



## Magazine Release Standards November 2010

Release means included among data available by service bureau or MEMRI.

1. A magazine with an unweighted reader count of 185 or more in the measurement period will be released as an individual title in GfK MRI's Fall or Spring releases. A magazine with an unweighted reader count between 165 and 184 in the measurement period will be released as an individual title in GfK MRI's Fall or Spring releases, **unless it has a relative two-sigma sampling error of more than 25% for two consecutive Spring or Fall releases**. Magazines appearing in hard-copy printed volumes or readers-per-copy card are restricted by space limitations only.
- 2a. (For magazines released in the Spring or Fall reports) Any magazine released in the successive Spring reports automatically qualifies for release in the Doublebase study.
- 2b. (For magazines not yet released in a Spring or Fall report) A magazine may be released in a Doublebase report without yet qualifying for release in either the Fall or Spring reports. This qualification requires a minimum in-tab of 225 respondents, with no fewer than 100 unweighted readers in each of the two years of measurement. **The relative two-sigma sampling error must also not exceed 25%**. A magazine can only be released if GfK MRI's evaluation of the data does not suggest the need for additional measurement before release. GfK MRI's evaluation considers the homogeneity of the audience, the variation of the sample weights and stability from year to year. This evaluation ensures that the newly measured magazine has demonstrated a reliable estimate of its profile over the two years of measurement. Each year's profile is based on two waves of data.

The release of a magazine in a Doublebase report does not automatically qualify the magazine for release in either the subsequent Fall or Spring report.

3. No newly measured magazine will be released for the first wave. GfK MRI will release a newly measured magazine after two waves of measurement if:
  - a) The magazine meets standard #1.
  - b) GfK MRI's evaluation of the data does not suggest the need for additional measurement before release. GfK MRI's evaluation considers the homogeneity of the audience, the variation of the sample weights and stability from wave to wave. This evaluation ensures that the newly measured magazine has



demonstrated a reliable estimate of its profile over at least two waves. GfK MRI also considers the unweighted count of readers for the two waves in its evaluation.

This standard applies to all previously measured magazines that had fallen substantially below report/release standards for at least one year.

GfK MRI evaluates newly measured magazines for release in the Doublebase employing the above criteria over the four waves in the study.

4. Magazines whose audited circulation is less than 115,000 are not eligible for release.
5. If a magazine has once been released, then subsequently falls marginally below the requirements of standards #1 and/or #4, the magazine may continue to be released for up to three subsequent reports, subject to GfK MRI's evaluation of data.
6. Magazines of a specialist or "vertical" nature that are sold as members of a group may or may not be reported in hard copy, by agreement between GfK MRI and the publisher. However, these magazines will be released if they meet the abovementioned standards for the appropriate report. Exception: Data for individual members of trade/professional networks will not be released.
7. A magazine that, **in GfK MRI's judgment**, undergoes a radical change, including but not restricted to change of name, publication frequency, circulation or editorial approach, may be suspended from release for no more than two waves. After the two waves, GfK MRI will evaluate these magazines using the same standards established for newly measured magazines.
8. Magazines that are currently not audited, have been temporarily suspended (TSS) by ABC or BPA or terminated the audit process with ABC or BPA may be released, but will be noted as such.
9. Magazines that require measurement changes, such as variant publication intervals, may require two waves of evaluation by GfK MRI before release.

Magazines that do not or cease to carry advertising may, **at GfK MRI's discretion**, not be reported on hard copy.