and are conducted using existing documentation or documentation requested over the phone or in writing by mail, fax and e-mail.

“On-site Audits” are conducted by Contracted Auditors at the office of the member publication. On-site audits result from one or more of the conditions outlined in section (ii).



## ***Conditions for Administrative Reviews***

Administrative Reviews are warranted in the following circumstances:

- a) A competitive challenge is launched in writing by another CMCA member; by a competitor who is not a member; by a member of the media or advertising community and a subsequent review by staff has uncovered inconsistencies in the reporting forms and supporting documentation.
- b) A member publication has a demonstrated record of filing reports late; filing incomplete reports; or filing reports with significant errors or inconsistencies.
- c) A member publication has substantially changed its business model (from paid to controlled, for instance).
- d) A member publication has introduced innovations in its business model that make its audit reports subject to interpretation (sustained subscription promotions; bulk subscription plans; couponing programs; cross promotions with other publications).
- e) Circulation numbers vary consistently by plus or minus 15 percent in any given reporting period or, conversely, circulation number don't vary at all within any given reporting period, leading CMCA staff to believe that proper reporting procedures are not being applied.
- f) Senior management may request an Administrative Review in situations where their circulation staff have left or have otherwise mismanaged the file.

## ***Circumstances for On-Site Audits***

On-site audits may be approved in any situation where

- a) An Administrative Review has led to a recommendation that an On-Site Audit is warranted.
- b) A competitive challenge has been lodged and the complainant is not satisfied with the results of the Administrative Review. In this case, a fee will apply.
- c) A member publication requests it because a staff member responsible for circulation reports has left or has otherwise mismanaged the file. In this case, a fee will apply.
- d) The Canadian Media Circulation Audit Committee has chosen to launch one or more On-Site Audits, on a totally random basis, for the purposes of judging the accuracy or quality of circulation reports.

Members receiving the audit must be given 30 days' written notice and must be given the opportunity to choose a date and time convenient to them.

Refusal of an On-site Audit will lead to expulsion from the Canadian Media Circulation Audit program.



## III. Having your circulation verified

### 1. The Reporting Cycle

CMCA members file two mandatory Canadian Media Circulation Audit reports per year, i.e. every six months. The first, or Annual Report, must be audited by the Canadian Media Circulation Audit Auditor, who will choose a week at random and verify the figures you have submitted.

**STEP 1** – Submit Canadian Media Circulation Audit Application and fee payment to Canadian Media Circulation Audit Manager.

**STEP 1A (Optional)** – File an Applied Status Circulation Report covering three months of circulation figures.

CMCA Auditor conducts audit. CMCA office processes report and generates Canadian Media Circulation Audit Report with Applied Status (CMCA\*).

**STEP 2** – Collect all backup documentation required for first Circulation Report. Complete mandatory forms Y and Z for each issue.

**STEP 3** – Within one (1) year following acceptance of your application – Complete and file Form X as your **Initial** Report, covering a six-month reporting period. Include backup documentation. This report will be audited by the Canadian Media Circulation Audit Auditor.

Canadian Media Circulation Audit Auditor conducts audit. Canadian Media Circulation Audit Manager processes report and generates Canadian Media Circulation Audit Report. Member receives Canadian Media Circulation Audit Report.

**STEP 4** – Collect all backup documentation required for next Circulation Report. Complete mandatory forms Y and Z for each issue.

**STEP 5** – Six months following completion of your last report – Complete and file Form X as your Six-Month **Interim** Report, covering the six months immediately following the reporting period of your last report. Include backup documentation. This statement will be verified by the Canadian Media Circulation Audit Manager.



Canadian Media Circulation Audit Office verifies and processes report and issue a Publisher's Statement, bearing the phrase, "Subject to Audit"

**STEP 6** – Collect all backup documentation required for next Circulation Report. Complete mandatory forms Y and Z for each issue.

**STEP 7** – Six months following completion of your last report – Complete and file Form X as your **Annual Report**, covering the six months immediately following the reporting period of your last report. Include auditor's fees and backup documentation. A Canadian Media Circulation Audit Auditor will audit this statement and the Interim one for a 12-month audit.

Canadian Media Circulation Audit Auditor conducts audit.  
Canadian Media Circulation Audit Manager processes report and generates Canadian Media Circulation Audit Report. Member receives Canadian Media Circulation Audit Report.

Repeat Steps 4, 5, 6, and 7.

Note: Publications that experience any of the following:

- Changes in geographic footprint
- Changes in distribution methods
- Changes in circulation figures where circulation differs from previous circulation by at least 10 percent for publications with fewer than 10,000 circulation or 5 percent for publications with circulation 10,000 or over
- Changes from paid to controlled circulation or controlled to paid circulation must submit a Three-Month Interim Statement reflecting the updated circulation figures.

Submitting a Three-Month Interim Statement will adjust the publication's reporting periods. Following the Three-Month Interim Statement, the next mandatory report to be filed by the publication will be an Annual Report, covering the same three months as the Three-Month Interim Statement plus the three months following. To submit a Three-Month Interim Statement, a publisher must include three months' worth of back-up documentation to have the publication's circulation audited.

Publications may file only one Three-Month Interim Statement per year. New members have the option of filing an Interim Statement with the Canadian Media Circulation Audit Manager three months after they become members.

Processing and verification of a Three-Month Interim Statement is subject to an additional fee. [For rates, consult the rate card at www.circulationaudit.ca.](http://www.circulationaudit.ca)



## III. Paid Circulation

### 1. Basic Subscription Price

The established price for each subscription term as defined in the masthead of the publication.

### 2. Single Copy Price

The suggested retail cover price

### 3. Average Individual Subscription Price

Average Individual Subscription Price is calculated by adding the gross dollar figure of all individual subscriptions received during the reporting period (excluding multi-copy, sponsored copies) divided by the gross total number of individual subscription copies.

### 4. Average Single Copy Price

Average Single Copy Price is calculated by totalling the gross dollar figure of all single copies received during the reporting period divided by the gross total number of single copies.

### 5. Individual Subscriptions

These are individual copies that are sold by subscription for a given period of time and paid for at any price and are sent to a single addressee.

- Number of paid subscription copies mailed through Canada Post.
- Gift Subscriptions shall be reported as individual only when the publication has documentary evidence showing that the copies are individually addressed. If not, they shall be reported as Multi-Copy Same Addressee.

Subscriptions purchased in quantities of ten or fewer, paid for by an employer for their employees and mailed by the publication to individual addresses supplied by the employer. These subscriptions shall be reported as individual.

### 6. Single copy sales

The number of paid copies sold individually at any price at newsstands and other retail outlets.



## **7. Multi-copy same addressee**

Copies purchased in quantities of two or more that are sent to a single addressee.

The copies must have been paid for at any net positive price, after taking the value of any premiums or incentives into consideration.

A summary of multi-copy sales, detailing the number of copies, recipient and price, must

be dated and signed by the publisher, shall be submitted as backup documentation.

Copies purchased in quantities of two or more, paid for by an employer for their employees and mailed by the publication to the same addressee shall be reported as Multi-Copy Same Addressee.

Multi-copy Same Addressee Circulation may be reported as "Individual Subscriptions" when the publication has evidence showing that the copies are redistributed to qualified recipients.

A summary outlining the details of the multi-copy purchase by a third-party, number of copies and where it was distributed should be made available to the auditor.

## **8. Sponsored individually addressed**

These are individually addressed subscriptions purchased in quantities of 11 or more which promotes the interests of the sponsor/donor and conforms to the definition of paid circulation.

If the purchaser has a financial interest in the publication, these purchased copies may not be included in sponsored copies unless it can be proven to the satisfaction of the auditor that the sale was made for the benefit of the purchaser and not for the benefit of the publication.

A summary outlining the details of the sponsor/donor, the number of copies and where it was distributed should be made available to the auditor.

## **9. Sponsored Multi-copy same addressee**

These are copies purchased by a sponsor/donor, or municipality in quantities of 11 or more that promotes the interests of the sponsor/donor and sent to a single addressee, and which confirms to the definition of paid circulation.

## **10. Electronic**

An electronic edition may be included in a publisher's circulation statement even if it's not the exact digital replica of the print edition as long as the electronic edition has the same name/logo as the print edition and the content is consistent in nature with the



print edition. The electronic edition may or may not contain the same editorial and advertising content. The publication shall make available the electronic edition and a copy of the print edition for review.

Electronic Edition Site Licence may be reported under electronic copies. Electronic Edition Site Licence is a contract or agreement between the publication and the company / organization / association / educational institution to provide multiple individuals access to an electronic edition of the publication hosted on the subscribing organization's computer network. Exact number of licences must be stated in the agreement.

- Paid site licences must comply with the definition of paid circulation.
- The publication shall disclose the number of authorized site licences as part of the site licence agreement.

The publisher shall provide the CMCA management and auditor access to the electronic edition for the purpose of verifying eligibility.

A subscription to both the print and electronic editions shall be counted as one subscription.

