"MAY AAM BE WITH YOU"
How AAM Can Support Newspapers with Brand Empowerment
A Look Back in Time - 1977

• Apple introduces Apple II the first personal computer with color graphics

• Four Main TV Stations: ABC, NBC, CBS & PBS

• Phones were Just Phones and Used Land Lines

• 1st Star Wars Movie Released

• Common for Newspapers to have both Morning and Evening Editions
Newspaper Challenges Today:

• Grow Newspaper Revenue and Audience in a “Touch Of a Button World” (Media Wars)

• Oh and by the way..... Do more with Less

• How Can AAM Help???
Overview - Brand Empowerment

• The Foundation of AAM

• The Power Behind AAM (Media Intelligence Center-MIC)

• Open Access
  ➢ What Does Open Access Mean to AAM/CAC Members
  ➢ Unleash the Power of the MIC

• Measuring Value: What Metrics Do You Want To Emphasize Your Brand View?
  ➢ What Do Media Buyers use to measure your audience value?
  ➢ Paid Vs Qualified Vs Verified
  ➢ Affiliated Publications
  ➢ Digital Access
  ➢ Cross Media Metrics

• Sale Opportunities: Expanding Your AAM Data Profile
AAM’s Motto:
To Transact with Trust: Help Buyers Buy and Sellers Sell
Our Mission:
Facilitate Commerce

Provide relevant, trusted actionable information to the media marketplace.
The Foundation of AAM

• AAM Has been around since 1914

• AAM connects North America’s top advertisers, ad agencies and media companies and platform providers

• AAM provides its members trusted media analysis across all brand platforms, print, web, mobile, social media, and more.....
• Effective June 2014, IM Services Group merged with AAM
• Merger created a leading independent digital service provider that helps address client issues with interactive advertising such as unseen ads, illegitimate clicks, fraudulent traffic etc.
• AAM/IM Service clients include: Yahoo!, AOL, eBay, Pandora, just to name a few
CAC Acquisition

• AAM acquired Certified Audit of Circulation (CAC) in the Fall of 2012

• No difference in cost between AAM Vs. CAC

• CAC members have been integrated into AAM’s database

• All CAC Newspaper members began quarterly filing effective with the June 2015 quarter
The Power of AAM’S Data Base:

AAM’s Media Intelligence Center

It’s a FACT

5,000 registered users know the Media Intelligence Center is the place to find circulation, readership, subscriber demographics or digital activity metrics.

Nearly 450,000 user engagements
An average of 6,000 monthly site visits and 1,300 unique users

All told, AAM pushes member data out to nearly 5 MILLION contacts each year.
The Future of MIC: Adding More Power

BRAND VIEW

What Is It?

Brand View is a bridge. It spans an river of electronic data flow within AAM’s “MIC – Media Intelligence Center.”

On one side of the span are static PDF reports, (e.g. Publisher’s Statements) including the current cross-media static report called the Consolidated Media Report or CMR.

On the other side of the span is AAM’s robust drill-down data query tool called “the analyzer”. It is ideal for mining and downloading complex, detailed, targeted information.

Brand View is not a replacement structure, but an enhancement to the speed and breadth at which AAM Publisher cross-media information may be input, accessed, understood and put to use.

Static PDF Reports

BRAND VIEW

MIC Analysis Tool
The Future of MIC: Adding More Power
The Future of MIC: Adding More Power

BRAND VIEW

What Is Its Impact on Sales?

Brand View supports the publisher’s sales efforts in 3 important ways:

1. **SPEED TO MARKET**
   Brand View greatly improves on the frequency by which publisher information is posted compared to the current bi-annual schedule. Monthly data updates can be done easily and automatically so that the most current data is available for selling.

2. **FORMATTED FOR SALES PROCESS**
   Brand View information is fully downloadable into a variety of formats for use in sales presentations, proposals and marketing documents - in particular it is fully adaptable to tablet and mobile devices for in-person meetings.

