



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

(Kancelář ověřování nákladu tisku, člen IF ABC)

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2017 second semi-annual audit report on print circulations

In the periodic press section of the ABC ČR system, 158 titles of newspapers and magazines were audited in the second half-year of 2017, which are 5 titles more than in previous half-year. In the advertising and business publications, 21 titles were audited, which is 1 title less than in previous half-year. The circulations were published in the Marketing Sales Media in tables "Printed Media Circulation Audit", on the web pages of www.unievydavatelu.cz under the link "Media Data/Print Circulation Audit" and on the website 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 in dailies, weeklies and publications with a longer duration period vary by less than one percent from the published data.

ABC ČR declares the circulations of the second half-year of 2017 as audited.

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

Prague, July 3rd, 2018

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