



Circulation Glossary

Verified's glossary of commonly used terms.

Accuracy of Claimed Circulation: A measure of the consistency of a publication's Target (free rack/bulk) distribution records and Verified's surveys.

Additions and Removals Analysis:

Analysis of new and expired subscriptions and/or qualified recipients added or removed from a mailing list.

Advertiser/Agency Copies: Copies given to advertising agencies and advertisers for the purpose of checking advertisement placement. See also "Checking copies."

Agency Subscriptions: Paid subscriptions sold by an outside agency.

Allotment: See "Draw."

Analyzed Issue: Issue chosen for which subscriber list analysis is performed.

Annual Audit Report: Standardized circulation report issued by Verified detailing its findings as the result of an audit. Issued once per year.

Approval copy: Report sent to clients to review and approve prior to printing the final Audit Report or Publisher's Statement.

Arrears: Being behind in payment, or copies served to subscribers retained on an active subscription list after expiration.

Association/Group/Directory:

Individually addressed copies distributed to a qualified recipient for whom no request has been received from the

recipient. This includes copies sent to names obtained from a mailing list, purchased list or group/association membership list.

Audit: Examination of circulation and related financial records to verify the accuracy of submitted data. Field verification and/or research in support of above.

Audit Bureau: An independent organization that audits the claimed circulations of its publisher clients for the purposes of verifying those claims for advertisers and other interested parties.

Audit Month: Month chosen for which audit materials must be gathered for the annual audit.

Audit Period: Last month of the period under audit. Normally audits cover calendar quarters. For example, yearly audit periods are March, June, September and December.

Audit Workbook: Proforma audit forms used by Verified during the review of circulation and financial records.

Average Qualified Circulation History Analysis: Analysis of a publication's average qualified circulation for a period of five years or less.

Basic Subscription Rate: A publication's standard subscription rate.

Basic Price: A publication's standard single copy price.

Bulk: Multiple free copies (five or more) delivered to the same location, not individually addressed. Also see "Target."

Business/Industry Classification Analysis: Analysis of qualified recipients'

type of business or SIC code industry classifications.

Caging/Cashiering: The process in which subscription orders and their enclosed payments are separated and then recorded. Also referred to as “cashiering.”

Carrier: Individual who delivers a publication to specific individual locations, typically homes and businesses. Also used to describe hand delivery to a single address.

Carrier Collection: Subscription payments made directly to carrier rather than to a publication’s office.

Checking Copies: Copy of a publication sent to an advertiser for verification of advertising insertion. See also “Advertiser/Agency Copies.”

Circulation: A publication’s total distribution. Also called “Distribution.”

Circulation Analysis by ZIP/Postal Code: Analysis of a publication’s circulation by ZIP/Postal Code. Any ZIP or Postal Code receiving 25 or more copies must be itemized on this report. Data must be updated for every Audit Report.

Classification Analysis: Analysis of qualified recipient’s name, title, and company based on a publication’s analyzed subscriber list.

Combined Sale: Subscriptions to two or more different publications sold at a special combination rate.

Complimentary Copies: Copies given as a courtesy to non-qualified readers.

Controlled/Requester Circulation: Publications sent free of charge to individuals qualified on the basis of their type or place of work, job title, group or

association membership, or demographic characteristics.

See: “Definition of Recipient Qualification.”

Dealer/Newsstand: Also called “single copy sales.” Copies of a publication sold at retail by a third party dealer.

Definition of Qualification: Description of specific s (place of work, job title, group or association membership, or demographic characteristics) considered qualified for receipt of the publication.

Demographics: Characteristics of a publication’s readers such as sex, age, income, home ownership, presence of children, industry, job title, etc..

Digital Edition: Electronic edition of a publication including the same content and advertising as a print issue of the same date.

Distribution: The total number of copies made available to subscribers or to the public.

Distribution Area Map: A map that outlines a publication’s geographic region of distribution.

Distribution Day: Also called “delivery day.” Day(s) a publication is delivered or made available to readers or the public.

Domestic Mail Manual: The USPS guide to mailing eligibility, rules and regulations, including the sizes and formats allowable within various classes of mail.

