

# U.S. Newspaper Circulation Types and Definitions

## General Circulation Terms

Term	Definition	Data Location	AAM Rule Reference
<b>Print</b>	Traditional hard copy of the newspaper.	AAM Reports & Media Intelligence Center	
<b>Digital Replica</b>	The exact replica of the newspaper's print edition in a digital format. The layout, editorial content, and advertising of the digital replica edition will be consistent with the print edition. Note: The digital replica edition may exclude FSIs (Free Standing Inserts).	AAM Reports & Media Intelligence Center	
<b>Digital Nonreplica</b>	A digital edition that is consistent in character and editorial content with the print edition. Advertising may differ.	AAM Reports & Media Intelligence Center	
<b>Net of Considerations</b>	A consideration is anything that is offered to the consumer to induce them to subscribe/purchase the publication. Net of considerations are the monies allocated towards the publication after all other inducements have been applied.	AAM Reports	C 1.1
<b>Paid Subscriptions</b>	Newspaper subscriptions where the consumer has paid at least one penny net of considerations.	AAM Reports & Media Intelligence Center	C 1.1
<b>Paid Single-Copy Sales</b>	Copies of the newspaper sold at newsstands, racks, retail outlets, etc. as opposed to a subscription. The consumer must have paid at least one penny net of considerations for the newspaper.	AAM Reports & Media Intelligence Center	C 1.1
<b>Qualified Nonpaid</b>	Copies of the newspaper that are distributed free of charge to consumers in accordance with AAM rules. Qualified nonpaid includes the following categories: home delivery requested, home delivery targeted, education copies, university copies, employee/agent copies, and retail business.	AAM Reports & Media Intelligence Center	C 3.3
<b>Verified Nonpaid</b>	Copies of the newspaper that are distributed free of charge to consumers in accordance with AAM rules. Verified nonpaid includes the following categories: home delivery (aka market coverage) and public access copies (delivered to apartments, events/racks and other distribution).	AAM Reports & Media Intelligence Center	C 9.1
<b>Total Average Circulation - Print &amp; Digital Replica and Nonreplica</b>	The sum of total paid, total qualified nonpaid and total verified nonpaid circulation.	AAM Reports & Media Intelligence Center	

## Paid Circulation Types

Term	Definition	Data Location	AAM Rule Reference
<b>Individual Subscriptions</b>	A subscription that was ordered and paid for by an individual who paid at least one penny net of considerations for the subscription. Individual subscriptions can include the following paid categories: individual paid, premium sales, gift subscriptions, discounted subscriptions and combination sales.	AAM Reports & Media Intelligence Center	C 1.1
<b>Single-Copy Sales</b>	Copies of the newspaper sold at newsstands, racks, retail outlets, etc. as opposed to a subscription. The consumer must have paid at least one penny net of considerations for the newspaper.	AAM Reports & Media Intelligence Center	C 1.1

## Business/Traveler Paid Circulation Types

Term	Definition	Data Location	AAM Rule Reference
<b>Group Subscriptions (Designated Employees)</b>	Copies of the newspaper purchased by an employer intended for their employees.	AAM Reports & Media Intelligence Center	C 3.4 (a)
<b>Hotel Distribution - Guest Refund</b>	Copies of the newspaper that are paid for by the guests of a hotel. Guests have the option to accept/decline the newspaper. If declined, a refund must be offered to the hotel guest for the cost of the paper(s).	AAM Reports & Media Intelligence Center	C 3.4 (b)
<b>Hotel Distribution - Room/Lobby Copies</b>	Copies that are paid for by the hotel and either delivered to guests' rooms or available for pick up in the hotel's lobby.	AAM Reports & Media Intelligence Center	C 3.4 (b)

