



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

(Kancelář ověřování nákladu tisku, člen IF ABC)

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## **2018 first semi-annual audit report on print circulations**

In the periodic press section of the ABC ČR system, 151 titles of newspapers and magazines were audited in the first half-year of 2018, which are 7 titles less than in previous half-year. In the advertising and business publications, 19 titles were audited, which is 2 titles 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](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 in dailies, weeklies and publications with a longer duration period vary by less than one percent from the published data except title Naše Praha (publisher Strategic Consulting, s.r.o.) - no audit of published circulations was completed for the given period due to the termination of cooperation with ABC ČR

**ABC ČR declares the circulations of the first half-year of 2018 as audited.**

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

Prague, January 7<sup>th</sup>, 2019

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