

## JICREG Audit Requirements

JICREG has examined its criteria for its acceptance of distribution or circulation figures for a new or re-launched publication. It was therefore considered worthwhile to state its current position.

First of all, it is worth emphasising that JICREG is concerned with providing a genuine figure for new or altered titles as soon as reasonably possible to help publishers, agencies and advertisers and to keep its data as up to date and comprehensive as possible. It is not the intention to displace ABC, another industry controlled body, nor to provide a cheap permanent alternative solution to industry standard auditing. JICREG relies on publishers' auditors' figures and these are the minimum criteria required:

- A total average distribution figure for a minimum period of six weeks - but not the first four weeks, in order for the distribution to settle down. This must be the average household delivered or average circulation figure, not the print run and not the total allocation. In other words, any returns or copies not delivered for any reason must be subtracted from the total.
- JICREG requires separate figures for each month covered by the audit to demonstrate whether the circulation has changed significantly during the audit period.
- JICREG requires separate figures for different methods of distribution, i.e. Newstrade and Subscription Sales, Bulk Sales, Free Pickup Copies, Free Letterbox Delivery.
- JICREG also needs separate postcode sector breakdowns for each method of distribution from the publisher:
- JICREG will also need a postcode sector breakdown of the total figure from the publisher.

JICREG requires a signed report from the auditors confirming that they have checked the relevant publishers' records and quoting the average issue circulation or distribution. A covering signed letter from the publisher is also required confirming the accuracy of the audited figures.

Updated audited figures need to be submitted at least annually, giving an average issue figure for the 12 month period, and preferably every six months, giving an average issue figure for the 6 month period. If a newspaper with an annual audit has a circulation that fluctuates by more than 10% period to period, JICREG reserves the right to ask the publisher to submit six monthly audited figures until the circulation has settled down again.

The figures provided will appear on the JICREG database but JICREG reserves the right to request supporting evidence for the figures submitted: records from distributors, from back checks and from printers.

We hope these notes provide a sufficient explanation of our requirements. If a publisher or its auditors need any further guidance, please let us know.

JICREG Ltd 1 September 2010  
steve@jicreg.co.uk  
0207 632 7400