

Approach of the ABC ČR Methodology Committee towards point

2.17. Methodology for auditing circulations of periodic press

Responsibility of authors of advertising sections to submit their disagreement of digital or print publication that doesn't refer to self-advertising. It's about e. g. the advertising of the price of subscription of a given title. Publisher doesn't have to publish the advertisement of subscription of the print edition in the digital edition, in this case, or the text can be substituted by information about the price of subscription of the digital edition etc.