3. **AVAILABLE IN MIC FOR BUYER ACCESS**
   As the new centerpiece of the AAM MIC, Brand View information will provide buyers with direct access to the latest information for the buying and planning process. If desired, buyers will also be able to navigate quickly and easily to standard PDF reports or to the analyzer tool.
Open Access: Unleash the Power

Media Intelligence Center

All Access

© 2015 Alliance for Audited Media
Open Access: Unleash the Power

- **ALL** AAM/CAC Members have Open Access to the MIC
- Searchable data and analysis tools
  - Research publications and verify claims
  - Monitor competition
  - Build media plans, presentations and proposals
  - Conduct market analysis
  - Define market penetration

Save yourself time!
Open Access: Unleash the Power

• Use the Tool Bar on Left side to Customize your search

• Search by Circulation, City, Parent Company, etc.
- Use the Search By Bar to customize search: ZIP Codes, City, Member Name, Etc.

<table>
<thead>
<tr>
<th>Publication Name</th>
<th>Parent Company</th>
<th>City</th>
<th>State</th>
<th>Type</th>
<th>Audit Source</th>
<th>Report Date</th>
<th>Sun/Sat</th>
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<td>Wraprorts, LLC</td>
<td>Chicago</td>
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<td>Chicago</td>
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<td>AP</td>
<td>AAM</td>
<td>03/2014-AR</td>
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<td>Wraprorts, LLC</td>
<td>Chicago</td>
<td>IL</td>
<td>AP</td>
<td>AAM</td>
<td>03/2014-AR</td>
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<td>Wraprorts, LLC</td>
<td>Chicago</td>
<td>IL</td>
<td>AP</td>
<td>AAM</td>
<td>03/2014-AR</td>
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<td>Chicago</td>
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<td>AP</td>
<td>AAM</td>
<td>03/2014-AR</td>
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<td>03/2014-AR</td>
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<td>Chicago</td>
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<td>AP</td>
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<td>Chicago Sun-Times-The Beacon-News</td>
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<td>Chicago</td>
<td>IL</td>
<td>AP</td>
<td>AAM</td>
<td>03/2014-AR</td>
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<td>Chicago Tribune</td>
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<td>St. Charles</td>
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<td>CND</td>
<td>AAM</td>
<td>03/2013-AR</td>
<td>11,116</td>
<td>12,594</td>
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</table>
Open Access: Unleash the Power

• The Power of the Newspaper Analyzer

New Newspaper Data Now Available

Q2 2015 cross-media data is now available for all U.S. newspapers. To easily access quarterly newspaper data, search for newspapers and click on AAM's Newspaper Analyzer tool. Visit AAM’s Media Intelligence Center resources page to see how to access circulation information and digital activity metrics for nearly 2,000 titles.

AAM’s Newspaper Analyzer tool

Select a newspaper title to view a CMR or quarterly data report

Oxford Press

Quarterly Data Report

A Consolidated Media Report is not available for this publication.
Open Access: Unleash the Power

- Analyze either Quarterly or Audited Data (Executive Summary, Print, Digital, ZIPS, etc.)
- Export to Excel for further analysis
• Sign Up for Report alerts (Your data or competitor data reports)
• Save Your Filters
• Ongoing Basic Training Seasons for MIC
• Customize Training
  ➢ One on One Training
  ➢ Group Training

Jenni Anderson
Coordinator, Client Solutions
(224) 366-6425
Jenni.Anderson@auditedmedia.com
Q: What metrics do media buyers use to determine your audience value?

