



Magazine
Publishers
Association

16 July 2010

MPA Code of Ethics

Sourcing Circulation or Readership Claims

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

Current Readership preferred supplier: Nielsen Media Research

Current Circulation preferred supplier: Audit Bureau of Circulation (ABC)

Overall

All material that is released into the public domain must show 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:

Unverified 'publisher statements' are not acceptable. Every release of data – whether from the preferred supplier or another source - must be accompanied by full identification of the source e.g.

Readership

Nielsen National Readership Survey; Date (The Calendar definitions)

For example,

Nielsen National Readership Survey; (January – December 2009)

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

Panorama

Nielsen Panorama – Date

For example,

Nielsen Panorama – (October 08 – September 09)

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 09 or Nielsen AIS March 09

If using TV Data from Panorama

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

For example,

Nielsen Panorama – (October 08 – September 09) and AGBNMR – December 2009 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 2009

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.