

Magazine Publisher's Statement Terms and Definitions

General Circulation Terms

Term	Definition	Data Location	AAM Rule Reference
Annual Frequency	The number of times a magazine is published per year.	AAM Reports	
Field Served	A general statement by the publisher describing the magazine's market(s) and/or occupations to whose interest the publication's editorial content is directed.	AAM Reports	B 4.9
Print	A traditional hard copy of a magazine.	AAM Reports & Media Intelligence Center	
Digital Issue	The electronic version of a magazine that maintains the same identity, name and logotype as the print version. Digital issues are available via restricted websites and mobile applications.	AAM Reports & Media Intelligence Center	F 18.1
Net of Considerations	A consideration is anything that is offered to the consumer to induce them to subscribe/purchase the publication. Net of considerations are the monies allocated towards the publication after all other inducements have been applied.	AAM Reports	
Paid Subscriptions	When a consumer has paid at least one penny net of considerations for a magazine subscription.	AAM Reports & Media Intelligence Center	F 1.1
Verified Subscriptions	Subscription copies designated by publishers for readership in public places or intended for individual use by recipients who are likely to have a strong affinity for the content of the magazine. No payment is necessary to qualify a recipient for verified reporting, however, the recipient must be offered an opt-out of the subscription.	AAM Reports & Media Intelligence Center	F 15.1
Single-Copy Sales	Copies of the magazine sold at newsstands, racks, retail outlets, etc. as opposed to a subscription. The consumer must have paid at least one penny net of considerations for a magazine issue.	AAM Reports & Media Intelligence Center	F 1.1
Analyzed Nonpaid	Copies of a magazine that are distributed free of charge to defined recipients, or are available for pickup at designated locations.	AAM Reports & Media Intelligence Center	F 13.3
Total Circulation	The sum of paid subscriptions, verified subscriptions, single-copy sales and analyzed nonpaid.	AAM Reports & Media Intelligence Center	
Rate Base	The publisher-provided assumption of circulation performance.	AAM Reports & Media Intelligence Center	F 11.1
Variance to Rate Base	The difference between total circulation and rate base.	AAM Reports & Media Intelligence Center	F 11.1

Paid Subscriptions

Term	Definition	Data Location	AAM Rule Reference
Individual Subscription	A subscription that was ordered and paid for by an individual for at least one penny net of considerations. These include the following paid categories: individual paid, premium sales, gift subscriptions, discounted subscriptions, combination sales, and award point subscriptions.	AAM Reports & Media Intelligence Center	F 1.1
Association: Deductible	Subscriptions received as part of membership in an association, organization or society. The subscription dollar amount is deductible from association fees or dues. Meaning the member may decline the subscription and deduct the value of the subscription from the membership dues.	AAM Reports & Media Intelligence Center	F 2.4
Association: Nondeductible	Subscriptions received as part of membership in an association, organization or society. The subscription dollar amount is included in the association fees or dues and is not deductible.	AAM Reports & Media Intelligence Center	F 2.4
Club/Membership: Deductible	Subscriptions served to individuals as a result of membership in a club or organization for a common purpose. The subscription dollar amount is deductible from club/membership fees or dues.	AAM Reports & Media Intelligence Center	F 2.6
Club/Membership: Nondeductible	Subscriptions served to individuals as a result of membership in a club or organization for a common purpose. The subscription dollar amount is included in club/membership fees or dues and are not deductible.	AAM Reports & Media Intelligence Center	F 2.6
Deferred	Individual subscriptions served a month or later, usually from copies unsold from initial distribution and returned by the distributor.	AAM Reports & Media Intelligence Center	F 7.1
Multi-Title Digital Program	Paid digital subscriptions obtained through a multi-title digital access model (i.e., Texture).	AAM Reports & Media Intelligence Center	F 18.3
Partnership Deductible Subscriptions	Subscriptions served to individuals that are tied to a partnership agreement with other goods and services (e.g., subscription to a magazine partnered with the purchase of season tickets to a sporting or cultural event). The subscription amount is deductible at the point of sale, meaning the consumer may decline the subscription and deduct the value from the partnered good or service.	AAM Reports & Media Intelligence Center	F 2.5
Sponsored Subscriptions	Subscriptions purchased in quantities of 11 or more that promote the professional or business interests of the purchaser. Paid sponsored sales include the following paid categories: sponsorship, group and military subscriptions.	AAM Reports & Media Intelligence Center	F 2.1

