



# Policy Update

March 16, 2009

The board of directors of the Canadian Community Newspapers Association approved the amendments below on February 24, 2009.

## I. For all publications

**NEW!**

### 1) Expanded CMCA Report

CMCA reports will be expanded to two pages in order to accommodate information such as subscription rates, any promotional activity during the reporting period, details on extraordinary distribution, and other disclosures relevant to the report.

### 2) Three-month Interim Statements

Members are now required to complete three-month interim statements under the conditions outlined below.

Publications that experience ~~a substantial change in circulation may~~ 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. Publications may file only one Three-Month Interim Statement per year. 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).

### 3) Extraordinary Distribution

Reporting extraordinary distribution is now mandatory under the updated policy.

A member ~~may~~ must omit any issue from the calculation of average net circulation when 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. Omitted issues must be reported separately as follows:

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New policies and policy updates are effective immediately unless otherwise stated in the above update. Underlined text indicates the amendment to an existing policy. ~~Strikethrough~~ text indicates what has been amended. New policies are marked.

- A maximum of ten omitted issues is allowed within a 12-month period
- Circulation figures for larger or smaller distribution must be excluded from Form X and reported separately on Form Z.1 – Single Issue Circulation Report for Extraordinary Distribution.
- Form Z.1 and back-up documentation are mandatory for all publications with this distribution
- The CMCA report will include separate mention of this distribution, including when the issue(s) was distributed, how many copies and the distribution area.

#### 4) Electronic editions

The policy for electronic editions has been updated for those copies given to employees, advertisers and others who are not considered typical readers. Also, the policy now applies to all publication types.

- 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 Canadian Media Circulation Audit 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 paid electronic circulation, proof of payment must also be provided. 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.
- Renewal or cancellation of electronic subscriptions must be verified on an annual basis.
- Electronic subscriptions will be listed in a separate column in the Canadian Media Circulation Audit report, but included in the total circulation.
- 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. 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.

NEW!

#### NEW! Electronic Editions

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The above policy for community newspapers shall be applied to business and consumer publications, as well as daily newspapers.

## **II. For all newspapers**

### **1) Definition of edition**

~~The definition of multiple editions (shall) be those that publish under the same banner/title and have the same distribution as the first edition.~~

For community newspapers,

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

For daily newspapers,

An edition shall be defined by consistent distribution pattern among all applicable issues and 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

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