



MEDIA MATTERS

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To media agency executives, media directors or official contacts and all media committees.

WHY AGENCIES NEED AUDITED CIRCULATION FOR BUSINESS-TO-BUSINESS MEDIA

With increasingly more advertisers seeking higher levels of advertising accountability, as a media planning “best practice,” it is important to evaluate business/trade publications on the basis of their audited circulation.

However, while a good majority of publications are audited, there’s a growing level of publications electing to ignore the importance of having their circulations audited by either BPA, ABC or other established auditing companies. In addition, there are several industry categories where all or many of the publications serving this segment are not audited. The importance of this third-party insight can provide revealing details and data needed to make informed decisions.

Audit statements are the best way to evaluate a publication’s circulation integrity, vitality and relevance to a particular target segment. From looking at circulation type, removals/additions, qualification source, qualification period, etc., to reviewing subscription sales type, price and channel, an audit statement can provide valuable insight in terms of several media planning metrics. In addition to integrity and vitality metrics, an audit statement can detail distribution of circulation by industry segment, function/title, company size and more, and offer a valuable way to compare and contrast publications serving a particular category segment, and how they are reaching that segment.

When building a list of possible publications to evaluate for a client or market segment, media professionals should always flag audited versus non-audited books within a plan. With audited publications, the planner can then evaluate the appropriate criteria relevant to their clients’ needs and make stronger, fact-based recommendations. Non-audited publications should be used with caution and only in supportive roles, if necessary, with measures taken within to distinguish and give preference to audited over non-audited books.

The AAAA Business-to-Business Media Committee strongly encourages media professionals to challenge publishers for the need to have their publications circulation audited.

AAAA thanks Business-to-Business Media Committee member, Sheree Johnson of Nicholson Kovac, Inc., for drafting this bulletin.

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