The publisher shall provide to the auditor the following as supporting documentation for the purpose of verification: a list of subscribers, their contact information and e-mail addresses. For paid electronic circulation, proof of payment must also be provided





## IV. Controlled Circulation

### 1. Individual non-paid copy

The number of free addressed copies mailed through Canada Post or delivered by carrier or a distribution company. The number must be backed up by a Statement of Mailing and cash receipts issued by Canada Post, or by an invoice from the Distribution company outlining the number of copies delivered.

### 2. Direct Individual Request

The number of free copies distributed to individuals who, in writing, over the phone, online or via email, wish to receive the publication.

Circulation classified as Direct Request must meet the following criteria:

- (1) Requests must be obtained in writing, over the phone, online, via email or other electronic means.
- (2) Requests must be dated and not older than 36 months.
  - i. Direct Request – Written
    - a) Letters from individual recipients requesting the publication may be reported as request circulation.
    - b) If the request is for the sole purpose of requesting the publication, the recipient must provide name and address.
    - c) If the name and address are filled out, the recipient must provide a signature or be presented with a yes/no option to clearly indicate the acceptance of a subscription.

Reader service cards may be counted as request circulation if the recipient has signed the card and answered the question "Yes, I wish to receive (continue to receive) this publication."

#### ii. Direct Request - Telecommunication

- Telecommunications from individual recipients who, via inbound or outbound phone call, are requesting the publication may be reported as individual telecommunications request.
- Requests are dated and not older than 36 months.
- The phone interview must:
  - Clearly ask if the recipient would like to receive the publication.
  - Present a personal security question for which only the recipient is likely to have an accurate response (since a signature cannot be obtained). Examples of such questions include date of birth, mother's maiden name, etc. Different questions must be used for renewals. If the transaction is recorded, it confirms the identity and the recording are made available for review during the audit.



All records to support the request must be maintained for auditor verification and review.

It is acceptable for a spouse or authorized assistant to request the publication on behalf of the recipient. If this is the case, materials must adhere to the requirements outlined above for telecommunications, and also include all of the following:

- Identify the individual making the request
- Relationship to the recipient (spouse) or job title (assistant)
- If it's an assistant, a question acknowledging their authorization to make this request on the recipient's behalf. For example, "Do you provide administrative support for [recipient] that includes authorization to request subscriptions for this individual?"

Yes \_\_ No \_\_."

The recipient's supervisor or assistant may request the publication on behalf of the recipient.

In one telephone interview, a supervisor or an assistant may request a publication for more than one recipient, and those requests may be reported as direct request, provided the interview is recorded, and that there is a separate request question asked and answered for each recipient.

For incoming requests received through telecommunications, adequate records verifying the time and date of call shall be maintained.

The publication shall be responsible for maintaining the records, which are to be made available to the auditor at the time of audit and/or during spot audits.

All telephone company invoices, computer-generated data including summaries by date of received calls, telephone numbers of calls placed, and computer logs of duties performed. Recordings, where permitted and available, shall be inspected by the auditor for verification and the proper recording by the interviewer of the recipient's response. Whenever conversations are recorded, the recipient shall be advised, in accordance with local laws, that he/she will be recorded.

The publication shall be responsible for the documentation and accuracy of telecommunication requests, including those requests obtained through third-party telemarketing firms.

The auditor will compare and cross-check all records and make any other checks deemed necessary, including follow-up telephone contact and/or mail confirmations, for complete and accurate validation of the request.



- iii. Direct Request – Online or email
- For those publications wishing to accept requests via electronic medium (online or e-mail), a transcript (screen-by-screen panels) shall be submitted to CMCA for approval prior to use.

For email requests:

- (1) Incoming email correspondence requesting for a publication shall include the name and address of the recipient.
- (2) Outgoing solicitations for email requests must include a notification that the recipient may be contacted by a third party to verify the publication request.

For Online requests:

- (1) If the recipient is required to use a unique username and password provided by the publisher to access an Internet request form, nothing further is needed.
- (3) If the request can be completed without a username and password, a security question is required. Examples of such questions include date of birth, mother's maiden name etc. Different questions must be used for renewal.

All records to support the request must be maintained for auditor verification and review.

### **3. Other Request**

These are non-paid circulation from Company Request, Communication from recipient or recipient company and member benefits.

#### **3.1 Company Request**

These are non-paid circulation requested by a company's management for specified employees in writing, over the phone, online, or via email. This includes requests from authorized assistants for more than one employee.

##### **a.) Written**

Letters on a company letterhead requesting copies of the publication for two or more employees identified by name, title and/or function may be reported as written request from recipient's company.

Publication may choose a questionnaire to develop company request must contain a provision for signature and date. A sample statement shall appear on the form:

"Please send this publication to the following employees"  
Requests must be dated and not older than 36 months.

##### **b.) Telecommunication**



Telephone calls from a co-worker at a company requesting copies of the publication for other co-workers of that company may be reported as Company Request – Telephone.

Calls shall be recorded. A question approximating the following shall be asked and answered during the call: "Please send this publication to the following employees," or "Do you want this publication to be sent to any other employees? Yes No?"

The names and titles and/or functions of the employees shall be provided.

Requests must not be older than 36 months.

### **c.) Electronic**

Electronic communications such as email, Internet communications from authorized individuals or from a company requesting copies of the publication for two or more employees may be reported as Company Request - Electronic.

Requests must not be older than 36 months.

### **3.2. Communication from Recipient or Recipient's Company (Other than Request)**

These are non-paid circulation where the individual or company had written or telecommunication activity with the publication, but for which not all requirements of a direct request were satisfied. Common sources are:

- Request forms where the recipient did not sign the card or answer a yes/no question.
- Reader service cards where multiple products and services are offered
- Editorial survey forms where a question confirming the desire to receive the publication was not asked or answered.
- Requests made by someone other than the recipient who is not confirmed to be the authorized representative to request the publication

The age of source shall not be older than 36 months. The method used to obtain the request : Written, Telecommunication, Internet or Email may be provided by the publisher.

Census forms, editorial survey forms, questionnaires which do not have the provision for the Yes/No request question.

### **3.3 Membership Benefits**

These are non-paid circulation distributed to members as a free benefit of membership to an association. Recipients should be notified that the publication is a benefit of membership.

Registration or renewal of memberships shall be dated and not older than 36 months.



All records to support association request shall be maintained for auditor verification.

#### **4. Selected**

These are non-paid circulation from List Sources, Business Directories/Rosters and Other Sources.

##### **4.1. List Sources**

These represent non-paid copies distributed to individuals whose names were selected from association or club membership lists, manufacturer's or distributor's lists of customers, prospects and licencees.

The date of the list is determined by the preparation date on the list and shall not be older than 36 months.

All records to support the list source shall be maintained for auditor verification.

##### **4.2. Business Directories/Rosters**

These represent non-paid copies distributed to individuals whose names were selected from all printed and published directories, directory issues of periodicals and industrial directories or those available through the internet or compact disc (CD), shall be properly identified and dated for auditor verification.

If the directory reflects a year, the date used to age will be January 1<sup>st</sup> of that year.

##### **4.3. Other Sources**

These represent non-paid copies distributed to individuals whose names were selected from business letterheads, company personnel rosters, company annual reports, company telephone directories, business cards; trade shows registration lists, reader service cards and qualification questionnaires from other publications not owned by the same parent company. Such sources shall be properly identified and dated for auditor verification.

Field reports obtained by independent service organizations under contract to the publication shall be properly identified and dated for auditor verification and shall be reported as "Other Sources"

Source shall not exceed 36 months. All records to support other sources shall be maintained for auditor verification.



## 5. Controlled Bulk

These are non-paid copies delivered to designated locations for re-distribution to recipients unknown to the publisher.

## 6. Electronic

An electronic edition may be included in a publisher's circulation statement even if it's not the exact digital replica of the print edition as long as the electronic edition has the same name/logo as the print edition and the content is consistent in nature with the print edition. The electronic edition may or may not contain the same editorial and advertising content. The publication shall make available the electronic edition and a copy of the print edition for review.

- Paid site licences must comply with the definition of paid circulation.
- The publication shall disclose the number of authorized site licences as part of the site licence agreement.

The publisher shall provide the CMCA management and auditor access to the electronic edition for the purpose of verifying eligibility.

In the case of controlled electronic circulation, a subscription may only be counted if it is as a result of a personal or company request.

A subscription to both the print and electronic editions shall be counted as one subscription.

The publisher shall provide to the auditor the following as supporting documentation for the purpose of verification: a list of subscribers, their contact information and e-mail addresses. For controlled electronic circulation, a hard copy of the written or e-mailed request must also be provided. Request or verification of a request must come from the e-mail holder.



## V. Keeping Records: Steps to Success

### 1. Preparation

Stay on top of your circulation and it won't get the better of you. Use the following tips to help streamline the record-keeping process.

