



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

(Kancelář ověřování nákladu tisku, člen IF ABC)

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## 2008 second semi-annual audit report on print circulations

In the periodic press section of the ABC ČR system, 185 titles of newspapers and magazines were audited in the second half-year of 2008 exceeding the previous half-year by 7. In the advertising and business publications, 66 titles were audited exceeding the previous half-year by 7. The circulations were published in the weekly Strategie in tables "Periodic Press Circulation Audit", in the weekly 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, weeklies, quarterlies, monthlies, publications with a longer duration period and B2B magazines vary by less than one percent from the published data.
- 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:
  - a) Jesenický týdeník (publisher Jesenický týdeník, s. r. o.) – where no audit of published circulations was completed for the given period due to the termination of cooperation with ABC ČR.
  - b) Horácké noviny (publisher P. S. TRACE s. r. o.) – where the publisher did not submit the necessary documentation stated by the methodology within the given deadline.
  - c) Lifestyles Magazine (publisher Brooks Marketing and Communications s. r. o.) – where the publisher did not submit the necessary documentation stated by the methodology within the given deadline.
  - d) Týden na severu (publisher JAM PROMOTION, s. r. o.) – where no audit of published circulations was completed for the given period due to the termination of cooperation with ABC ČR.
  - e) Týdeník Břeclavsko (publisher Týdeník Břeclavsko) – 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 titles for the second half-year of 2008 were not audited and will be deleted from all the ABC ČR's reviews.**

- III. The number of distribution points is audited at the given addresses in the appropriate regions.

**ABC ČR declares the circulations of the second half-year of 2008 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 29. 6. 2009

Ing. Kateřina Mandíková  
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