



Canadian News Media

Effective with the six-months ending September 30, 2021, AAM will align reporting for both the U.S. and Canada by making minor label changes to both statements resulting in a single, uniform report for both divisions.

Print Circulation

Previous Categories (March 2021)	September 2021 Categories
Paid Circulation	Paid Circulation
Paid Circulation	Individually Paid Circulation
Individual Subscriptions	Individual Subscriptions
Single Copy	Single Copy
	Business/Traveler
Group	Group Subscriptions
Hotel	Hotel Distribution - Guest Refund and/or Hotel Distribution - Room/Lobby Copies
Qualified Circulation	Qualified Circulation
Household/Delivered	Home Delivery - Address Specific
Household/Market Coverage	Home Delivery - Market Coverage
Public Place Access	Public Access
Education	Other Qualified
Employee	Other Qualified

Digital Circulation

Previous Categories (March 2021)	September 2021 Categories
Digital Replica	Digital Replica
Paid Circulation	Paid Circulation
Individual Subscriptions	Individual Access
Single Copy	Single Copy
Group	Individual Access
Hotel	Single Copy
Qualified Circulation	Qualified Circulation
Individual Access	Individual Access
	Single Copy (New Category)
Education	Other Qualified
Employee	Other Qualified



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Digital Circulation (continued)

Previous Categories (March 2021)	September 2021 Categories
Digital Nonreplica	Digital Nonreplica
Paid Circulation	Paid Circulation
Individual Subscriptions	Total Average Paid Circulation - Digital Nonreplica
Single Copy	Total Average Paid Circulation - Digital Nonreplica
Group	Total Average Paid Circulation - Digital Nonreplica
Hotel	Total Average Paid Circulation - Digital Nonreplica
Qualified Circulation	Qualified Circulation
Individual Access	Total Average Qualified Circulation - Digital Nonreplica
Education	Total Average Qualified Circulation - Digital Nonreplica
Employee	Total Average Qualified Circulation - Digital Nonreplica