



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

(Kancelář ověřování nákladu tisku, člen IF ABC)

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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 under the link "Media Data/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, 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 founds 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.

Prague, June 23rd, 2014

Ing. Kateřina Mandíková

ABC ČR Manager