- Have a central location in which to file receipts, statements, forms, and other backup documentation. Some publications keep records tied in with their computer accounting systems; others store records and receipts in file folders.
- File the information by issue date.
- Keep records up to date. Recording circulation figures and listing carriers, dealers, and distributors takes only a few minutes per week, but can quickly turn into overwhelming jobs if they're neglected.
- Publications printed in house are required to prepare Form Y – Press Run Certificate by copying the form and writing the name of the publication and reporting period.
- For a complete list of supporting documents to be submitted, see **#3. Supporting documentation.**



## 2. For Every Issue: Mandatory Forms

- Keep press run certificates and records of distribution in chronological order – one set for each issue of your publication, from subscriptions and dealer sales to counter sales and complimentary copies.
- **Form Y – Press Run Certificate – MANDATORY**

For publications that are printed in-house, this form, signed by the printer, verifies the number of publications printed. Publications that are printed by an outside printer may submit invoices, stating the number of copies and number of pages per copy printed, in place of Form Y.

To comply with Canadian Media Circulation Audit regulations and to complete Form X - Publisher's Circulation Report, the CMCA member must be able to verify the number of copies printed for each issue.

Publications printed by an outside printing house may submit the printer's invoice, showing the date of issue, the number of pages and the press run, to establish the relationship to circulation.

### ***How to complete Form Y – Press Run Certificate***

Record the date of the issue on the first available line, and record the corresponding Gross Press Run, Spoilage, and Net Press Run.

- **Form Z – Single Issue Circulation Report – MANDATORY**

Form Z is a summary of your circulation by single issue. This information is then transferred to Form X – Publisher's Circulation Report.

### ***How to complete Form Z – Single Issue Circulation Report***

Copy and complete one Form Z for each issue.

### ***i - Instructions for Paid Circulation Publications***

Line 4. Individual subscriptions

These are individual copies that are sold by subscription and paid for at any price and are sent to a single addressee.

- Number of paid subscription copies mailed through Canada Post.
- Gift Subscriptions shall be reported as individual only when the publication has documentary evidence showing that the copies are individually addressed. If not, they shall be reported as Multi-Copy Same Addressee.





Subscriptions purchased in quantities of ten or fewer, paid for by an employer for their employees and mailed by the publication to individual addresses supplied by the employer. These subscriptions shall be reported as individual.

Line 5. Single copy sales

The number of paid copies sold individually at any price at newsstands and other retail outlets.

Line 6. Multi-copy same addressee

Copies purchased in quantities of two or more that are sent to a single addressee.

The copies must have been paid for at any net positive price, after taking the value of any premiums or incentives into consideration.

A summary of multi-copy sales, dated and signed by the publisher, shall be submitted as backup documentation.

Copies purchased in quantities of two or more, paid for by an employer for their employees and mailed by the publication to the same addressee shall be reported as Multi-Copy Same Addressee.

Multi-copy Same Addressee Circulation may be reported as "Individual Subscriptions" when the publication has evidence showing that the copies are redistributed to qualified recipients.

A summary outlining the details of the multi-copy purchase by a third-party, number of copies and where it was distributed should be made available to the auditor.

Line 7. Sponsored individually addressed

These are individually addressed subscriptions purchased in quantities of 11 or more which promotes the interests of the sponsor/donor and conforms to the definition of paid circulation.

If the purchaser has a financial interest in the publication, these purchased copies may not be included in sponsored copies unless it can be proven to the satisfaction of the auditor that the sale was made for the benefit of the purchaser and not for the benefit of the publication.

A summary outlining the details of the sponsor/donor, the number of copies and where it was distributed should be made available to the auditor.

Line 8 : Sponsored Multi-copy same addressee

These are copies purchased by a sponsor/donor, or municipality in quantities of 11 or more that promotes the interests of the sponsor/donor and sent to a single addressee, and which confirms to the definition of paid circulation.



- Copies purchased by a hotel for its guests and visitors

A summary outlining the details of the sponsor/donor, the number of copies and where it was distributed should be made available to the auditor.

Line 9 : Electronic

An electronic edition may be included in a publisher's circulation statement provided it is an exact digital reproduction of the print edition in a portable document format (PDF).

The publisher shall provide the CMCA management and auditor access to the electronic edition for the purpose of verifying eligibility.

A subscription to both the print and electronic editions shall be counted as one subscription.

The publisher shall provide to the auditor the following as supporting documentation for the purpose of verification: a list of subscribers, their contact information and e-mail addresses. Proof of payment must also be provided.

Renewal or cancellation of electronic subscriptions must be verified on an annual basis.

Electronic copies sent to employees, correspondents, columnists, editors, reporters, agents, advertisers and/or advertising agencies advertisers with paid subscriptions shall be claimed as Other Paid.

Note: Amounts on lines 4 to 7 must be backed up with cash entries in the publication's financial records, and will be verified by the Canadian Media Circulation Audit Auditor.

Line 10. Total Paid

Enter the total of lines 4, 5, 6, 7, 8 and 9.

## ***ii - Instructions for Controlled Circulation Publications***

Line 11. Individual non-paid copy

Enter the number of free addressed copies mailed through Canada Post or delivered by carrier or a distribution company. The number must be backed up by a Statement of Mailing and cash receipts issued by Canada Post, or by an invoice from the Distribution company outlining the number of copies delivered.

Line 12. Direct Individual Request

The number of free copies distributed to individuals who, in writing, over the phone, online or via email, wish to receive the publication.



Circulation classified as Direct Request must meet the following criteria:

- (1) Requests must be obtained in writing, over the phone, online, via email or other electronic means.
- (2) Requests must be dated and not older than 36 months.

#### **Direct Request – Written**

- (a) Letters from individual recipients requesting the publication may be reported as request circulation.
- (b) If the request is for the sole purpose of requesting the publication, the recipient must provide name and address.
- (c) If the name and address are filled out, the recipient must provide a signature or be presented with a yes/no option to clearly indicate the acceptance of a subscription.

Reader service cards may be counted as request circulation if the recipient has signed the card and answered the question "Yes, I wish to receive (continue to receive) this publication."

#### **Direct Request - Telecommunication**

- Telecommunications from individual recipients who, via inbound or outbound phone call, are requesting the publication may be reported as individual telecommunications request.
- Requests are dated and not older than 36 months.
- The phone interview must:
  - Clearly ask if the recipient would like to receive the publication.
  - Present a personal security question for which only the recipient is likely to have an accurate response (since a signature cannot be obtained). Examples of such questions include date of birth, mother's maiden name, etc. Different questions must be used for renewals. If the transaction is recorded, it confirms the identity and the recording are made available for review during the audit.

All records to support the request must be maintained for auditor verification and review.

It is acceptable for a spouse or authorized assistant to request the publication on behalf of the recipient. If this is the case, materials must adhere to the requirements outlined above for telecommunications, and also include all of the following:

- Identify the individual making the request
- Relationship to the recipient (spouse) or job title (assistant)
- If it's an assistant, a question acknowledging their authorization to make this request on the recipient's behalf. For example, "Do you provide administrative support for [recipient] that includes authorization to request subscriptions for this individual?"



Yes \_\_ No \_\_.”

The recipient’s supervisor or assistant may request the publication on behalf of the recipient.

In one telephone interview, a supervisor or an assistant may request a publication for more than one recipient, and those requests may be reported as direct request, provided the interview is recorded, and that there is a separate request question asked and answered for each recipient.

For incoming requests received through telecommunications, adequate records verifying the time and date of call shall be maintained.

The publication shall be responsible for maintaining the records, which are to be made available to the auditor at the time of audit and/or during spot audits.

All telephone company invoices, computer-generated data including summaries by date of received calls, telephone numbers of calls placed, and computer logs of duties performed. Recordings, where permitted and available, shall be inspected by the auditor for verification and the proper recording by the interviewer of the recipient's response. Whenever conversations are recorded, the recipient shall be advised, in accordance with local laws, that he/she will be recorded.

The publication shall be responsible for the documentation and accuracy of telecommunication requests, including those requests obtained through third-party telemarketing firms.

The auditor will compare and cross-check all records and make any other checks deemed necessary, including follow-up telephone contact and/or mail confirmations, for complete and accurate validation of the request.

iv. Direct Request – Online or email

- For those publications wishing to accept requests via electronic medium (online or e-mail), a transcript (screen-by-screen panels) shall be submitted to CMCA for approval prior to use.

For email requests:

1. Incoming email correspondence requesting for a publication shall include the name and address of the recipient.
2. Outgoing solicitations for email requests must include a notification that the recipient may be contacted by a third party to verify the publication request.

For Online requests:



(2) If the recipient is required to use a unique username and password provided by the publisher to access an Internet request form, nothing further is needed.

3. If the request can be completed without a username and password, a security question is required. Examples of such questions include date of birth, mother's maiden name etc. Different questions must be used for renewal.

All records to support the request must be maintained for auditor verification and review.