- **Flagship Newspaper**
  - Circulation units
    - Home delivery, single issue sales, Business Traveler-hotels, business distribution, Qualified-residential requests vs. Verified-samples, public access
    - Digital editions paid for or accessed
    - ZIP code level analysis

- **Other print – Affiliated Publications**
  - Circulation units – Print and Digital Editions
    - Home delivery, single issue sales, Business Traveler-hotels, business distribution, Qualified-residential requests vs. Verified-samples, public access
    - ZIP code level analysis

- **Readership- Readers and reach in market**

- **Cross Media Metrics (Web activity, Social Media, etc.)**
## Home Delivery

<table>
<thead>
<tr>
<th>Category</th>
<th>Requirements</th>
<th>Address known?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paid</td>
<td>• Payment of one cent, net of considerations.</td>
<td>Yes.</td>
</tr>
</tbody>
</table>
| Qualified - Requested | • Residential delivery  
|                   | • Opt-in  
|                   | • 12-week minimum term  
|                   | • Delivery addresses                                                       | Yes.           |
| Qualified - Targeted  | • Residential delivery  
|                   | • Opt-out  
|                   | • Address specific route lists                                               | Yes.           |
| Verified           | • Residential delivery-Home Delivery Market Coverage                          | No. Only general distribution area (Detail Routes Maps must be available) |
## Single Copy Metrics Summary

- **Single Copy**

<table>
<thead>
<tr>
<th>Category</th>
<th>Requirements</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paid</td>
<td>• Payment of one cent, net of considerations</td>
</tr>
</tbody>
</table>
| Qualified – Retail/Business                   | • Non-residential delivery to retailers or other established business locations (hospitals, restaurants, etc..)  
• Request or agreement with retailer or business exists and available for audit  
• Distribution is recurring                                        |
| Verified – Racks & Other Distribution (Events, Kiosk) | • Non-residential delivery  
• Distribution locations                                           |
• Effective October 1, 2014
  - Re-labeled as an “affiliated publication”.
  - “Edition of” phrasing no longer required.

• Affiliated Publications
  - Any newspaper or periodical you publish
  - May be any frequency (weekly, daily, monthly, etc.)
  - Reflects own averages for its frequency
  - Reporting will show:
    ~ Total circulation for primary AAM newspaper
    ~ Total circulation for each affiliated publication
    ~ Combined total.
Affiliated Publications Example
Digital Replica Vs Non-Replica

• Digital Replica:
  - Consistent with the print edition in layout
  - Consistent with editorial & advertising content
  - It may exclude FSI (Free Standing Inserts)

• Digital Non-Replica:
  - Consistent in character of the print edition
  - Editorial Content Same as print
  - Advertising may differ
Three options to qualify paid digital circulation units:
1. Paid Digital Only
2. Incremental pricing, or
3. Recipient usage

Key Points:
- Only issues actually accessed are eligible as circulation units if incremental pricing isn’t presented.
- Applies to paid and qualified circulation
- Daily usage reports needed.
• **Qualified Digital Units:**
  - Subscription
    - Registration and Activation (or download and open)
    - Day of Access
  - Educational Copies (NIE)
    - Order and affidavits from teachers/school
  - University Copies
    - Access for each issue and tie to student status
  - Employee Copies
    - List of employees and proof it was made available
  - Retail/Business
    - Digital only permitted for libraries
Cross Media Metrics:

- Website analytics
- Mobile apps
- Social Media
- E-newsletters
Cross Media Metrics

• All cross media metrics are optional, but help you tell a smarter, more complete brand story.
• Monthly totals
• Analytics vary by platform
• Website, apps, social media, etc.
• Can access the Cross Media Metrics Application through Quarterly Filing Tool
Measuring Value: Cross Media: What Metrics can we Report?

