



Audit Bureau of Circulations



FOR IMMEDIATE RELEASE

ABC, Scarborough Research and NAA Unveil Details of New Audience-FAX Initiative Integrating Circulation, Readership and Online Measurements

SCHAUMBURG, Ill., NEW YORK and ARLINGTON, Va. (July 17, 2007) – The board of the Audit Bureau of Circulations (ABC) approved development of “Audience-FAX,” a new initiative that for the first time will integrate newspaper readership and online audience estimates into ABC circulation reports. Agreed to Saturday during the ABC board meeting, Audience-FAX is the latest step in a multilevel industry initiative to answer advertisers’ needs for measurement data that reflects newspapers’ full reach and audience.

Beginning this fall, newspapers will be able to report in-market print, online and net combined readership as measured by Scarborough Research. Monthly Web site unique visitors also will be reported from sources such as Nielsen//NetRatings, comScore Inc. or server-based analytics tools.

“This is a noteworthy accomplishment for the industry,” said Stephen P. Hills, president and general manager, the *Washington Post*. “It combines the most trusted names in audience measurement to allow advertisers and agencies to understand more easily the wide range of products that newspapers offer in print and online. Audience-FAX is an important step forward in showcasing the expanding range of product offerings coming from daily newspapers.”

All audience and Web site estimates in Audience-FAX will be independently audited by ABC and reported in ABC Publisher’s Statements, Audit Reports and FAS-FAX. The information also will be available in a new industry database, created and hosted by Scarborough and available to ABC members. The online database will allow advertisers to generate custom reports on national and local newspapers comparing selected markets or papers across a range of demographic segments, using print and online audience data.

Audience-FAX is expected to launch on Nov. 5 and will cover the Sept. 2007 six-month ABC reporting period.

The program will be offered in two tiers: one covering Scarborough-measured newspapers in the top 81 U.S. metropolitan markets (Designated Market Areas) and one for newspapers in all other markets. Top metropolitan papers that elect to participate will be required to report print readership, online readership, net combined audience and Web site usage. Newspapers in markets not covered by Scarborough Research will have the option to participate using their readership and Web usage research vendors, which also will be audited by ABC.

“Scarborough’s participation in Audience-FAX brings a 360-degree view of a newspaper’s readers—both print and online,” said Bob Cohen, president & CEO, Scarborough Research. “As the newspaper industry’s primary service for audience ratings, Scarborough data provides insights that advertisers need in an increasingly multimedia and multiplatform environment.”

Merle K. Davidson, market media director, strategic marketing/media services, J.C. Penney Corporation, noted: “Advertisers welcome the ability to analyze additional audience detail about the newspapers we consider for our media plans. Verification of this information by ABC ensures accountability, transparency and consistency for both publishers and buyers. We look forward to broad industry participation in Audience-FAX.”

Additional information about Audience-FAX can be found online, including a [program description](#), [FAQs](#), [reporting options](#) for metro and other newspapers, [prototype](#) ABC Publisher’s Statements and [who to contact](#) at each organization for more information.

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