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2013 first semi-annual audit report on print circulations

In the periodic press section of the ABC ČR system, 175 titles of newspapers and magazines were audited in the first half-year of 2013, it is 24 titles more than in previous half-year. In the advertising and business publications, 44 titles were audited, which is 3 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 "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.

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 these titles:

a)   RealCity Plzeň a Západní Čechy, RealCity Střední Morava, RealCity Východní Čechy, RealCity Severní Morava, RealCity Praha a Střední Čechy, RealCity Brno a Jižní Morava (publisher Multimedia Solution, 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 2013 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 2013 as audited.

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

Prague, December 20th, 2013

Ing. Kateřina Mandíková

ABC ČR Manager