



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

(Kancelář ověřování nákladu tisku, člen IF ABC)

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## **2011 first semi-annual audit report on print circulations**

In the periodic press section of the ABC ČR system, 147 titles of newspapers and magazines were audited in the first half-year of 2011, 10 titles less than previous half-year. In the advertising and business publications, 39 titles were audited, 5 titles less than previous half-year. The circulations were published 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 have satisfied all the conditions of audit except for this title:
  - a) Food Serice (publisher České a slovenské odborné nakladatelství, s. r. o.) – where no audit of published circulations was completed for the given period due to the termination of cooperation with ABC ČR.
  - b) Moderní obchod (publisher České a slovenské odborné nakladatelství, 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 2011 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.

**ABC ČR declares the circulations of the first half-year of 2011 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 20. 12. 2011

Ing. Kateřina Mandíková  
ABC ČR Manager