

AAM B2B/Farm Rule Change Summary

Effective with June 2024 Reporting

AAM recently announced a [new simplified set of rules](#) for all business and farm publications effective with the six-month ending June 2024 reporting period. The new rule language provides a common, easier to understand set of qualification standards and eliminates rules that are no longer relevant in today's market.

The new standards combine the most applicable and useful aspects of the previous AAM and BPA rules. Below are descriptions of the most substantial changes and how they impact those familiar with previous AAM or BPA standards.

Changes from previous AAM and BPA standards

D 12.1/E 11.1 Direct Request Circulation

To be classified as direct request from recipient, the request must come from either the recipient, recipient supervisor, assistant or coworker. If the request is from a coworker, a maximum of two subscriptions may be obtained during the solicitation effort. If the request is not from the recipient, the request must explain the relationship to the recipient.

D 10.3/E 10.3 Digital Editions

Paid and nonpaid digital delivery resulting in soft or hard bounces may be included in qualified circulation for a limited time if the delivery issue associated with the bounce back is rectified, or the subscriber is purged from the subscriber file according to the following:

Hard Bounces:

- Daily – ten issues
- Weekly – four issues
- Biweekly – two issues
- Monthly – one issue

Soft Bounces:

- Daily – sixty issues
- Weekly – twelve issues
- Biweekly – six issues
- Monthly – three issues

D 1.1/E 1.1 Post Expire Copies

Post expire, or arrear, copies may be served up to three months if at least one cent has been paid for the subscription. The requirement for obtaining at least 50% of the basic price has been eliminated. The maximum allowed grace service for international subscriptions has also been shortened to three months.

Changes from previous BPA standards

D 4.1/E 4.1 Publisher's Statements

Publishers now have 30 days after the end of the reporting period to file data. The previous time-frame was 15 days.

D 8.1/E 8.1 Premiums

Publishers who use premiums as part of their subscription sales must collect one cent plus the full value of the premium. The premium's value is no longer limited to 50% of the basic price.

Audit Reports

At the conclusion of all audit engagements, an audit report will be prepared and released to AAM's Media Intelligence Center. There is no incremental charge for the report.

Changes from previous AAM standards

Print and Digital Unduplicated Reporting

AAM publishers have historically reported their subscription circulation in three categories:

- Print Only
- Digital Only
- Print and Digital Unduplicated

With this methodology, users of AAM reports had to add the Print Only and Print and Digital Unduplicated figures to understand the total number of print copies distributed. This was the same for digital circulation.

Effective with the June 2024 publisher's statement, publishers will report their circulation in the following categories:

- Total Print Circulation
- Total Digital Circulation
- Net Print and Digital Unduplicated

This methodology clarifies the total print and digital copies distributed while continuing to show the net unduplicated figure as the total.

D 5.3/E 5.5 Source Analysis

The temporary reporting options available during COVID are now permanent. Publishers can report the age of their source documents by year or in total only. If reporting in total, a note identifying the percentage of subscriptions more than two years old must be included. The recency of engagement option in lieu of age of source has also been eliminated.

If you have any questions about these rule changes, please contact your audit manager.