

Canadian Media Circulation Audit



Numbers you can trust.



For more information:

Canadian Media Circulation Audit
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Advertisers count on Canadian Media Circulation Audit to provide circulation data they can trust.

The CMCA audit report captures the distribution area and practices of the publication, an important advantage to media planners who need accurate information in order to make sound buying decisions.

Look for publications that proudly display the CMCA Checkmark. When you see the CMCA Checkmark on their masthead and other materials, you can be sure that their circulation figures are accurate and reliable.

www.circulationaudit.ca



Canadian
Media Circulation
Audit

✓ **What is Canadian Media Circulation Audit?**

Established in 1971, **Canadian Media Circulation Audit** is recognized by advertisers, agencies and the government as a credible audit service provider. Originally offered to community newspapers as a low-cost alternative to more expensive and foreign audit services, Canadian Media Circulation Audit has expanded to include business publications, consumer magazines, and now, daily newspapers.

Canadian Media Circulation Audit is the number one circulation auditor of newspapers in Canada—over 650 titles and growing—and is the only one of the big three audit providers in Canada that is 100-percent Canadian-owned and operated.

✓ **What's new?**

Membership is available to community newspapers, daily newspapers, business publications and consumer magazines.

On-site spot audits are conducted regularly across the country.

Now measuring the combined market penetration of print and digital editions.

Online Report Access:

- CMCA members enjoy free access to view their own reports
- Subscription option available for unlimited access to audit reports of all CMCA-member publications

✓ **On-site spot audits**

Each year, Canadian Media Circulation Audit sends its auditors throughout the country to conduct on-site audits. The CMCA auditor will:

- review records at the newspaper office;
- visit dealers, distributors and drop boxes to observe distribution practices and to verify the number of copies delivered and returned;
- meet with the publisher and circulation manager to discuss their distribution and record-keeping practices.

On-site audits are a valuable learning opportunity for the publisher and circulation staff.

Auditing Canadian newspapers from coast to coast to coast for over 40 years

A CMCA circulation audit is an independent examination of the circulation records and distribution practices used by your publication. The auditor's findings are summarized in an audit report, which is supplied to the publisher in hard copy format and posted electronically to the CMCA online reports database.

The CMCA audit report is your best defence against unproven circulation claims made by your competitor, such as on publisher's statements and sworn statements.

✓ **What is a CMCA audit, and why do I need it?**

Use your CMCA audit report as a sales tool:

- Include your audit report in your media kit.
- Show it to your advertisers. Let them know that they can be comfortable knowing that your circulation claims are credible.
- Display the CMCA logo alongside your total circulation figures in your house ads and promotional campaigns.

✓ **What can I do with my CMCA audit report?**

- Advertisers – local, regional, and national
- Advertising agencies
- Government
 - * for advertising
 - * for funding programs such as the Canada Periodical Fund

✓ **Who looks for the CMCA audit?**

Organizations involved in the business of advertising receive audit reports directly from CMCA:

- Canadian Advertising Rates & Data (CARD & CARDonline.ca)
- Newspaper association sales divisions (for News Media Canada members)
- Online at www.circulationaudit.ca – all CMCA audit reports are posted electronically on the CMCA website in a password-protected online searchable database

✓ **Where else does my CMCA audit work for me?**

Recognized by the Department of Canadian Heritage's Canada Periodical Fund