



MPA Code of Ethics

Sourcing External Data

Dated 17 June 2008

All MPA members are to abide by the following rules when using syndicated data from MPA authorised agencies

Current Readership supplier: Nielsen Current Circulation supplier: Audit Bureau of Circulation

Overall

All material that is released into the public domain must contain the most recent market release.

All material must be updated with the most current data within 4 weeks from the date of release of the database or, in the case of material published within a magazine, the next available edition.

Sourcing the Data:

Every release of data must have the source accompanying it. eg.

Readership

Nielsen National Readership Survey; Date (The Calendar definitions)

For example,

Nielsen National Readership Survey; (January – December 2007)

Base: (Only include base when not using All People 10+)

Panorama

Nielsen Panorama – Date

For example,

Nielsen Panorama – (October 06 – September 07)

Base: Households with Children under 15 (Only include base when not using All People 10+)

Adquest

Nielsen AIS DATA - Date

For example,

Nielsen AIS Jan – Dec 07 or Nielsen AIS March 08

If using TV Data from Panorama

Nielsen Panorama – Date and AGBNMR- Date TV Data, Month

For example,

Nielsen Panorama – (October 06 – September 07) and AGBNMR – December 2007 TV Data.

Base: Household Shoppers (Only include base when not using All People 10+)

Circulation

ABC logo or NZ Audited Bureau of Circulation; Total Net Circulation; Date

For Example,

NZ Audited Bureau of Circulation; Total Net Circulation; July – Dec 2007

Redress

Where the above guidelines are not met the following procedure applies.

- The breach should be reported to the MPA in writing
- The MPA will contact the publisher in breach to seek an explanation
- If there is no satisfactory explanation from the publisher, the publisher will be directed to correct the data and/or source within 10 days on all materials eg. online and media kits
- If the publisher does not respond to this request then the matter will be directed to the MPA Executive.