



## **2013 second semi-annual audit report on print circulations**

In the periodic press section of the ABC ČR system, 174 titles of newspapers and magazines were audited in the second half-year of 2013, it is 1 title less than in previous half-year. In the advertising and business publications, 37 titles were audited, which is 7 titles less than in previous half-year. The circulations were published in the Marketing & Media in tables "Printed Media Circulation Audit", 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, except for these titles:
  - a) ONA VÍ (publisher Fine Tech, s.r.o.) - ABC ČR authorized employee finds out a higher deviation between the reported data and the data discovered during audit, than is defined in methodology.
  - b) GÓL (publisher AS Press, s.r.o.) - no audit of published circulations was completed for the given period due to the termination of cooperation with ABC ČR.
  
- 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.

The published data of the above-mentioned titles for the first half-year of 2013 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 2013 as audited.**

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

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