### Line 13. Other Request

These are non-paid circulation from Company Request, Communication from Recipient or Recipient's company (Other than Request) and Membership Benefits. Obtain the total from figures from Company Request, Communication from Recipient or Recipient's Company (Other than Request) and Membership Benefits.

#### Line 13a Company Request

These are non-paid circulation requested by a company's management for specified employees in writing, over the phone, online, or via email. This includes requests from authorized assistants for more than one employee

#### Line 13b. Communication from Recipient or Recipient's Company (Other than Request)

These are non-paid circulation where the individual or company had written or telecommunication activity with the publication, but for which not all requirements of a direct request were satisfied. Common sources are:

- Request forms where the recipient did not sign the card or answer a yes/no question.
- Reader service cards where multiple products and services are offered
- Editorial survey forms where a question confirming the desire to receive the publication was not asked or answered.
- Requests made by someone other than the recipient who is not confirmed to be the authorized representative to request the publication

The age of source shall not be older than 36 months. The method used to obtain the request : Written, Telecommunication, Internet or Email may be provided by the publisher.

Census forms, editorial survey forms, questionnaires which do not have the provision for the Yes/No request question.

#### Line 13c. Membership Benefits



These are non-paid circulation distributed to members as a free benefit of membership to an association. Recipients should be notified that the publication is a benefit of membership.

All records to support association request shall be maintained for auditor verification.

Line 13d Total Other Request – sum of 13a, 13b and 13c

Line 14. Selected

These are non-paid copies to areas selected by publisher using postal codes to homes, apartments, or businesses.

These are non-paid copies sent to individuals or companies obtained through phone books, business cards and directories.

Line 14a. List Sources

These represent non-paid copies distributed to individuals whose names were selected from association or club membership lists, manufacturer's or distributor's lists of customers, prospects and licencees

All records to support the list source shall be maintained for auditor verification

Line 14b Business Directories/Rosters

These represent non-paid copies distributed to individuals whose names were selected from all printed and published directories, directory issues of periodicals and industrial directories or those available through the internet or compact disc (CD), shall be properly identified and dated for auditor verification.

If the directory reflects a year, the date used to age will be January 1<sup>st</sup> of that year.

Line 14c Other Sources

These represent non-paid copies distributed to individuals whose names were selected from business letterheads, company personnel rosters, company annual reports, company telephone directories, business cards; trade shows registration lists, reader service cards and qualification questionnaires from other publications not owned by the same parent company. Such sources shall be properly identified and dated for auditor verification.

Line 14d Total Other Request – sum of 14a, 14b and 14c

Line 15. Controlled Bulk

These are non-paid copies of two (2) or more delivered to designated locations for redistribution to recipients.

Line 16. Electronic



An electronic edition may be included in a publisher's circulation statement provided it is an exact digital reproduction of the print edition in a portable document format (PDF). An electronic subscription may only be counted if it is as a result of a personal or company request.

A hard copy of the written or e-mailed request must also be provided. Request or verification of a request must come from the e-mail holder.

Renewal or cancellation of electronic subscriptions must be verified on an annual basis.

Electronic Service and sample copies, Prospect copies, Welcome Wagon copies, Office copies, File copies, Complimentary copies, and others who are not considered typical readers shall be claimed as Service and Sample copies.

Line 17. Total Controlled

Enter the total of lines 11, 12, 13d, 14d, 15 and 16.

### ***iii - Total Distribution (Paid and Controlled)***

Line 20. Total Circulation – Enter the sum of line 18 and 19.

Line 21. Service/Sample Copies

Enter the number of copies distributed free, on a sample, promotional, or prospect basis, or as "welcome wagon", office and file copies. Note: These quantities must be backed up with a list of names, copies and phone numbers (one issue only). Three per cent (3%) of average circulation or a maximum of 200 copies.

Line 22. Total Distribution

Enter the sum of lines 20 and 21.

Line 23. Subscription Drives

Enter the copies distributed through subscription drives or on a rotated or occasional basis, including copies distributed at community events, to potential subscribers, etc. Note: These copies will not be included in your average circulation figures, but will appear on your Canadian Media Circulation Audit Report separately.

### ***iv – Form Z Table (Paid and Controlled)***

The table on the back of Form Z is used to create clearly labelled sections listing the names and net distribution by Single copy sales and Multi-copy Same Addressee

Single copy sales

The number of paid copies sold individually at any price at newsstands and other retail outlets.

Multi-copy same addressee



Copies purchased in quantities of two or more that are sent to a single addressee.

The copies must have been paid for at any net positive price, after taking the value of any premiums or incentives into consideration.

A summary of multi-copy sales, dated and signed by the publisher, shall be submitted as backup documentation.

Controlled Bulk  
Submit copies of contracts for verification.





### 3. Supporting documents

Members are required to send only the documents in the list below, in the indicated amounts. The documents in this list ensure that audits can be done thoroughly and consistently with CMCA auditing guidelines.

**For interim and annual reports, members shall be required to send:**

- Supporting documents for the month of the analyzed issue (the issue selected on Form X for section 3: Distribution Areas)
- Supporting documents for the last month of each reporting period (note: analyzed issue cannot be from the last month of the reporting period)
- Form X: Publisher's Circulation Report
- Form X.3: Distribution Summary
- Form Z: Single Issue Circulation Report or Weekly Circulation Report) – for all issues
- Form Y: Press Run Certificate – for all issues
- Subscriber list – for the most recent issue
- Proof of payment (Paid Circulation) – for the month of the analyzed issue

**For initial reports, members shall be required to send:**

- Supporting documents for all 6 months of the reporting period
- Form X: Publisher's Circulation Report
- Form X.3: Distribution Summary
- Form Z: Single Issue Circulation Report or Weekly Circulation Report – for all issues
- Form Y: Press Run Certificate – for all issues
- Subscriber list – for the most recent issue
- Proof of payment (Paid Circulation) – for the month of the analyzed issue

Initial reports would require more documentation than annual or interim reports so that auditors can perform more checks to ensure that new members are able to comply with the existing rules of the program.



**For Direct request, Other Request and Selected circulation, members shall be required to send:**

#### Direct Individual Request – Written

- Current list of direct request recipients
- Copies of faxed and mailed direct individual requests
- If a questionnaire is utilized by the publication, a separate signature or initial from the requestor is necessary to establish a request of the publication
- The questionnaire or the form should have a provision for the recipient's signature and date

#### Direct Individual Request - Telecommunication

- Current list of recipients and contact information.
- Voice recordings where adequate instructions to the telephone interviewer or to the recipient, including a statement, in accordance with local laws, that the call is being recorded.
- The telephone interview shall contain the name, title, company address and telephone number of the recipient

#### Direct Individual Request – Electronic

- Current list of recipients and contact information.
- Transcript (screen-by-screen panels) shall be provided to the auditor for review and verification. The transcript shall contain adequate instruction to the recipient, shall contain a provision for the name, title, and company address of the recipient.
- The transcript shall contain an acceptable request question and a provision for the date.

#### Other Request

- These are non-paid circulation from Company Request, Communication from Recipient or Recipient's company (Other than Request) and Membership Benefits.
- List of Other Request recipients
- Letter of request from the Company with the list of employees/staff and their title/designation with the provision for date
- Telecommunications such as telephone calls from a colleague at a company requesting copies of the publication for other co-workers. Names and titles of the employees shall be provided. The name and title of the requestor shall be provided along with the company address and telephone company.
- Questionnaires or letters on a company letterhead requesting copies for two or more employees identified by name, title and/or job description. Questionnaires shall contain a provision for signature and date.



- Communication from Recipient or Recipient's company - Standardized questionnaires such as census forms, editorial survey forms, questionnaires. Questionnaires shall be identified and dated for auditor verification
- Membership benefit – individual and organizational memberships in associations or clubs where the subscription is paid out of membership dues and member does not have the option of deducting the subscription from the dues

Selected

- These are non-paid circulation from List Sources, Business Directories/Rosters and Other Sources.
- Current list of recipients
- List Sources – Association or Club membership lists, manufacturers' lists of customer prospects with provision for date
- Business Directories – printed and publishers directories, including issues of periodicals and industrial directories
- Other Sources – business letterheads, company personnel rosters, annual reports, company telephone directories, business cards, conference registration lists, reader service cards with provision for date

### Subscriber Lists

Subscriber lists are a required supporting document for paid-circulation publications for the purpose of verifying that payment has been received for the publication.

The subscriber list submitted by CMCA member publications as supporting documentation shall include the following information:

- Subscriber first name, Subscriber last name
- Subscriber address
- Batch date for payment
- Batch number
- Price
- Amount paid or payment status



## 4. Optional Forms

You may find the following forms helpful for record-keeping. However, you are not required to submit them with your reports. Optional forms are suggested to help you create a paper trail for your circulation. They cover all types of circulation, record-keeping, invoices and receipts.

