

B2B/Farm 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	
Digital Version (Replica)	A publication delivered digitally that maintains the same name/logo, editorial content and advertising as the core print product. A publisher may substitute links to the publisher's website if it contains updated or expanded editorial content compared to the print edition. The digital version may not be a newsletter or unrestricted website.	AAM Reports	
Digital Edition (Nonreplica)	A publication delivered digitally that maintains the basic identity of the core print product by either having the same name/logo or by referencing it as "an edition of ____." However, the editorial and advertising content may be different from the core print product. A publisher may substitute links to the publisher's website provided it contains updated or expanded editorial content when compared to the print edition. For AAM reporting, a digital nonreplica edition is classified as a separate edition. The digital edition may not be a newsletter or unrestricted website.	AAM Reports	
Field Served	A general statement by the publisher describing the publication's market(s) and/or occupations to whose interest the publication's editorial content is directed.	AAM Reports	B 4.9
Print	The traditional hard copy of the publication.	AAM Reports & Media Intelligence Center	
Print/Digital Unduplicated	When a consumer receives both the print and digital editions of the publication. This distribution is not reported under the print and/or digital categories, but is instead reported as print/digital unduplicated.	AAM Reports & Media Intelligence Center	
Net of Considerations	A consideration is anything that is offered to the consumer to induce them to subscribe or purchase the publication. Net of considerations are the monies allocated towards the publication after all other inducements have been applied.	AAM Reports	
Total Average Qualified Paid & Nonpaid Circulation	The total qualified paid and qualified nonpaid distribution.	AAM Reports & Media Intelligence Center	

Average Qualified Paid Circulation

Term	Definition	Data Location	AAM Rule Reference
Qualified Paid Individual	A subscription that is ordered and paid for by an individual for at least one cent net of considerations. Individual subscriptions include the following paid categories: Individual Paid, Premium Sales, Discounted Subscriptions, Partnership Sales and Combination Sales.	AAM Reports & Media Intelligence Center	D 1.1/E 1.1
Qualified Paid Association	A subscription received as part of membership in an association, organization or society. The subscription dollar amount is either deductible or nondeductible from association dues. At least one cent, net of considerations, is allocated towards the publication. The value of the publication must be disclosed to the subscriber.	AAM Reports & Media Intelligence Center	D 2.3/E 2.6
Qualified Paid Sponsored Individually Addressed	The sale of two or more subscriptions or single issues to third parties where the copies are individually addressed and mailed, or shipped in bulk to the purchaser, but the publisher maintains documentation identifying the designated recipients by name and/or title. In this situation, the publisher knows the name and/or title of the end recipient. At least one cent, net of considerations, is allocated towards the publication.	AAM Reports & Media Intelligence Center	D 2.1/E 2.1
Qualified Paid Multicopy Same Addressee	The sale of two or more subscriptions or single issues to third parties where the copies are shipped in bulk to the purchaser and redistributed for the purpose of promoting their business. In this situation, the publisher is not likely to know the end recipient. At least one cent, net of considerations, is allocated towards the publication.	AAM Reports & Media Intelligence Center	D 2.1/E 2.1
Qualified Paid Partnership	When a subscription or single copy of the publication is included with the sale of another product or service. The consumer must be informed of the additional publication's inclusion, its value and that the value is deductible/refundable from the package price if the publication is declined. At least one cent, net of considerations, is allocated towards the publication. Partnership distribution is included in qualified individual paid with an explanatory in the notes section.	AAM Reports & Media Intelligence Center	D 2.8/E 2.8
Qualified Single-Copy Sales	Paid single issues ordered and paid for by an individual for their own personal use and where the publication is the primary purchase by the consumer. At least one cent, net of considerations, is allocated towards the publication.	AAM Reports & Media Intelligence Center	D 1.1/E 1.1