Web Traffic
- Monthly Unique Browsers
- Weekly Unique Browsers
- Daily Unique Browsers
- Page Views
- Visits
- Visit Duration
- Unique Browser Duration
- Top URL’s

Mobile Web Traffic
- Monthly Unique Browsers
- Weekly Unique Browsers
- Daily Unique Browsers
- Page Views
- Visits
- Visit Duration
- Unique Browser Duration
- Top URL’s

Mobile/Text Alerts
- Sends
- Subscribers

Mobile Applications
- Unique Devices
- Page Impressions
- Visits
- Visit Duration
- Downloads
- Subscribers

eNewsletters
- Sends
- Receives/Delivered
- Bounces
- Subscribers
- Opt-Ins

Social Media
- Facebook Fans/Likes
- Twitter Followers
- LinkedIn Connections
- Foursquare Followers
- Tumblr Users

<table>
<thead>
<tr>
<th>Auditable Products</th>
<th>Metrics</th>
<th>Reach</th>
<th>Volume</th>
<th>Engagement</th>
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</thead>
<tbody>
<tr>
<td>Web Traffic</td>
<td></td>
<td>Unique Browsers</td>
<td>Page Impressions</td>
<td>Visits, Visit Duration</td>
</tr>
<tr>
<td>Mobile Web Traffic</td>
<td></td>
<td>Unique Browsers</td>
<td>Page Impressions</td>
<td>Visits, Visit Duration</td>
</tr>
<tr>
<td>Mobile Alerts</td>
<td></td>
<td>Subscribers</td>
<td>Net Distribution</td>
<td>Opens</td>
</tr>
<tr>
<td>Apps</td>
<td></td>
<td>Downloads</td>
<td>Page Impressions</td>
<td>Visits, Visit Duration</td>
</tr>
<tr>
<td>E-Newsletter</td>
<td></td>
<td>Subscribers</td>
<td>Net Distribution</td>
<td>Opens</td>
</tr>
<tr>
<td>Social Media</td>
<td></td>
<td>Subscribers</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Print</td>
<td></td>
<td>Products</td>
<td>Circulation</td>
<td>Readership</td>
</tr>
</tbody>
</table>
• How else do you distribute your publishing brand’s content?

• Do you monetize these efforts (via ad sales)?

• If so, what metrics are requested of your ad sales team?
Expanding your AAM data profile

2015: Total Audience

Circulation units
• Print
• Digital replica
• Website
• Smartphone app
• Tablet app

Other print reach
• Community news
• TMCs
• Alternative
• Foreign language
• Entertainment
• Local magazines

Cross Media metrics
• Additional websites
• Mobile apps
• Social media
• E-newsletters

© 2015 Alliance for Audited Media
Expanding your AAM data profile

2015:
What will media buyers see via AAM?

OR
Add visual appeal to your AAM data.
How much color do you want to show buyers?

• Cover image only
  - Known as the ‘Standard CMR’
  - Included with membership

• Enhance the data within the report
  - Known as the ‘Enhanced CMR’
  - Additional customized investment
# Quarterly Data Report

## Circulation Summary

<table>
<thead>
<tr>
<th></th>
<th>Sun</th>
<th>Avg</th>
<th>Mon</th>
<th>Tue</th>
<th>Wed</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Combined Average Circulation</td>
<td>51,541</td>
<td>39,702</td>
<td>38,807</td>
<td>39,284</td>
<td>39,786</td>
</tr>
<tr>
<td>TIMES HERALD-RECORD</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Print (See Par. 1A)</td>
<td>52,751</td>
<td>37,540</td>
<td>36,000</td>
<td>36,899</td>
<td>37,477</td>
</tr>
<tr>
<td>Digital Replica (See Par. 1B)</td>
<td>790</td>
<td>2,167</td>
<td>2,307</td>
<td>2,306</td>
<td>2,394</td>
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<tr>
<td>Total Combined Average Circulation</td>
<td>51,541</td>
<td>39,702</td>
<td>38,807</td>
<td>39,284</td>
<td>39,786</td>
</tr>
</tbody>
</table>