Form E – Newsstands (Single Copy), Bulk, and Other Paid Recipients (Paid)

Form N – Cash Subscription Record (Paid)

Form P – Mail Subscriber's Receipt (Paid)

### ▪ Form E – Newsstands (Single Copy), Bulk, and Other Paid Recipients (Paid)

Use Form E to keep a record of the number of copies of each issue supplied to each paid recipient, the number of copies returned, the net copies sold, payment received or transfer of the charge to the ledger as a receivable, and the date on which payment was entered into the cash account.

1. Paid recipient's name
2. Number of copies supplied (draw).
3. Number of copies returned.
4. Number of copies sold (net).
5. Amount of payment received.
6. Amount entered into accounts receivable.
7. Date entry was made in cash account.

Total the columns, then transfer the net figure to Form Z – Single Issue Circulation Report, lines 13, 14, and 15.

### ▪ Form N – Cash Subscription Record (Paid)

Use Form N to list mail subscriptions sold or renewed for the period between issues. When it comes time to make a deposit or cash entry, total the amount column and indicate the date the deposit was made.

You'll be able to recalculate your paid mail subscriptions in the Recapitulation section. This should be the same figure on Form Z, line 12.

### ▪ Form P – Mail Subscriber's Receipt (Paid)

Your receipt may take any form, but it must contain all the information illustrated on Form P.

Receipts should be numbered consecutively and issued in duplicate, with one copy for the subscriber and the duplicate for the publisher's files. A photocopy will be required by the Canadian Media Circulation Audit Auditor.



# V. Filing Circulation Reports

## 1. Completing Form X - Publisher's Circulation Report for Audit or Verification

Collect all completed copies of Form Z – Single Issue Circulation Report, all pages of Form Y – Press Run Certificate (or printer's invoices), and all backup documentation.

### ▪ Form X – Publisher's Circulation Report – MANDATORY

Form X is a mandatory form. It is the main component of all types of Circulation Reports filed with the Canadian Media Circulation Audit Auditor or Canadian Media Circulation Audit Manager.

### *How to complete Form X – Publisher's Circulation Report*

#### SECTION 1. General Information

1.1 Report Type – Check one on Form X only:

##### THREE-MONTH APPLIED STATUS

An applicant may receive Applied Membership Status by submitting to the Canadian Media Circulation Audit Manager an Applied Status report, which consists of three months of circulation figures on Form X, along with back-up documentation, within six months of their application date. Applied Status reports do not require an audit. Applied Membership Status is granted when the report is verified by the Canadian Media Circulation Audit Manager.

##### INITIAL REPORT

This is the first mandatory Canadian Media Circulation Audit report, and is must be submitted to the Canadian Media Circulation Audit Manager within one (1) year of the application date. The Initial Report establishes the publication's circulation and must be audited by the Canadian Media Circulation Audit Auditor. The auditor's job is to verify that the circulation figures stated in the report are accurate and are backed up with documentation such as postal receipts, signed statements and invoices.

##### ANNUAL REPORT

This once-a-year, fully audited report must be submitted to the Canadian Media Circulation Audit Manager with all the relevant back-up information. The report will be audited by the Canadian Media Circulation Audit Auditor. The auditor's job is to verify that the circulation figures stated in the report are accurate and are backed up with documentation such as postal receipts, signed statements and invoices.

##### SIX-MONTH INTERIM REPORT

Reports filed six months after Initial or Annual Reports are called Interim Reports and are filed with the Canadian Media Circulation Audit Manager.



### THREE-MONTH INTERIM REPORT

The Three-Month Interim Statement is for members who have had a significant, consistent change in circulation. Publications that experience any of the following:

- Changes in geographic footprint
- Changes in distribution methods
- Changes in circulation figures where circulation differs from previous circulation by at least 10 percent for publications with fewer than 10,000 circulation or 5 percent for publications with circulation 10,000 or over
- Changes from paid to controlled circulation or controlled to paid circulation

The publication must submit a Three-Month Interim Statement reflecting the updated circulation figures.

Submitting a Three-Month Interim Statement will adjust the publication's reporting periods. Following the Three-Month Interim Statement, the next mandatory report to be filed by the publication will be an Annual Report, covering the same three months as the Three-Month Interim Statement plus the three months following. To submit a Three-Month Interim Statement, a publisher must include three months' worth of back-up documentation to have the publication's circulation audited.

Publications may file only one Three-Month Interim Statement per year. New members have the option of filing an Interim Statement with the Canadian Media Circulation Audit Manager three months after they become members.

Processing and verification of a Three-Month Interim Statement is subject to an additional fee. [For rates, consult the rate card at www.circulationaudit.ca.](http://www.circulationaudit.ca)

- 1.2 Reporting Period – List the starting and ending months of the period covered by the report. Initial, Annual, and Six-Month Interim Reports must cover a six-month period. Three-Month Applied Status and Three-Month Interim Reports must cover a three-month period. Enter the six-month or three-month reporting period to which this report applies. Reporting dates are stated in the covering letter that accompanies the forms received from the Canadian Media Circulation Audit Manager prior to the deadline.
- 1.3 – List all contact information requested for this publication.
- 1.4 Frequency of publication – For example: Daily, Weekly, Bi-Weekly (every other week), Semi-Monthly (twice a month), Monthly, Bi-Monthly (every other month).
- 1.5 Publication day – Circle the day of the week for the edition for which this report is being filed.



## **SECTION 2. Basic Subscription Prices**

2.1 – 2.4 – List single copy and subscription prices for the areas and periods requested. (If applicable)

2.1 Enter the single-copy retail price charged on over-the-counter sales.

2.2, 2.3, 2.4 Enter the subscription price charged to subscribers, for the terms listed, within your trading area, in Canada and outside Canada.

2.5 Targeted Reader – List the primary readership market to which this publication is directed.

2.6 Targeted Sector – List the primary sector to which this publication is directed.

## **SECTION 3. Circulation Claim**

Select one issue of your publication and check the appropriate boxes for circulation type and distribution methods for Paid or Controlled Circulation.

3.1 Circulation Type(s):

Consumer – General Interest

Business – Trade, Farm

3.2 Paid:

Paid Circulation

Check as many boxes indicating the distribution methods as apply to the publication. To be considered Paid, a subscription must be recorded at no less than 50% of the regular subscription price. Note: Copies purchased by the publication or its employees or designates may not be included in its circulation, including Paid Circulation. Definitions follow under Section 7 – Distribution Summary.

3.3 Controlled:

Check as many boxes indicating the distribution methods as apply to your publication. To be considered Controlled, the publication is distributed free to designated areas and/or by an address list. Definitions follow under Section 7 – Distribution Summary.

## **SECTION 4. Distribution Areas**

4.1 Referring to the same issue selected in Section 3, submit a list of all six-digit postal codes and number of copies distributed for all areas in Canada to which a minimum of 25 copies of this publication are distributed. Do not include service, sample, or free copies distributed through subscription drives or on a rotating or occasional basis. Deduct returns so that only net distribution is shown.



## **SECTION 5. Geographic Breakdown**

5.1 Referring to the same issue selected in Section 3, list the total number of copies in each province and territory in Canada, as well as the total number of copies outside Canada. Your total number of copies inside and outside Canada should equal your total circulation for that issue. Do not include service, sample, or free copies distributed through subscription drives or on a rotating or occasional basis. Deduct returns so that only net distribution is shown.

## **SECTION 6. Returns and Special Campaigns**

Answer the questions by checking the appropriate box and providing additional information as required. This information is used by the Canadian Media Circulation Audit Auditor during the auditing process, or by the Canadian Media Circulation Audit Manager during the verification process.

6.1 Returns from dealers and distributors must be deducted to arrive at net distribution. Returns are leftover copies that have been delivered by distributors or offered for sale or pick-up by dealers, but have not been purchased or picked up. These copies are normally returned to the publication the following week. Returns must be deducted from circulation figures to arrive at net distribution.

6.2, 6.3, 6.4 Any premiums, incentives, or reduced rates offered (e.g. seniors rate). When premiums or incentives are offered with a subscription, the value of the premium or incentive must be deducted from the price of the subscription. If the net price is a positive amount, then the subscription is considered paid circulation. If the net price is zero or a negative amount, then the copies must be reported as controlled circulation. Example: Subscription price is \$20.00. Mugs given away as premiums cost \$5.00 each, which means the net subscription price is \$15.00. If the mugs were \$20.00 each, then the copy distributed to that individual/company would be considered controlled.

Premiums may be pens, magnets, bags, caps, mugs, etc.

Incentives may be prizes or draws for cinema tickets, sporting events, dinner at a local restaurant, etc.

6.5 Enter the date and number of copies distributed in subscription campaigns. This should correspond with Section 7, Column R – Subscription Drives.

6.6 Indicate any changes in publication days or frequency.

6.7 Indicate any regular publication days that were missed, and why (e.g. holidays).

6.8 Indicate if any educational copies were distributed during the reporting period and list the days they were distributed.





## **SECTION 7. Distribution Summary**

In this section, across the top are columns labelled A through R. This section is completed by transferring the net press run and net circulation figures for each issue from Column D of Form Y – Press Run Certificate (or printer’s invoices) and lines 12 to 29 of Form Z – Single Issue Circulation Report to the corresponding columns in Section 7 of Form X.