Draw: The number of copies charged or provided to a dealer, carrier or other distributor.

Drop: Location where five or more copies are delivered for pick-up by readers.

Employee Copies: Copies given to employees of the publication. May be considered qualified circulation.

Environmental Systems Research Institute (ESRI): Source of demographic information included on Verified's reports. Data includes race, median income, number of households, etc.

Exchange Copies: Non-qualified free copies sent by a publication to another publication in mutual courtesy.

Expiration: End of term for which subscription is paid or, a requester subscription over three years old.

Extension: Continuance by publisher of a subscription beyond the original expiration date.

Field Served: The publisher's description of the businesses, industries and/or markets whose interest the publication's editorial content is directed.

Field Verification: A survey to confirm distribution and measure the accuracy of distribution records.

Free Publication: Any publication for which no payment is required.

Frequency: The interval of publication or delivery days.

Fulfillment: An all-inclusive term referring to the numerous tasks involved in delivering a publication to recipients. Fulfillment is accomplished either through an outside supplier or internally.

Galley: See "Subscriber list." A list (electronic or hardcopy) of all a publication's subscribers or recipients.

Geographical Analysis of Qualified Circulation: Analysis of a publication's distribution by county, state, region or ZIP/Postal code.

Initial Audit: The first audit conducted or issued for a new client of Verified covering a term of six months.

Interim Audit: An audit that covers a period of less than one year (12 months) and for which an Interim Audit Report is issued.

Issue: Publication for a given date.

Job Title Classification Analysis: Analysis of distribution by qualified recipients' job titles³.

List Source: Original source documents and related information for Association/Group/Directory and Rotated circulation mailing lists.

Mail Subscription: Subscription delivered by USPS or Canada Mail.

Masthead: Title of a publication.

Nth Sample: Randomly selected sample of records or subscribers.

National Change of Address (NCOA): An address correction service that the USPS provides to mailers through USPS licensees.

Newspapers in Education (NIE): Copies distributed to educational institutions for use by students. This can be single copies or subscriptions.

Newsstand Sales: See "Dealers." Another term for single copy sales.

Non-paid Circulation: Copies of a publication distributed free of charge to defined recipients, or made available for pick-up at designated locations.

Non-paid Individual Requester Subscription: Individually requested and addressed copies for which the request is not more than three years old. If the

request is not renewed within three years, the subscriber is reclassified as Association/Group/Directory.

Non-qualified Circulation: All distribution not meeting the definition of qualified circulation.

Office Copies: Copies used for sales, archives, art department, etc.

Over-runs: Additional printed copies beyond the number requested on print order.

Paid Circulation: A publication's circulation for which payment has been made in accordance with the standards set by Verified's rules.

Paid Individual Subscription: Individually requested and addressed copies purchased at any ⁴published rate (at least 25% of basic rate). Payments for a subscription must be received within three months of the date the first issue is delivered under the terms of the subscription. A three-month grace period is permitted for renewal after which the subscription can no longer be considered paid.

Paid in Office (PIA/office collect): Subscription payment made directly to a publication's office and not to the carrier.

Paid Publication: Any publication for which payment is required.

Paid Subscription: A subscription for which at least 25% of stated basic rate has been made in accordance with the standards set by Verified's rules.

Periodical: A publication with a fixed interval between issues.

Periodicals Class: One of the USPS's classes of mail consisting of magazines, newspapers or other publications formed of printed sheets.

Premium: A subscription incentive offered to a subscriber or potential subscriber in addition to regular issues of the publication.

Press Run: See "Total Printed".

Publication Description: A concise explanation of a publication's content, target audience and distribution practice.

Publisher's Statement: The sworn circulation statistics filed by a publisher twice per year with an audit bureau and or subsequent report issues by audit bureau. These statements are audited annually.

Qualified Circulation: Copies distributed to qualified recipient's, paid or non-paid.

Qualification form: Any form used to qualify a subscriber.

Qualified Subscriber/Recipient: Individuals receiving a publication on the basis of their type or place of work, residence, job title, group or association membership, or demographic characteristics.