## Circulation Data by Publication

### 1A. TIMES HERALD-RECORD - PRINT

<table>
<thead>
<tr>
<th>Circulation Type</th>
<th>Circulation Count</th>
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<tbody>
<tr>
<td>Individually Paid Circulation</td>
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<td>Home Delivery and Mail</td>
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<tr>
<td>Single Copy Sales</td>
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<td>Total Average Individually Paid Circulation</td>
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<tr>
<td>Business/Traveler Paid Circulation</td>
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<td>Hotel Distribution - Room/Lobby Copies</td>
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<td>Total Average Business/Traveler Paid Circulation</td>
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<td>Total Average Paid Circulation - Print</td>
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<td>Qualified Circulation</td>
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<td>Home Delivery</td>
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<td>Requested</td>
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<tr>
<td>Total Average Home Delivery</td>
<td>24</td>
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<tr>
<td>Single Copy</td>
<td>12</td>
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<tr>
<td>Total Average Single Copy</td>
<td>24</td>
</tr>
<tr>
<td>Total Average Qualified Circulation - Print</td>
<td>56,751</td>
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<tr>
<td>1B. TIMES HERALD-RECORD - DIGITAL REPLICA</td>
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</tr>
<tr>
<td>Circulation Type</td>
<td>Circulation Count</td>
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<tr>
<td>Paid Circulation</td>
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<tr>
<td>Subscription</td>
<td>790</td>
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<tr>
<td>Total Average Paid Circulation - Digital Replica</td>
<td>790</td>
</tr>
<tr>
<td>Qualified Circulation: Opt-in</td>
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<tr>
<td>Educational Copies</td>
<td>39</td>
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<tr>
<td>Total Average Qualified Circulation - Digital Replica</td>
<td>39</td>
</tr>
<tr>
<td>Total Average Circulation - Print &amp; Digital Replica</td>
<td>51,541</td>
</tr>
</tbody>
</table>

### Publishing Plans

- **FREQUENCY:** Daily
- **Delivery Vehicle(s):** Print, online
- **Primary Circulation Classification:** Paid
- **Website:** www.reconline.com

---

_Gall Whiting, Advertising Director_  
Telephone (646) 346-3080 · FAX (646) 343-6414  
P.O. Box 2046, Middletown, NY 10940  
e-mail: gwhiting@th-record.com

We certify that to the best of our knowledge all data set forth in this Quarterly Data Report are true and report circulation in accordance with Alliance for Audited Media’s Bylaws and Rules.

Parent Company: Local Media Group, Inc.

TIMES HERALD-RECORD  P.O. Box 2046, 40 Mulberry Street  Middletown, NY 10940

STEVE PIERSA  JOE VANDEERHOOF  
Operations Manager  President and Publisher
Consolidated Media Report
Quarterly Data Report
Q1 2015
Subject to Audit

CIRCULATION SUMMARY

TOTAL COMBINED AVERAGE CIRCULATION
TIMES HERALD-RECORD
Print (See Par. 1A)
Digital Replica (See Par. 1B)
Total Combined Average Circulation

CIRCULATION DATA BY PUBLICATION
1A. TIMES HERALD-RECORD - PRINT
Paid Circulation
Individually Paid Circulation
Home Delivery and Mail
Single Copy Sales
Total Average Individually Paid Circulation
Business/Traveler Paid Circulation
Hotel Distribution - Room/Lobby Copies
Total Average Business/Traveler Paid Circulation
Total Average Paid Circulation - Print
Qualified Circulation
Home Delivery
Requested
Total Average Home Delivery
Single Copy
Employee/Independent Contractor
Retail/Business
Total Average Single Copy
Total Average Qualified Circulation - Print
Total Average Circulation - Print

1B. TIMES HERALD-RECORD - DIGITAL REPLICA
Paid Circulation
Subscription
Total Average Paid Circulation - Digital Replica
Qualified Circulation: Opt-in
Educational Copies
Total Average Qualified Circulation - Digital Replica
Total Average Circulation - Digital Replica
Total Average Circulation - Print & Digital Replica

2. TOTAL AVERAGE CIRCULATION BY MARKET (Optional)

NOTES

CREDIT AND ARREARS ALLOWANCE:
Included in Individually Paid Home Delivery and Mail is an average of the following:
Total
Sunday
363
Daily
79
These copies were served to subscribers that ordered delivery directly with and were billed by the newspaper and for which payment was not received and/or short-term arrears copies served to subscribers whose term has expired.

