



Effective with the six-months ending September 30, 2020, AAM will transition to a more simplified news media report format with consolidated reporting categories. The transition to the simplified format will be complete with the March 2021 statement period. Below is a category map outlining how circulation is distributed into the different reporting categories for the six-months ending September 30, 2020, and where the circulation will be reported in March 2021, once the transition is complete.

Print Circulation

Previous Categories (Prior to March 2020)	Transition Reporting for September 2020 Categories	March 2021 Categories
Paid Circulation	Paid Circulation	Paid Circulation
Individually Paid Circulation	Individually Paid Circulation	Individually Paid Circulation
Home Delivery & Mail	Home Delivery & Mail	Home Delivery
Joint Distribution	Home Delivery & Mail	Home Delivery
Single Copy Sales	Single Copy Sales	Single Copy
Business/Traveler	Business/Traveler	Business/Traveler
Group Subscriptions (Designated Employees)	Group Subscriptions (Designated Employees)	Group Subscriptions (Designated Employees)
Hotel Distribution-Guest Refund	Hotel Distribution-Guest Refund	Hotel Distribution-Guest Refund
Hotel Distribution-Room/Lobby Copies	Hotel Distribution-Room/Lobby Copies	Hotel Distribution-Room/Lobby Copies
Qualified Circulation	Qualified Circulation	Qualified Circulation
Qualified Home Delivery	Qualified Home Delivery	Qualified Home Delivery
Home Delivery Requested	Home Delivery Targeted	Home Delivery - Address Specific
Home Delivery Targeted	Home Delivery Targeted	Home Delivery - Address Specific
Qualified Single Copy	Qualified Single Copy	Qualified Single Copy
Educational Copies	Educational Copies	Other Qualified (Employee/Independent Contractor, Education & University Copies) (Combined New Category)
University Copies	Educational Copies	Other Qualified (Employee/Independent Contractor, Education & University Copies) (Combined New Category)
Employee/Independent Contractor	Educational Copies	Other Qualified (Employee/Independent Contractor, Education & University Copies) (Combined New Category)
Retail/Business	Retail/Business	Public Access (Retail/Business, Dist. to Apts., and Racks & Other Distribution) (Combined New Category)

Print Circulation (continued)

Previous Categories (Prior to March 2020)	Transition Reporting for September 2020 Categories	March 2021 Categories
Verified Circulation	All Verified distribution will be consolidated and moved to Qualified.	All Verified distribution will be consolidated and moved to Qualified.
Home Delivery	Qualified Home Delivery Market Coverage. (New Category)	Qualified Home Delivery Market Coverage
Public Access	Public Access	Public Access
Delivered to Apartments	Qualified: Retail/Business	Qualified: Public Access (Retail/Business, Dist. to Apts., and Racks & Other Distribution) (Combined New Category)
Event Distribution	Qualified: Retail/Business	Qualified: Public Access (Retail/Business, Dist. to Apts., and Racks & Other Distribution) (Combined New Category)
Racks and Other Distribution	Qualified: Retail/Business	Qualified: Public Access (Retail/Business, Dist. to Apts., and Racks & Other Distribution) (Combined New Category)

Digital Circulation

Previous Categories (Prior to March 2020)	Transition Reporting for September 2020 Categories	March 2021 Categories
Digital Replica	Digital Replica	Digital Replica
Digital Replica: Paid Circulation	Digital Replica: Paid Circulation	Digital Replica: Paid Circulation
Subscription	Subscription	Subscription
Single Issue	Single Issue	Single Issue
Digital Replica: Qualified Circulation	Digital Replica: Qualified Circulation	Digital Replica: Qualified Circulation
Subscription	Subscription	Subscription
Single Issue	Single Issue	Single Issue
Educational Copies	Educational Copies	Other Qualified (Employee/Independent Contractor, Education & University Copies) (Combined New Category)
University Copies	Educational Copies	Other Qualified (Employee/Independent Contractor, Education & University Copies) (Combined New Category)
Employee/Independent Contractor	Educational Copies	Other Qualified (Employee/Independent Contractor, Education & University Copies) (Combined New Category)

Digital Circulation (continued)

Previous Categories (Prior to March 2020)	Transition Reporting for September 2020 Categories	March 2021 Categories
Digital Nonreplica	Digital Nonreplica will be reported in either Total Paid Digital Nonreplica or Total Qualified Digital Nonreplica. Specific platforms will no longer be reported.	Digital Nonreplica
Digital Nonreplica: Paid Circulation	Digital Nonreplica: Paid Circulation	Digital Nonreplica: Paid Circulation
Restricted Access Website	Total Paid Digital Nonreplica	Total Average Paid Circulation - Digital Nonreplica
eReaders with Advertising	Total Paid Digital Nonreplica	Total Average Paid Circulation - Digital Nonreplica
eReaders without Advertising	Total Paid Digital Nonreplica	Total Average Paid Circulation - Digital Nonreplica
Tablet	Total Paid Digital Nonreplica	Total Average Paid Circulation - Digital Nonreplica
Mobile/Smartphones	Total Paid Digital Nonreplica	Total Average Paid Circulation - Digital Nonreplica
Digital Nonreplica: Qualified Circulation	Digital Nonreplica: Qualified Circulation	Digital Nonreplica: Qualified Circulation
Restricted Access Website	Total Qualified Digital Nonreplica	Total Average Qualified Circulation (Opt In) - Digital Nonreplica
eReaders with Advertising	Total Qualified Digital Nonreplica	Total Average Qualified Circulation (Opt In) - Digital Nonreplica
eReaders without Advertising	Total Qualified Digital Nonreplica	Total Average Qualified Circulation (Opt In) - Digital Nonreplica
Tablet	Total Qualified Digital Nonreplica	Total Average Qualified Circulation (Opt In) - Digital Nonreplica
Mobile/Smartphones	Total Qualified Digital Nonreplica	Total Average Qualified Circulation (Opt In) - Digital Nonreplica