All publications	Complete Columns A, B, O, P, Q, and R.
All Paid Circulation publications	Complete Columns C, D, E, F, G and H.
All Controlled Circulation publications	Complete Columns I, J, K, L, M, N, O and P.

**Column A: Date of issue/No of pages** – For the Reporting Period listed in line 1.2, list the publication dates of all issues and the number of pages in each issue, starting on line 7.1. This information is obtained from Lines 2 and 3 of Form Z – Single Issue Circulation Report. Use one line per issue.

**Column B: Net Press Run** – For each issue listed in Column A, list the net press run, excluding spoilage. If the publication is printed in-house, complete and include Form Y – Press Run Certificate. Net press run figures should be copied from Column D of Form Y – Press Run Certificate to Column B of Form X. If the publication is printed by an outside printing firm, submit printer’s invoices to determine net press run and record those figures in Column B. Submit copies of the printer’s invoices or a completed Form Y – Press Run Certificate as backup documentation.

**Column C: Individual subscriptions** – **These are individual copies that are sold by subscription and paid for at any price and are sent to a single addressee.** This figure is obtained from Line 4 on Form Z – Single Issue Circulation Report. The Publisher’s Statement of Mailing and post office receipt from Canada Post must be submitted as backup documentation as well as the latest subscriber list and proof of payment.

**Column D: Single Copy Sales** – **The number of paid copies sold individually at any price at newsstands and other retail outlets.** This figure is obtained from Line 5 on Form Z – Single Issue Circulation Report. The number of newsstand copies sold at each newsstand must be recorded on Form Z. Receipts must be submitted as backup documentation.

**Column E: Multi-copy same addressee**

- The number of paid copies bought by a third party, such as an advertiser, or municipality, in quantities of 2 or more for distribution to individuals or organizations. The copies must have been paid for at any net positive price, after taking the value of any premiums or incentives into consideration.
- These are copies purchased in quantities of 10 or fewer that are sent to a single addressee.



- Copies purchased in quantities of two or more, paid for by an employer for their employees and mailed by the publication to the same addressee shall be reported as Multi-Copy Same Addressee.
- The total multi-copy sales figure is obtained from Line 6 on Form Z – Single Issue Circulation Report.

Column F: Sponsored individually addressed

These are individually addressed subscriptions purchased in quantities of 11 or more which promotes the interests of the sponsor/donor and conforms to the definition of paid circulation.

If the purchaser has a financial interest in the publication, these purchased copies may not be included in sponsored copies unless it can be proven to the satisfaction of the auditor that the sale was made for the benefit of the purchaser and not for the benefit of the publication.

A summary outlining the details of the sponsor/donor, the number of copies and where it was distributed should be made available to the auditor.

This figure is obtained from Line 7 on Form Z – Single Issue Circulation Report. This may include:

Column G: Sponsored multi-copy same addressee

These are copies purchased in quantities of 11 or more that promotes the interests of the sponsor/donor and sent to a single addressee, and which confirms to the definition of paid circulation.

- Copies purchased by a hotel for its guests and visitors

A summary outlining the details of the sponsor/donor, the number of copies and where it was distributed should be made available to the auditor.

Column H: Electronic. This figure is obtained from Line 9 on Form Z – Single Issue Circulation Report. An electronic edition may be included in a publisher’s circulation statement provided it is an exact digital replica of the print edition.

Column I: Total Paid Circulation – sum of columns C to H. Or, this figure may also be obtained from Line 10 on Form Z – Single Issue Circulation Report.

Column J: Individual non-paid copy – The number of free addressed copies mailed through Canada Post or delivered by carrier or a distribution company.

This figure is obtained from Line 11 on Form Z – Single Issue Circulation Report. The Publisher’s Statement of Mailing and post office receipt from Canada Post, invoice from distribution company must be submitted as backup documentation.



Column K: Direct Individual Request – The number of free copies distributed to individuals who requested this publication by phone, fax, mail, or e-mail. This figure is obtained from Line 12 on Form Z – Single Issue Circulation Report. A completed Form U - Personal Telecommunication Request Form and copies of the written or e-mailed request must be included for all requests as backup documentation.

Column L: Other Request – These are non-paid circulation from Company Request, Communication from Recipient or Recipient's company (Other than Request) and Membership Benefits. Obtain the total from figures from Company Request, Communication from Recipient or Recipient's Company (Other than Request) and Membership Benefits.

This figure is obtained from line 13 on Form Z.

Column M: Selected – These are non-paid circulation from List Sources, Business Directories/Rosters and Other Sources. Obtain the total from figures from List sources, Business Directories/Rosters and Other Sources.

This figure is obtained from line 14 on Form Z.

Column N: Bulk – This figure is obtained from Line 15 on Form Z – Single Issue Circulation Report. These are non-paid copies of two (2) or more delivered to designated locations for redistribution to recipients.

Column O: Electronic – An electronic edition may be included in a publisher's circulation statement provided it is an exact digital reproduction of the print edition in a portable document format (PDF). In the case of controlled electronic circulation, a subscription may only be counted if it is as a result of a personal or company request. This figure is obtained from Line 25 on Form Z – Single Issue Circulation Report.

Column P: Total Controlled Circulation – Sum of Columns J to O. (Or, this figure may also be obtained from Line 17 on Form Z – Single Issue Circulation Report.)

Column Q: Total Circulation – Sum of Columns H and P. (Or, this figure may also be obtained from Line 20 on Form Z – Single Issue Circulation Report.)

Column R: Service and Sample Copies – Additional copies of the publication distributed free to individuals or companies who do not subscribe or who would not otherwise receive the publication as a typical reader would. These copies may be samples, promotional, prospect, complimentary, "Welcome Wagon", in-house or file copies. A publication may claim only 3% of its circulation – to a maximum of 200 copies – as Service and Sample copies. This figure is obtained from Line 21 on Form Z – Single Issue Circulation Report. The following are examples of Service and Sample Copies:

- Sample/Promotional copies – Free copies distributed to advertisers and advertising agencies
- Prospect Copies – Free copies distributed to prospective advertisers, agencies or subscribers.



- Welcome Wagon copies – Free copies distributed to new residents or others in the community due to special occasions on a short-term subscription basis.
- Office copies – Extra copies distributed free to employees, group publishers, other publications in the group or "mixed bag copies."
- File copies – Copies kept on file at the office (maximum of 50).
- Complimentary copies – Free copies distributed as a courtesy and which do not fit under any other category.

Column S: Total Distribution – Sum of Columns Q and R. (Or, this figure may also be obtained from Line 22 on Form Z – Single Issue Circulation Report.)

Column T: Subscription Drives – Occasional campaigns or promotions organized to increase circulation. Publications distributed free during subscription drives should not be included in net circulation figures, but listed separately on Forms Z and X where indicated. This figure is obtained from Line 23 on Form Z – Single Issue Circulation Report.

Row 7.1: First Quarter Totals – Enter the total of lines 1 to 13

Row 7.2: Net averages – Divide the number from Row 7.1 in the respective column, by the number of issues in the first quarter.

Row 7.3: Second Quarter Totals – Enter the total of lines 14 to 26

Row 7.4: Net averages – Divide the number from Row 7.3 in the respective column by the number of issues in the second quarter.

Row 7.5: First Quarter Results Totals – transfer the figures from Row 7.1 to this row.

Row 7.6: Second Quarter Results Totals – transfer the figures from Row 7.3 to this row.

Before submitting your report, please ensure that all applicable columns are filled in and totals, reading across the lines and down the column, are accurate.

Row 7.7: Six-month Results Totals – Enter the sum of the figures from Rows 7.5 and 7.6.

Row 7.8: Six-month Average Circulation – Divide the number from Row 7.7 in the respective column by the total number of issues in the six-month period.

Before submitting your statement, please ensure that all applicable columns are filled in (even if the quantities are zero) and that totals reading across the lines and down the column, are accurate.

## **SECTION 8. Publisher's Statement**

Signatures of the publication's circulation manager and publisher are required here, along with the current date, to attest to the truthfulness and accuracy of all information submitted in and relating to this Publisher's Circulation Report.



## **SECTION 9. Audit Checklist**

This section is provided as a reference when preparing Form X – Publisher’s Circulation Report, indicating all required backup documentation to be submitted with the report. Photocopies of documentation will suffice.

This section is also used by the Canadian Media Circulation Audit Auditor or Canadian Media Circulation Audit Manager as a guide when auditing or verifying the report.