Average Qualified Nonpaid Circulation

Term	Definition	Data Location	AAM Rule Reference
Qualified Nonpaid Individual	When the recipient's occupation falls within the publication's field served and the copy of the publication is individually addressed to the recipient. Sources of request reported under this category include: Direct Request from Recipient, Direct Request from Recipient's Company, List, Business Directories, and Communication Other than Direct Request. Also reported under this category are copies served to individuals who receive the publication at their company and information is available to confirm the qualification of the recipient. Copies may be sent in bulk for redistribution provided information is available to support individual names and receipt of publication at the individual level.	AAM Reports & Media Intelligence Center	D 12.1, 12.2/ E 11.1, 11.2
Qualified Nonpaid Association	Receipt of the publication by someone who is a member of an association. No dues are allocated towards the publication. The publisher must be able to confirm the qualification of the recipient within the publication's field served.	AAM Reports & Media Intelligence Center	D 2.3/E 2.6
Qualified Nonpaid Multicopy Same Addressee	Circulation delivered to designated addressees for redistribution to recipients' unknown to the publisher. This category is only applicable to print distribution reporting.	AAM Reports & Media Intelligence Center	D 12.3/ E 11.5

Analyzed Nonqualified Circulation

Term	Definition	Data Location	AAM Rule Reference
Nonqualified Allocated for Shows & Conventions	Copies that are distributed at shows and conventions to be picked up by attendees.	AAM Reports & Media Intelligence Center	D 12.4
Nonqualified Miscellaneous Including Staff Copies	Miscellaneous nonpaid distribution that does not qualify as qualified nonpaid distribution. Also included in this category: Advertiser Checking Copies and Staff Copies.	AAM Reports & Media Intelligence Center	D 12.4

Regional and Demographic Editions

Term	Definition	Data Location	AAM Rule Reference
Regional & Demographic Editions	<p>Editions in which advertising is sold by region or demographic. The average paid/qualified nonpaid distribution of these specific editions are reported separately under the Regional and Demographic section of AAM reports.</p> <p>Note:</p> <ul style="list-style-type: none"> Regional/demographic totals are reported separately in the Business/Occupational Analysis (BOA). Digital nonreplica editions are considered separate and are reported as such in the Regional and Demographic section. 	AAM Reports & Media Intelligence Center	D 10.2, 10.3/ E 10.2

Average Circulation By Issues

Term	Definition	Data Location	AAM Rule Reference
Issue by Issue	The count of paid/qualified nonpaid distribution for each issue during the six-month period analyzed by the publisher's statement.	AAM Reports & Media Intelligence Center	
Adds & Removes	Additions and removals of qualified nonpaid distribution. Reporting of this data is optional.	AAM Reports & Media Intelligence Center	D 11.1/ E 11.4

Business and Occupational Analysis (BOA) (Business Publications Only)

Term	Definition	Data Location	AAM Rule Reference
Business & Occupational Analysis	This section details the paid and qualified nonpaid distribution of the analyzed issue by applicable business, industry, job titles, occupations or functions.	AAM Reports & Media Intelligence Center	D 5.2

Demographic (Farm Publications Only)

Term	Definition	Data Location	AAM Rule Reference
Demographic	This section details the paid and qualified nonpaid distribution of the analyzed issue by applicable farm industry demographics.	AAM Reports & Media Intelligence Center	E 5.4

