



## **2011 second 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 second half-year of 2011, it is same number than previous half-year. In the advertising and business publications, 53 titles were audited, 14 titles more 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) XANTYPA (publisher Kovohutě Příbram nástupnická, a. s.) - where no audit of published circulations was completed for the given period due to the termination of cooperation with ABC ČR.
  - b) Eurozpravodaj (publisher Euronova & Partners spol. s. r. o.) - where the publisher did not submit on the put-up date to verification required documentation stated in methodology.
  - c) ONE (publisher Vaše Vízitka, s. r. o.) – where ABC ČR employee discovers a deviation exceeding 1 % between the reported data and the data discovered during audit.

The published data of the above-mentioned title for the second 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, except for this title:
  - a) GASTRO MAGAZÍN (vydavatel T & M CREATIVE, 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 second half-year of 2011 were not audited and will be deleted from all the ABC ČR's reviews.

**ABC ČR declares the circulations of the second 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 9. 7. 2012

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