



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

(Kancelář ověřování nákladu tisku, člen IF ABC)

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2012 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 2012, it is the same number as previous half-year. In the advertising and business publications, 47 titles were audited, 6 titles less than previous half-year. The circulations were published in the Marketing & Media in tables "Printed media Circulation Audit", on the web pages of www.unievydavatelu.cz under the link "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 and bi-weeklies vary by less than one percent from the published data. The data acquired by audit in monthlies and publications with a longer duration period and B2B magazines have satisfied all the conditions of audit.

- 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) Boskovicko (publisher Jitka Melkusová – Regional newspapers) – no audit of published circulations was completed for the given period due to the termination of cooperation with ABC ČR.
 - b) Kamelot (publisher Kamelot production, s.r.o.) - publisher did not submit on the put-up date to verification required documentation stated in methodology.

The published data of the above-mentioned titles for the first half-year of 2012 were not audited and will be deleted from all the ABC ČR's reviews.

ABC ČR declares the circulations of the first half-year of 2012 as audited. All in all, the audit was completed within the regular deadline. ABC ČR would like to thank to all the publisher's employees who were involved in the auditing process.

Prague, December 21st, 2012

Ing. Kateřina Mandíková
ABC ČR Manager