### **Backup documentation is required for the following report types:**

- Applied Status Report – all backup documentation covering the three-month reporting period
- Initial Report – see Section IV, #3.
- Annual Report – see Section IV, #3.
- Six-Month Interim Report – see Section IV, #3.
- Three-Month Interim Report – all backup documentation covering the three-month reporting period

### ***i - Documents to submit for either Paid or Controlled Circulation***

- Form X – Publisher’s Circulation Statement, completed and signed by the publisher and circulation manager.
- Form Z – Single-Issue Circulation Summary, one for each issue.
- Form Y – Press Run Certificate if publication is printed on premises, or printer's invoices showing press run totals, number of pages in each issue and publication issue dates, for each issue
- 2 issues from the six-month reporting period
- Publisher's Statement of Mailing or Statement of Mailing from Canada Post with official Post Office signature showing copies mailed and cash receipt for each issue published.
- Subscriber list
- List of individuals and/or companies and their classification receiving service and sample copies for one week (list service and sample copies separately).
- Other miscellaneous distribution accompanied by proper documentation.

### ***ii – Additional documentation to submit for Canadian Media Circulation Audit Paid***

#### Individual subscriptions

- Current list of subscribers or recipients.
- Subscription term and price, discounts if any
- Proof of payment



#### Single copy sales

- List of newsstand locations, dealer names, addresses and telephone numbers. (List dealers receiving copies in the mail separately.)
- List of weekly gross number of copies, returns, and net distribution for each retail location for each issue.
- Two weeks of newsstand or retail outlet invoices showing returns, net and dollars collected.
- Any other destination information, accompanied by proper documentation.

#### Multi-copy same addressee

- Summary outlining the details of the multi-copy purchase, number of copies, recipients, pricing information, where it was distributed should be made available to the auditor.

#### Sponsored individually addressed

- A summary outlining the details of the sponsor/donor, the number of copies, pricing information, recipients and its individual addresses should be made available to the auditor.

#### Sponsored Multi-copy same addressee

A summary outlining the details of the sponsor/donor, the number of copies, pricing information, recipients and where it was distributed should be made available to the auditor.

#### Electronic

- The publisher shall provide the Canadian Media Circulation Audit management and auditor access to the electronic edition for the purpose of verifying eligibility.
- List of subscribers, their contact information and e-mail addresses. Proof of payment must also be provided.

### ***iii – Additional documentation to submit for Canadian Media Circulation Audit Controlled***

#### Non-paid Individual

- Current list of subscribers or recipients and contact information.

#### Direct Individual Request - Written

- Copies of faxed and mailed direct individual requests
- If a questionnaire is utilized by the publication, a separate signature or initial from the requestor is necessary to establish a request of the publication
- The questionnaire or the form should have a provision for the recipient's signature and date



#### Direct Individual Request - Telecommunication

- Current list of subscribers or recipients and contact information.
- Voice recordings where adequate instructions to the telephone interviewer or to the recipient, including a statement, in accordance with local laws, that the call is being recorded.
- The telephone interview shall contain the name, title, company address and telephone number of the recipient

#### Direct Individual Request – Electronic

- Current list of subscribers or recipients and contact information.
- Transcript (screen-by-screen panels) shall be provided to the auditor for review and verification. The transcript shall contain adequate instruction to the recipient, shall contain a provision for the name, title, and company address of the recipient.
- The transcript shall contain an acceptable request question and a provision for the date.

#### Other Request

- Current list of recipients
- Detailed list of where names were obtained, e.g., directories, business cards

#### Selected

- Current list of recipients
- Detailed list of which areas selected, whether homes, apartments, or businesses – provide map

#### Bulk Distribution

- List of distributor names, addresses and telephone numbers.
- List of gross amount of copies delivered weekly, returns and net distribution (list dealers and quantity of copies delivered on Form Z).
- Statement of Mailing from Post Office (if applicable showing destination and total number of copies mailed in bulk).
- Apartment Block Distribution–address and quantity of copies delivered to each apartment building and number of apartments in each building.

#### Electronic

- The publisher shall provide the Canadian Media Circulation Audit management and auditor access to the electronic edition for the purpose of verifying eligibility.
- List of subscribers, their contact information and e-mail addresses.

### **SECTION 10. Auditor's Comments/Findings**



This section will be completed by the CMCA auditor if he or she has any notes about the completed report

### **SECTION 11. Canadian Media Circulation Audit Auditor's Statement and Verification**

This section will be completed and signed by the Canadian Media Circulation Audit Auditor or Canadian Media Circulation Audit Manager upon successful completion of the audit or verification.

## **2. Filing Form X as your Applied Status Report**

Applied Status Statements are audited and verified by the Canadian Media Circulation Audit Auditor. Backup documentation for all issues in the period must be submitted with the statement. Do not send original documents; photocopies will suffice. Note: Publications are required to keep the original back-up documentation for two years in case subsequent auditing of the publication's Canadian Media Circulation Audit report is required.

The following must be submitted with your statement:

- Photocopies of all backup documentation.
- Form Z – Single Issue Circulation Summary for the issues published in the reporting period. One Form Z is required for each issue.
- Form G – Publisher's Deliver to Carriers, Dealers, Distributors, Street Boxes and Apartments (if applicable, for controlled circulation only) for each issue
- Form Y – Press Run Certificate signed by your in-house printer, or printer's invoices stating the number of copies printed for each issue in the reporting period.

Send Form X and backup documentation to:

Canadian Media Circulation Audit Manager  
c/o Canadian Community Newspapers Association  
890 Yonge Street, Suite 200, Toronto, Ontario M4W 3P4

## **3. Filing Form X as your Initial or Annual Report**

Initial and Annual Statements must be audited by the Canadian Media Circulation Audit Auditor. Auditor's fees are due with Initial and Annual Statements. Do not send original documents; photocopies will suffice. Note: Publications are required to keep the original back-up documentation for two years in case subsequent auditing of the publication's Canadian Media Circulation Audit report is required.

The following are required:

- Photocopies of backup documentation.
- Payment covering auditor's fee. If paying by cheque, make cheque payable to CCNA.





- Supporting documents for the month of the analyzed issue (the issue selected on Form X for section 3: Distribution Areas)
- Supporting documents for the last month of each reporting period (note: analyzed issue cannot be from the last month of the reporting period)
- Form X: Publisher's Circulation Report
- Form X.3: Distribution Summary
- Form Z: Single Issue Circulation Report or Weekly Circulation Report (Dailies) – for all issues
- Form Y: Press Run Certificate – for all issues\
- Subscriber list – for the most recent issue

For initial reports, members shall be required to send:

- Supporting documents for all 6 months of the reporting period
- Form X: Publisher's Circulation Report
- Form X.3: Distribution Summary
- Form Z: Single Issue Circulation Report or Weekly Circulation Report – for all issues
- Form Y: Press Run Certificate – for all issues
- Subscriber list – for the most recent issue

Initial reports would require more documentation than annual or interim reports so that auditors can perform more checks to ensure that new members are able to comply with the existing rules of the program.

Send forms, backup documentation, and fees to:

Canadian Media Circulation Audit Office  
 c/o Canadian Community Newspapers Association  
 890 Yonge Street, Suite 200, Toronto, Ontario M4W 3P4

The Canadian Media Circulation Audit Office retains documentation for one year before it is discarded. Publishers who would like documents returned must contact the Canadian Media Circulation Audit Manager at 1-877-305-2262 for release. Documents will be returned by mail unless otherwise stated at the publisher's expense.

#### 4. Filing Form X as your Interim Report

The Canadian Media Circulation Audit Manager verifies interim Statements. They are sent to be audited with the annual report for a 12-month audit.

The following are required:

- Photocopies of backup documentation.
- Supporting documents for the month of the analyzed issue (the issue selected on Form X for section 3: Distribution Areas)
- Supporting documents for the last month of each reporting period (note: analyzed issue cannot be from the last month of the reporting period)



- Form X: Publisher’s Circulation Report
- Form X.3: Distribution Summary
- Form Z: Single Issue Circulation Report or Weekly Circulation Report – for all issues
- Form Y: Press Run Certificate – for all issues
- Subscriber list – for the most recent issue

Send forms and backup documentation to:

Canadian Media Circulation Audit Office  
 c/o Canadian Community Newspapers Association  
 890 Yonge Street, Suite 200, Toronto, Ontario M4W 3P4

## 5. Filing Form X as a Three–Month Interim Report

Publishers have the option of filing one Three–Month Interim Statement per year, in the event that circulation practices change. See Section III.1 for the complete policy.

Three–Month Interim Statements are verified by the Canadian Media Circulation Audit Auditor. To submit a Three–Month Interim Statement, a publisher must include one month’s worth of back–up documentation and the appropriate fee payment.

Filing a Three–Month Interim Statement will change the publication’s annual filing dates to coincide with the start of the period covered in the Three–Month Interim Statement. For example, if a publication usually files annual statements covering March 1 to August 31, but now wishes to file a Three–Month Interim Statement covering June 1 to August 31, its next audited report must cover the six–month period from June 1 to November 30.

The following are required:

- Photocopies of all backup documentation.
- Payment covering processing fee. If paying by cheque, make cheque payable to CCNA.
- Form Z – Single-Issue Circulation Summary for the issues published in the reporting period. One Form Z is required for each issue.
- Form Y – Press Run Certificate signed by your in–house printer, or printer’s invoices stating the number of copies printed for each issue in the reporting period.