Age of Source Analysis

Term	Definition	Data Location	AAM Rule Reference
Age of Source	The source of circulation of the analyzed issue and the age of that source for qualified nonpaid distribution. The age of source should not be more than 36 months. Age of source reporting is not required for paid distribution. Distribution is analyzed by categories such as: Direct Request from Recipient, Direct Request from Recipient's Company and Communication Other Than Request.	AAM Reports & Media Intelligence Center	D 5.3/E 5.5
Direct Request From Recipient	Nonpaid circulation from qualified individuals who, in writing, over the phone, online or via email, verified their qualification and desire to receive the publication.	AAM Reports & Media Intelligence Center	D 12.1/ E 11.1
Direct Request from Recipient's Company	Nonpaid circulation requested by a company's management in writing, over the phone, online or via email for use by the company's employees. The company's management must verify the qualification of the recipient to receive the publication. This class of circulation also includes requests for authorized assistants of more than one employee.	AAM Reports & Media Intelligence Center	D 12.1/ E 11.1
Communication Other Than Request	Nonpaid circulation where the individual or company has written or telecommunication activity with the publication, but for which not all requirements for a direct request were met. Common sources include: <ul style="list-style-type: none"> • Request forms where the recipient did not sign the card or answer yes or no questions. • Reader service cards where multiple products and services are offered or editorial survey forms where a question acknowledging a desire for the publication is not asked or answered. • Requests made by someone other than the authorized recipient. 	AAM Reports & Media Intelligence Center	D 12.2/ E 11.2
Association	Nonpaid circulation served to members of an association as a free benefit. Criteria for this classification: <ul style="list-style-type: none"> • Recipients are members of an association. • Association is in the publication's field served. • Recipients are notified that the magazine is a benefit of membership. • Enrollment or renewal of the memberships are dated and not older than 36 months. 	AAM Reports & Media Intelligence Center	D 2.3/E 2.6
Business Directories and List Sources	Nonpaid circulation served to individuals whose names were selected from business directories or obtained from lists and added to the circulation file. <ul style="list-style-type: none"> • <i>Directory</i>: A public listing, by class or alphabetically, of names, addresses, and other data. • <i>List</i>: A customized list of individuals purchased or rented from a third party that is based on publisher requested criteria. The list is typically not for public use. The age of the directories or lists must not exceed 36 months. 	AAM Reports & Media Intelligence Center	D 12.2/ E 11.2

Age of Source Analysis (continued)

Term	Definition	Data Location	AAM Rule Reference
Acquired Circulation	<p>Nonpaid circulation served to individuals who were previously recipients of another publication that ceased issuance. The recipients must be within the surviving publication's field served and meet the definitions of a qualified recipient. Criteria for this classification:</p> <ul style="list-style-type: none"> • Publication ceasing issuance is homogeneous in content and field served. • Recipient meets the definition of a qualified recipient. • Recipient is notified that the surviving publication is provided as a replacement of the publication that ceased issuance. • The list provided to the surviving publication must be dated and not older than 36 months. 	AAM Reports & Media Intelligence Center	D 12.2/ E 11.2
Other Sources	<p>Other sources used to obtain recipients' names are within the publication's field served and meet the definition of a qualified recipient. Examples include:</p> <ul style="list-style-type: none"> • Business letterhead • Company personnel rosters • Company annual reports • Business cards <p>Criteria for this classification:</p> <ul style="list-style-type: none"> • Recipients are in the publication's field served. • Recipients meet the definition of a qualified recipient. • Source is not older than 36 months. 		D 12.2/ E 11.2

Mail Address Analysis

Term	Definition	Data Location	AAM Rule Reference
Mailing Address	An optional section that reports how the copies in the analyzed issue were addressed.	AAM Reports & Media Intelligence Center	D 5.4

Geographic Analysis

Term	Definition	Data Location	AAM Rule Reference
Geographic Analysis	Required reporting that breaks down circulation for the analyzed issue by state and/or province, demonstrating the geographic penetration of the publication.	AAM Reports & Media Intelligence Center	D 5.1/E 5.1

Prices

Term	Definition	Data Location	AAM Rule Reference
Price Data	The subscriptions' basic prices	AAM Reports & Media Intelligence Center	D 1.2/E 1.2

Optional Data

Term	Definition	Data Location	AAM Rule Reference
Term Data	Lists the subscription term sold.	AAM Reports & Media Intelligence Center	D 1.2/E 1.2
Sales Channels	The methods used to acquire new and renewal subscriptions sold during the statement period.	AAM Reports & Media Intelligence Center	D 10.1/ E 10.1
Premium Usage	Indicates whether paid subscribers received an inducement to purchase a subscription.	AAM Reports & Media Intelligence Center	D 8.2/E 8.2
Post Expiration Copies	The percentage of paid subscriptions that have been served copies of the publication after the expiration date (Also known as short-term arrears (less than three months)).	AAM Reports & Media Intelligence Center	D 1.1/E 1.1
Renewal Analysis	The percentage of subscriptions that were set to expire during the analyzed statement period and were renewed by the subscriber.	AAM Reports & Media Intelligence Center	D 6.1/E 6.1