

Approach of the ABC ČR Methodology Committee towards point
5.8. Methodology for auditing circulations of periodic press

For newly adopted weeklies, bi-weeklies and monthlies, the initial audit can be carried out for the period of last quarter (3 months) before the regular publication.

For titles with a periodicity longer than one month, the initial audit must be carried out for the period of last 6 months before the regular publication.