Send Form X, backup documentation, and fee payment to:

Canadian Media Circulation Audit Office  
 c/o Canadian Community Newspapers Association  
 890 Yonge Street, Suite 200, Toronto, Ontario M4W 3P4



## VI. Definitions

### **Annual Report**

This once-a-year fully audited report must be submitted to the CMCA Auditor or a Certified Chartered accountant with all the relevant supporting documentation.

### **Applied status**

Applicants may receive Applied Membership status by submitting to the CCNA an Applied Status report, which consists of three months of circulation figures on Form X, along with back-up documentation, within six months of their application date.

### **Association Request**

These are non-paid circulation distributed to members as a free benefit of membership to an association. Recipients should be notified that the publication is a benefit of membership.

### **Average Individual Subscription Price**

Average Individual Subscription Price is calculated by adding the gross dollar figure of all individual subscriptions received during the reporting period (excluding multi-copy, sponsored copies) divided by the gross total number of individual subscription copies.

### **Average Single Copy Price**

Average Single Copy Price is calculated by totalling the gross dollar figure of all single copies received during the reporting period divided by the gross total number of single copies.

### **Business Directories/Rosters**

These represent non-paid copies distributed to individuals whose names were selected from all printed and published directories, directory issues of periodicals and industrial directories or those available through the internet or compact disc (CD), shall be properly identified and dated for auditor verification

### **Controlled Circulation**

These are non-paid circulation that is distributed to designated areas and/or by an address list.

### **Carriers**

Individuals paid to deliver the publication to houses, and apartments



## **Communication from Recipient or Recipient's Company (Other than Request)**

These are non-paid circulation where the individual or company had written or telecommunication activity with the publication, but for which not all requirements of a direct request were satisfied. Common sources are:

- Request forms where the recipient did not sign the card or answer a yes/no question.
- Reader service cards where multiple products and services are offered
- Editorial survey forms where a question confirming the desire to receive the publication was not asked or answered.
- Requests made by someone other than the recipient who is not confirmed to be the authorized representative to request the publication

## **Company Request**

These are non-paid circulation requested by a company's management for specified employees in writing, over the phone, online, or via email. This includes requests from authorized assistants for more than one employee

## **Controlled Bulk**

These are non-paid copies delivered to designated locations for re-distribution to recipients unknown to the publisher

## **Counter Sales**

Paid circulation publications sold at the publication's offices. These sales must be recorded to be counted in circulation.

## **Dealer**

An outside party who sells your publication (in the case of paid circulation) or acts as a pick-up spot (in the case of controlled circulation). Dealers may include stores, hospitals, gas stations etc.

## **Direct Individual Request**

The number of free copies distributed to individuals who, in writing, over the phone, online or via email, wish to receive the publication.

## **Distributor**

A company or individual paid to distribute your publication to dealers.



## **Edition**

An edition shall be defined by the day of week and consistent distribution pattern among all applicable issues. All editions shall publish under the same banner/title. Issues of the same edition shall meet all of the following conditions:

- Distribution using the same delivery methods
- Circulation of a similar number of copies, with the exception of occasional extraordinary distribution
- Delivery to the same geographic footprint

## **Educational copies**

Copies ordered for delivery to students or schools and for the purposes of teaching students. These copies can be requested or purchased by instructors or sponsors or through school funds. (Copies that are purchased shall be subject to rules governing third-party bulk sales).

## **Electronic Distribution**

An electronic edition may be included in a publisher's circulation statement even if it's not the exact digital replica of the print edition as long as the electronic edition has the same name/logo as the print edition and the content is consistent in nature with the print edition. The electronic edition may or may not contain the same editorial and advertising content. The publication shall make available the electronic edition and a copy of the print edition for review.

## **Extraordinary Distribution**

Distribution of an issue where the total circulation for that issue differs from the previous corresponding day with normal circulation by at least 10 percent for publications with fewer than 10,000 circulation or 5 percent for publications with circulation 10,000 or over. These issues are omitted from the calculation of the average net circulation and reported separately on Form Z.1. A maximum of ten omitted issues is allowed within a 12-month period.

## **Form X**

The Publisher's Six-Month CMCA Report. This form is mandatory for all publications.

## **Form Y**

The Press Run Certificate. This form is mandatory for all publications whose printing is done in-house.

## **Form Z**

The Single Issue Circulation Report. This form is mandatory for all paid circulation publications.



## **Individual non-paid copy**

The number of free addressed copies mailed through Canada Post or delivered by carrier or a distribution company. The number must be backed up by a Statement of Mailing and cash receipts issued by Canada Post, or by an invoice from the Distribution company outlining the number of copies delivered.

## **Individual subscriptions**

These are individual copies that are sold by subscription and paid for at any price and are sent to a single addressee.

## **Initial Report**

This is the first report you file, which establishes the publication's circulation. Reports due 12 months after the Initial report are called Annual Reports, while reports due 6 months after the Initial report are called Interim Reports and are filed with CMCA staff.

## **Interim Report**

There are two kinds of Interim Reports –the six-month interim report and the three-month interim report.

The six-month interim report is required six months after the initial report and annual reports. The three-month interim report is for members who have had a significant change in circulation. Only one Three-month Interim Report is permitted per year.

Note: Opting for a Three-month Interim report will change the dates of future Interim and Annual reports.

## **List Sources**

These represent non-paid copies distributed to individuals whose names were selected from association or club membership lists, manufacturer's or distributor's lists of customers, prospects and licencees

## **Membership Benefits**

These are non-paid circulation distributed to members as a free benefit of membership to an association. Recipients should be notified that the publication is a benefit of membership.

## **Multi-copy same addressee**

Copies purchased in quantities of two or more that are sent to a single addressee. The copies must have been paid for at any net positive price, after taking the value of any premiums or incentives into consideration.

## **Other Request**

These are non-paid circulation from Company Request, Communication from Recipient or Recipient's company (Other than Request) and Membership Benefits.



## **Other Sources**

These represent non-paid copies distributed to individuals whose names were selected from business letterheads, company personnel rosters, company annual reports, company telephone directories, business cards; trade shows registration lists, reader service cards and qualification questionnaires from other publications not owned by the same parent company.

## **Paid Circulation**

Paid circulation is defined as any copies that have been paid for at any net positive price, after taking the value of any premiums or incentives into consideration.

Copies distributed through subscription drives or purchased by the newspaper or its employees or designates shall not be included in the total paid circulation.

## **Piggyback Publications**

Publications or special sections that are published irregularly, or distributed to a partial circulation, and that are not normally part of the CMCA member publication. Verification will not apply to these separate publications.

## **Reinstatement**

Acceptance into the CMCA program after having been previously cancelled. Reinstatement requires reapplication into the program with payment of the reinstatement fee.

## **Returns**

Returns are "leftover" copies that have been delivered by distributors or offered for sale or pick-up by dealers, but have not been purchased or picked up. These copies are normally returned to the publication the following week. Returns must be deducted from circulation figures to arrive at net distribution.

## **Reporting Period**

The period from the first date to the last date covered in your reports. A reporting period is usually six months, e.g. January 1 to June 30.

## **Selected**

These are non-paid circulation from List Sources, Business Directories/Rosters and Other Sources.

## **Service and Sample Copies**

Additional copies of the publication distributed for free to individuals or companies who do not subscribe or who would not otherwise receive the publication as a typical reader would. These



copies may be samples, promotional, prospect, complimentary, "Welcome Wagon", in-house or file copies. A paper may claim only 3% of its circulation – to a maximum of 200 copies – as Service and Sample Copies:

**Sample/Promotional copies**

Free copies distributed to advertisers and advertising agencies

**Prospect copies**

Free copies distributed to prospective advertisers, agencies or subscribers

**Welcome Wagon copies**

Free copies distributed to new residents or others in the community due to special occasions on a short-term subscription basis

**Office copies**

Extra copies distributed free to employees, group publishers, or other publications in the group or "mixed bag copies"

**File copies**

Copies kept on file at the office (maximum of 50)

**Complimentary copies**

Free copies distributed as a courtesy and which do not fit under any other category

## Single Copy Price

The suggested retail cover price

## Single copy sales

The number of paid copies sold individually at any price at newsstands and other retail outlets.

## Sponsored individually addressed

These are individually addressed subscriptions purchased in quantities of 11 or more which promotes the interests of the sponsor/donor and conforms to the definition of paid circulation.

## Sponsored Multi-copy same addressee

These are copies purchased by a sponsor/donor in quantities of 11 or more that promotes the interests of the sponsor/donor and sent to a single addressee, and which conforms to the definition of paid circulation.

## Subscription Drives

Occasional campaigns or promotions organized to increase circulation. Publications distributed free during subscriptions drives should not be included in net circulation figures, but listed separately on Forms Z and X where indicated.

## Vertical Publications

Publications owned by general members of the Canadian Community Newspapers Association.