Quarterly Printing and Distribution report (QPD): Report detailing a publication's press run and distribution for each issue. Must be submitted on a quarterly basis.

Rack (Paid): Single copies sold from racks or boxes placed on street corners or other public locations.

Rack (Free): See "Target" or "Bulk."

Reader Verification Survey: Mail survey sent to a randomly selected sample of individuals on a publication's subscriber list. Applies to publications with an Association/Group/Directory or Rotated

total greater than or equal to 51% of the total Qualified Circulation. Optional for consumer publications.

Readers: Total number of people who read or look through a publication, including primary readers and secondary readers.⁵

Receipt and Readership Survey: A telephone survey of households within a publication's specific distribution area. The survey confirms that the household receives the publication and that it's read by someone in the household. Applies to publications having free carrier delivery.

Recency of Renewal Analysis: Analysis of the age of Individual Subscriptions, Association/Group/Directory listings, and Rotated recipient lists based on a publication's analyzed subscriber list.

Regional Edition: Editions of a publication that contain advertising and/or editorial targeted to readers within a specific geographic area. See also "Zoned/Regional Edition."

Renewal: Subscription that has been renewed within three months of expiration. An advance renewal is a subscription renewed prior to the expiration date of the previous subscriptions.

Requalification Form: Refers to the renewal of publication's subscribers.

Returns: Non-circulated copies picked up or remaining at the end of the distribution cycle.

Rotated Circulation: Copies of a publication sent free to prospective subscribers for a stated minimum period.

Minimum period for classification as Qualified Circulation is based on publication's frequency. Also see "Samples."

Route List: Detailed list of locations where a publication is delivered. Must include location name, address, number copies distributed at each location, and total number of copies distributed.

Route list cover sheet: A form that must be submitted with route lists on a quarterly basis. The sheet includes detailed distribution information including addresses, order of delivery, delivery time, quantity dropped, etc. Applies to Target (Rack [free]/Bulk) distribution only.

Sample Copies: Copies of a publication sent free to prospective subscribers for a stated minimum period. Minimum required period for classification as Qualified Circulation is based on publication's frequency. Also see "Rotated Circulation."

Single Copy Sales: Copies of a publication sold at retail by a third-party dealer. See also "Dealers."

Sponsored Distribution: Copies or subscriptions sold to an organization or business for distribution to readers. Copied distributed to qualified recipients for which at least 25% of basic rate or price has been received from entity other than recipient.

Standard Industrial Classification (SIC): The Bureau of Budget's numerical coding system that classifies businesses according to the service performed or the principle end product manufactured.

Standard Rate and Data Service, Inc: A comprehensive listing of periodicals

including publication ⁶name, offices, staff, rates, discounts, circulation figures, etc.

Street Vendors: Also called “Hawkers.” Individuals who sell or give away publications on streets without a fixed location.

Subscriber List/Galley: A list (electronic or hardcopy) of all of a publication’s subscribers.

Subscription Source Analysis: Analysis of the source of free or paid subscriptions based on a publication’s analyzed subscriber list.

Target: Multiple free copies (five or more) delivered to or made available to readers at the same location, not individually addressed. See also “Bulk or Rack (Free).”

Third Party Sales: Copies sold to a third party for distribution that are non-returnable. The third party is solely responsible for distribution the ultimate end recipient.

Total Free: A publication’s circulation delivered free of charge to qualified readers. See also “Non-paid circulation.”

Total Paid: A publication’s circulation distribution to recipients who have paid for the publication. Also see “Paid circulation.”

Total Printed: Total copies printed and suitable for distribution.

Trade Magazine/Trade Publication: A magazine published specifically for an industry, business, service or trade audience. Also called “business to business” or “B2B.”

Trade Show/Special⁷ Event Distribution: Copies made available to

convention or trade show attendees. Normally non-qualified circulation.

Web Wizard: Verified’s online circulation reporting program. Clients can use this program to enter data for QPD’s and ZIP/Postal Code reports.

Voluntary Pay: Copies distributed free of charge for which payment is requested, but not required.

Zoned/Regional Edition: Editions of a publication that contain advertising and/or editorial targeted to readers within a specific geographic area. See also “Regional edition.”