



Magazine Media

AAM is supporting magazine media with a new initiative to streamline reports and data by updating reporting requirements to reflect current market conditions and modernize the audit. Effective with January 2022 issues, AAM will transition U.S. and Canadian magazines to a new report format with consolidated reporting categories. Below is a category map outlining how circulation is currently distributed and where it will be reported for the June 2022 filing period.

Print and Digital Circulation

Previous Categories (December 2021)	New Categories (June 2022)
Paid Subscriptions	Paid Subscriptions
Individual Subscriptions	Individual Subscriptions
Association: Deductible	Membership
Association: Nondeductible	Membership
Club/Membership: Deductible	Membership
Club/Membership: Nondeductible	Membership
Deferred	Individual Subscriptions
Multi-Title Digital Program	Multi-Title Digital Program
Partnership Deductible Subscriptions	Partnership Deductible Subscriptions
School (classroom copies)	Sponsored Subscriptions
Sponsored Subscriptions	Sponsored Subscriptions
Verified Subscriptions	Verified Subscriptions
Public Place	Public Place
Individual Use	Individual Use
Additional Analysis of Average Verified	Additional Analysis of Average Verified
Public Place - Previously distributed into 14 subcategories	Public Place - Now bucketed into three subcategories: <ul style="list-style-type: none"> • Medical/Dental • Personal Care • Other Public Place (Additional disclosure can be made in the Notes section of the report)
Individual Use - Previously distributed into 26 subcategories	Individual Use - Now bucketed into two subcategories: <ul style="list-style-type: none"> • Individually Requested (A request for the magazine received within 36 months) • Other Individually Addressed (All other individually addressed copies where there was an identified recipient)

Print and Digital Circulation (continued)

Previous Categories (December 2021)	New Categories (June 2022)
Single Copy Sales	Single Copy Sales
Single Issue	Single Issue
Partnership Deductible Single Issue	Partnership Deductible Single Issue
Sponsored Single Issue	Sponsored Single Issue
Analyzed Nonpaid	Analyzed Nonpaid (updated to only include nonpaid bulk, other categories move to verified)
List	Verified Subscriptions: Other Individually Addressed
Market Coverage	Verified Subscriptions: Other Individually Addressed
Nonpaid Bulk	Analyzed Nonpaid Bulk: Analyzed Nonpaid Bulk
Delivered with Host Product	Verified Subscriptions: Other Individually Addressed