Verified Subscriptions

Term	Definition	Data Location	AAM Rule Reference
Public Place	Copies intended for use in waiting room by patrons of a business location or copies delivered to hotels for placement in rooms for use by guests.	AAM Reports & Media Intelligence Center	F 15.1
Individual Use	Copies delivered to a consumer who would likely have a strong affinity for the editorial content of the publication. No payment is necessary to qualify a recipient for verified reporting, however, the recipient must be offered an opt-out of the subscription.	AAM Reports & Media Intelligence Center	F 15.1

Single-Copy Sales

Term	Definition	Data Location	AAM Rule Reference
Single Issue	Copies of a magazine sold at newsstands, racks, retail outlets, etc. as opposed to a subscription. The consumer must have paid at least one penny net of considerations for a magazine issue.	AAM Reports & Media Intelligence Center	F 1.1
Partnership Deductible Issue	Single-copy issues served to individuals that are tied to a partnership agreement with other goods and services (e.g., single-copy issue of a magazine partnered with the purchase of season tickets to a sporting or cultural event). The single-copy issue amount is deductible at the point of sale, meaning the consumer may decline the single-copy issue and deduct the value from the partnered good or service.	AAM Reports & Media Intelligence Center	F 2.5
Sponsored Single Issue	Single-copy issues purchased in quantities of 11 or more that promote the professional or business interests of the purchaser.	AAM Reports & Media Intelligence Center	F 2.1

Analyzed Nonpaid

Term	Definition	Data Location	AAM Rule Reference
List	Copies distributed to individual recipients as a result of their name appearing on a qualified list. Individuals must meet the "definition of list source recipient." Consecutive issuance is required.	AAM Reports & Media Intelligence Center	F 13.4
Market Coverage	Copies individually addressed or delivered where consecutive issuance is not measured.	AAM Reports & Media Intelligence Center	F 13.6
Nonpaid Bulk	Circulation delivered to designated locations for redistribution to recipients unknown to the publisher.	AAM Reports & Media Intelligence Center	F 13.5
Delivered with Host Product	Copies that act as inserts to another publication (the "host").	AAM Reports & Media Intelligence Center	F 13.7

Prices

Term	Definition	Data Location	AAM Rule Reference
Average Single Copy (Suggested Retail Price)	The publication's suggested single-copy price for the six-month reporting period.	AAM Reports & Media Intelligence Center	F 1.2
Subscription (Suggested Retail Price)	The publication's suggested one-year subscription price for the six-month reporting period.	AAM Reports & Media Intelligence Center	F 1.2
Average Subscription Price Annualized	The average price of individual subscriptions sold in a 12-month period, presented as a one-year subscription. This calculation is made by taking the average per-copy price multiplied by the frequency for the period covered by the average price being reported.	AAM Reports & Media Intelligence Center	F 1.4
Average Subscription Price Per Copy	The average price of individual subscriptions sold in a 12-month period, presented on a per-copy basis.	AAM Reports & Media Intelligence Center	F 1.4

Subscription Analysis

Term	Definition	Data Location	AAM Rule Reference
Duration of Subscriptions Sold	The length of subscription term(s) sold during the statement period.	Media Intelligence Center	
Use of Premium	Reports the subscriptions sold with a product being used as a premium. To qualify these subscriptions, the publisher is required to collect the full value of the premium(s) in addition to the subscription price of one cent or more.	Media Intelligence Center	
Channels of Subscription Sales	The channels in which the subscriptions were obtained.	Media Intelligence Center	
Post-Expire Copies	Copies sent to subscribers consecutively for up to three months after expiration of the subscription term.	Media Intelligence Center	

Geographic Analysis

Term	Definition	Data Location	AAM Rule Reference
Average Circulation of Regional, Metro, Demographic Editions	Reports a magazine's edition which was sold as a separate advertising vehicle. This includes regional, metro and demographic editions offered for separate advertising sales according to the publication's rate card.	Media Intelligence Center	F 5.4
Geographic Analysis	Circulation by geographic area for a single issue in the publisher's statement reporting period (also referred to as the "analyzed issue"). It identifies circulation for the 48 contiguous states in alphabetical order, then Alaska, Hawaii and U.S. possessions. Data is also provided for Canada, international and military subscriptions if any were served. Note: Digital may be reported (if applicable) but as a total only. Digital may not be broken down by state or province.	Media Intelligence Center	F 5.1