## Qualified Nonpaid - Home Delivery Circulation Types

Term	Definition	Data Location	AAM Rule Reference
<b>Home Delivery Requested</b>	<p>A publication's home delivery free requested sampling program that meets the following requirements:</p> <ul style="list-style-type: none"> <li>• Delivery is address specific</li> <li>• Includes only residential units</li> <li>• Only one paper per residential unit</li> <li>• Sampling program must be a minimum of 12 weeks</li> <li>• Recipients must opt in to receive the paper</li> <li>• Each issue carries an opt-out notice</li> <li>• An annual attempt is made to contact the customer via phone, email or postal mail for opt-out.</li> <li>• Editorial content is not required, but must be a vehicle for delivering FSIs</li> <li>• Print or digital is permitted (digital opt-in). <i>Note: Digital will be based on access</i></li> </ul>	AAM Reports & Media Intelligence Center	C 3.3 (a)
<b>Home Delivery Targeted</b>	<p>A publication's home delivery free targeted sampling program which can be ordered and/or paid for by a third party. No minimum delivery term is required. Qualification includes the following:</p> <ul style="list-style-type: none"> <li>• Delivery is address specific</li> <li>• Can only be the print edition. (Digital not permitted)</li> <li>• Includes only residential units</li> <li>• Only one paper per residential unit</li> <li>• If service is more than one day, the recipient is notified of term, frequency and how to opt-out</li> <li>• Editorial content is not required, but must be a vehicle for delivering FSIs</li> </ul>	AAM Reports & Media Intelligence Center	C 3.3 (b)

## Qualified Nonpaid - Single-Copy Circulation Types

Term	Definition	Data Location	AAM Rule Reference
<b>Educational Copies</b>	Newspapers served to students for classroom use are eligible as qualified educational copies if the following requirements are met: <ul style="list-style-type: none"> <li>Used in accredited classroom settings</li> <li>Affidavits are collected at least annually. (Cannot report more papers than students in classroom)</li> <li>Can count either for print or digital editions, but not both</li> </ul>	AAM Reports & Media Intelligence Center	C 3.2
<b>University Copies</b>	Print and digital newspapers made available for pickup and use by university and college students. Copies are eligible as qualified university copies if: <ul style="list-style-type: none"> <li>The college or university requests the newspapers</li> <li>Newspapers are made available for registered college students and faculty</li> </ul> <p>Print Qualifications:</p> <ul style="list-style-type: none"> <li>Distributed in limited-access areas on campus restricted for use by students</li> <li>Quantity claimed is net copies picked up for each issue</li> </ul> <p>Digital Qualifications:</p> <ul style="list-style-type: none"> <li>Registration and activation or downloading an application initiates the start of the subscription</li> <li>Only copies accessed by students or faculty are claimed. A unique identifier for each registered student and faculty member must be available.</li> </ul>	AAM Reports & Media Intelligence Center	AAM Policy
<b>Employee/ Independent Contractor</b>	Copies served to newspaper employees (current & retired), independent contractors/carriers and correspondents who contribute one article at least once a month. <i>Note: If the publication has multiple titles, only one publication can claim the applicable employee copy.</i>	AAM Reports & Media Intelligence Center	C 3.1
<b>Retail Business</b>	Copies requested by public locations such as doctors' offices, restaurants, hospitals, etc. for use by their customers/patrons. Copies are for reoccurring delivery. This does not include onetime distribution, events or other noncontrolled scenarios. Digital is not permitted.	AAM Reports & Media Intelligence Center	C 3.3 (c)

## Verified Nonpaid Circulation Types

Term	Definition	Data Location	AAM Rule Reference
<b>Home Delivery</b>	Copies delivered to individual households within defined geographic areas for which address specific lists were not available. It is a saturation of an area such as a neighborhood, town or ZIP code. A publication will maintain detail route maps of the distribution areas.	AAM Reports & Media Intelligence Center	C 9.2
<b>Public Access: Delivered to Apartments</b>	Copies delivered to residential apartments and are easily accessible. Each issue will contain opt-out instructions.	AAM Reports & Media Intelligence Center	C 9.3
<b>Public Access: Events</b>	Current issue of the newspaper distributed at an event. Quantity claimed cannot exceed event attendance per applicable event.	AAM Reports & Media Intelligence Center	C 9.3
<b>Public Access: Racks and Other Distribution</b>	Free copies of the newspaper distributed via racks at nonresidential locations (i.e., racks at bus stops, supermarkets, etc.)	AAM Reports & Media Intelligence Center	C 9.3