



**Alliance for  
Audited Media**  
TRANSACT WITH TRUST

## U.S. 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
<b>Paid Circulation</b>	<b>Paid Circulation</b>
Individually Paid Circulation	Individually Paid Circulation
Home Delivery	Individual Subscriptions
Single Copy	Single Copy
Business/Traveler	Business/Traveler
Group Subscriptions (Designated Employees)	Group Subscriptions
Hotel Distribution - Guest Refund	Hotel Distribution - Guest Refund
Hotel Distribution - Room/Lobby Copies	Hotel Distribution - Room/Lobby Copies
<b>Qualified Circulation</b>	<b>Qualified Circulation</b>
Home Delivery - Address Specific	Home Delivery - Address Specific
Home Delivery - Market Coverage	Home Delivery - Market Coverage
Public Access (Retail/Business, Dist. to Apts., and Racks & Other Distribution)	Public Access
Other Qualified (Employee/Independent Contractor, Education & University Copies)	Other Qualified

### Digital Circulation

Previous Categories (March 2021)	September 2021 Categories
<b>Digital Replica</b>	<b>Digital Replica</b>
Paid Circulation	Paid Circulation
Subscription	Individual Access
Single Issue	Single Copy
Qualified Circulation-Opt-In	Qualified Circulation
Subscription	Individual Access
Single Issue	Single Copy
Other Qualified (Employee/Independent Contractor, Education & University Copies)	Other Qualified
<b>Digital Nonreplica</b>	<b>Digital Nonreplica</b>
Paid Circulation	Paid Circulation
Total Average Paid Circulation - Digital Nonreplica	Total Average Paid Circulation - Digital Nonreplica
Qualified Circulation-Opt-In	Qualified Circulation
Total Average Qualified Circulation (Opt In) - Digital Nonreplica	Total Average Qualified Circulation - Digital Nonreplica