



**Audit Bureau of Circulations - Czech Republic, member of IF ABC**

(Kancelář ověřování nákladu tisku, člen IF ABC)

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## **2015 first semi-annual audit report on print circulations**

In the periodic press section of the ABC ČR system, 153 titles of newspapers and magazines were audited in the first half-year of 2015, it is 6 titles less than in previous half-year. In the advertising and business publications, 26 titles were audited, which is 7 titles less than in previous half-year. The circulations were published in the Marketing & Media in tables "Printed Media Circulation Audit", in the Marketing Sales Media in tables "Printed Media Circulation Audit", on the web pages of [www.unievydavatelu.cz](http://www.unievydavatelu.cz) under the link "Media Data/Print Circulation Audit" and on the website [www.abccr.cz](http://www.abccr.cz) under the link "Audited data". The data published in these media have satisfied all the conditions of audit as follows:

- I. **Periodic press** – The data acquired by audit in dailies, supplements, weeklies, bi-weeklies, monthlies, publications with a longer duration period and B2B magazines vary by less than one percent from the published data.
  
- II. **Advertising and business publications** – The data acquired by audit for advertising and business publications vary by less than one percent from the published data except: *Náš Zlín.cz*, *Naše Frýdecko-Místecko.cz*, *Radniční listy* (publisher Strategic Consulting, s.r.o.), ABC ČR authorized employee founds out a higher deviation between the reported data and the data discovered during audit, than is defined in methodology.  
Published data for mentioned titles weren't audited for the first half-year 2015 and will be deleted from all ABC CR databases.

**ABC ČR declares the circulations of the first half-year of 2015 as audited.**

ABC ČR would like to thank to all the publisher's employees who were involved in the auditing process.

Prague, December 18<sup>th</sup>, 2015

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