



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

(Kancelář ověřování nákladu tisku, člen IF ABC)

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## 2009 first semi-annual audit report on print circulations

In the periodic press section of the ABC ČR system, 171 titles of newspapers and magazines were audited in the first half-year of 2009, 13 titles less than previous half-year. In the advertising and business publications, 45 titles were audited, 21 titles less than previous half-year. The circulations were published in the weekly Strategie in tables "Periodic Press Circulation Audit", in the weekly Marketing & Media in tables "Printed media Circulation Audit", on the web pages of [www.unievydavatelu.cz](http://www.unievydavatelu.cz) under the link "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, bi-weeklies, monthlies, publications with a longer duration period and B2B magazines vary by less than one percent from the published data. The data acquired by audit in weeklies have satisfied all the conditions of audit except for this title: The Prague Post (publisher Prague Post, spol. s r. o.), where no audit of published circulations was completed for the given period due to the termination of cooperation with ABC ČR. **The published data of the above-mentioned title for the first half-year of 2009 were not audited and will be deleted from all the ABC ČR's reviews.**
- 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 for the title Komora.cz (publisher Hospodářská komora České republiky), where the publisher did not submit the necessary documentation stated by the methodology within the given deadline. **The published data of the above-mentioned title for the first half-year of 2009 were not audited and will be deleted from all the ABC ČR's reviews.**
- III. The number of distribution points is audited at the given addresses in the appropriate regions.

**ABC ČR declares the circulations of the first half-year of 2009 as audited. All in all, the audit was completed within the regular deadline. ABC ČR would like to thank all the publisher's employees that were involved in the auditing process.**

In Prague on 22. 12. 2009

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