QUALIFIED RETAIL BUSINESS:
Included in Qualified Retail Business are copies distributed through publisher-maintained venues. Verification is made of distribution to location only, and not of actual pick-up.

Publishing Plans
TIMES HERALD-RECORD
Frequency: Daily
Delivery Vehicle(s): Print, online
Primary Circulation Classification: Paid
Website(s): www.recordonline.com

Gail Whiting, Advertising Director
Phone: (845) 343-3089 • FAX: (845) 343-4514
P.O. Box 2046
Middletown, NY 10940
E-mail: gwitting@th-record.com

We certify that to the best of our knowledge all data set forth in this Quarterly Data Report are true and report circulation in accordance with Alliance for Audited Media’s Bylaws and Rules.
Parent Company: Local Media Group, Inc.
TIMES HERALD-RECORD: P.O. Box 2046, 40 Mulberry Street Middletown, NY 1940
STEVE PIERGA
JACE VANDERHOOF
Operations Manager
President and Publisher
Illustrate Trends & Highlights

http://auditedmedia.com/resources/newspaper-brand-reporting/standard-cmr-gallery/

Standard CMR Gallery

Many of the industry’s leading U.S. newspaper publishers already know the value of AAM’s standard CMR. Browse our gallery to see how media companies are using the CMR format. By creating a standard CMR, you’ll provide advertisers a more complete view of your brand and showcase your newspaper data to the Media Intelligence Center’s more than 5,000 users (and counting) via AAM’s new consolidated media portal.

For CMR templates, guidelines and instructions, please visit our circulation reporting resources section. Contact your Client Solutions representative with any questions.
ABOUT OAHU

- Oahu is the third largest Hawaiian island in size, but primarily defined by the state capital of Honolulu, the most populous city in Hawaii.
- There are 765,050 adults (18+) on Oahu.
- 50% are male, and 50% are female.
- 33% are 18-34 years old, 33% are 35-54 years old, and 34% are 55 years old or older.
- 42% of Oahu’s population is Asian, 21% is white, 10% is Pacific Islander, 3% is another single race, and 22% has 2 or more races.
- 52% of households are married-couple families.
- 34% of households have children 17 or younger.
- 65% of adults 25+ have some college education or higher.
- The median household income is $71,404.
- 54% of households are owner-occupied.
- The median home value is $603,900.

Source: U.S. Census - 2012 American Community Survey 1-Year Estimates

TOURISM

- Oahu received 5.1 million visitors in 2013.
- They spent over $7.2 billion.
- Oahu visitors stay an average of 7 days.

Source: State of Hawaii - Department of Business, Economic Development & Tourism
Be Part of the Power of the MIC

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How AAM gets your story in front of media buyers

CMR portal: CMR & Quarterly Data Reports for all data filed in a three-month period

Reports Library: CMR’s & Audit Reports

Analyzer tool: In-depth searchable, sortable and exportable data analysis
Providing One Source

• Multiple metrics, multiple sources

Arm your ad sales team and media buyers with one source that enables buyers to transact with trust.

The Alliance for Audited Media
Newspaper Brand Reporting

In the last two decades, newspapers have evolved into dynamic cross-platform media companies. As newspapers’ strategies transform, so too should the newspaper data that’s presented to the marketplace. Enter AAM and our new newspaper brand reporting initiative. U.S. newspapers are now committed to reporting monthly cross-media metrics and quarterly circulation data to AAM, satisfying advertiser demand for more credible and frequent data for newspaper brands.

Check out the resources below for video tutorials, FAQs, detailed filing guides and more.

Explore AAM’s In-Depth Resources

To learn more, visit our FAQs.
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Questions?