

APPENDIX M:

SPECIAL CIRCUMSTANCES, SITUATIONS AND ADJUSTMENTS

A. CALCULATION OF RR QUALIFYING INTERVALS GUIDELINES

PMB has established guidelines to determine when special issues are included or excluded in the calculation of a publication's RR qualifying period.

1. Inclusion Criteria

All issues of a publication that include the publication name or logo, with or without the word "special", should be included for purposes of calculating the RR qualifying period, if in the judgment of the PMB Research Committee this is required for the correct estimation of the publications average issue readership.

2. Exclusion Criteria

a) Circulation

Issues with less than two-thirds of the regular circulation are excluded. Both the circulation and the number of special issues are taken into account.

b) Timing Of Distribution

An issue, a section or a supplement, included with the main publication so that it reaches the same target at the same time will be excluded.

c) New Publication

A new publication (including a line/brand extension), marketed to both consumers and advertisers as a new/different publication, with its own distribution, target audience, editorial, etc. are not included.

B. INCLUSION/EXCLUSION OF SPECIAL ISSUES

The qualifying interval changed for one publication as a result of special issues with circulation greater than 67% of their regular circulation.

1. **Special Handling Changes Qualifying Period¹**

| Publication | Date | Frequency Interval Factors |
|-------------|--------|---|
| Décormag | Jan 08 | Addition of 5 special issue moves frequency from 10 to 13 |

C. **SPECIAL CIRCUMSTANCES**

1. **Name Change During PMB 2009 Study**

| Previously | New | Label |
|-------------------------|-------------------------|-------------------------|
| Financial Post Business | Financial Post Magazine | Financial Post Magazine |

2. **Ceased Measurement During PMB 2009 And Not Available**

En Primeur
Forever Young
GardenWise

3. **Changes In Distribution During PMB 2009**

Occasions — measured in “Atlantic” but results are based only on interviews conducted in Nova Scotia.

4. **Change In Frequency²**

a) **Publications That Changed Frequency/Qualifying Period, But Not Card**

| Publication | Date | Frequency |
|----------------------------|--------|-----------|
| Canadian Business | Jan 08 | 23 to 20 |
| Fleurs, Plantes et Jardins | Jan 08 | 8 to 7 |
| Famous Quebec | Jan 08 | 10 to 11 |
| Tribute | Jan 08 | 9 to 7 |

1. Special issues are handled on a case-by-case basis and are determined in accordance with the April 14, 2004 “Calculation of RR Qualifying Intervals Guidelines”.

2. In each case, the appropriate change to the recent-reading qualifying interval was made to reflect the change in frequency.

b) Publications That Changed Frequency/Qualifying Period, And Changed Card

| Publication | Date | Frequency |
|-------------------------|-------------|------------------|
| Glow | Jan 08 | 6 to 8 |
| Inside Entertainment | Jan 08 | 8 to 6 |
| Quebec Science | Jan 08 | 10 to 9 |
| Tout Simplement Clodine | Jan 08 | 6 to 9 |
| Wish | Jan 08 | 9 to 10 |

c) Publications That Require Special Factor Adjustments

| Publication | Frequency | Interval Factors |
|----------------------|------------------|-------------------------|
| Canadian Business | 20 | Past 2/3 weeks |
| L'Actualité | 20 | Past 2/3 Weeks |
| qu'est-ce qui mijote | 5 | Past 2/3 Months |
| Ricardo | 5 | Past 2/3 Months |
| The Hockey News | 30 | Past Week/2 Weeks |
| Westworld Alberta | 5 | Past 2/3 Months |
| what's cooking | 5 | Past 2/3 Months |

D. SPECIAL SITUATIONS

1. Daily Newspaper Readership Measurement

The section measuring daily newspapers is rotated as follows: 50% of interviews *before* magazine readership; 50% *after* magazine readership. Daily newspaper titles are also rotated *within* this section.

Published results for daily newspapers in PMB 2009 are an average of the results *before* and *after* the magazine section. The results are therefore considered, from the point of view of rotation, to be methodologically compatible with results for other publications in the study, the readership data for which are also based on an average across various rotation patterns.

Four changes were approved for inclusion in the questionnaire in October 2006:

- a) A three-month title specific screening question was included. Respondents claiming "Yes" or "Not Sure" in each case are then eligible to be asked the detailed readership questions for the corresponding title;
- b) The frequency question was re-positioned to immediately follow the readership question, as is the case for magazines;
- c) The logo cards were standardized to match those used for magazines;
- d) The readership question now clarifies that it is readership of the printed version, that is under consideration.

Readership data in the PMB 2009 one-year file reflect these revised questions. The PMB 2009 two-year file is a combination of readership reflecting both the previous and the revised questions.

Trending/Comparisons versus Previous Years: PMB members, comparing daily newspaper readership data in PMB 2009 versus previous years, are advised that readership changes may be the result of real market place changes, the result of the questionnaire changes described above, or some combination thereof.

E. ADJUSTMENTS

1. Newspaper Readership

Daily newspaper audience measurement (read yesterday's issue) is usually based on a Tuesday to Saturday sample with equal numbers of interviews conducted each day. Since PMB includes interviewing on Monday's, two refinements to the data are necessary. First, day-of-week weighting within region is applied to balance the number of interviews conducted each day of the week. Second, people interviewed on Monday (asked about last Friday's issue as were those interviewed on Saturday/Sunday) are adjusted to ensure that the average issue readership level would be the same with or without the inclusion of Monday interviews.

2. Qualifying Periods Requiring Special Handling

Normally PMB uses an average issue readership period that equals a publication's average publishing interval, i.e., past 7 days for a weekly, past 30 days for a monthly and so on. There are two general situations that require special adjustments:

- a) A publication changes the number of issues published during the year;
- b) A publication's qualifying period is not captured by any of the scale points on the recent-reading time cards.

a) Publication Frequency Changes

When a publication changes its frequency, the new scale point is used from the date of change. In situations where the correct scale point does not appear on the recent-reading time card and the margin of error would be greater or less than 15% with use of one of the scale points available, a special adjustment is required. (Similarly, in cases where the actual frequency of publication is discovered to be different from what was planned, the correct scale point is used. Again, an adjustment may be necessary if the correct scale point is not on the recent-reading time card used and the margin of error would be greater or less than 15% with use of one of the available scale points.)

b) Qualifying Period Does Not Match Any Scale Point

PMB measures several publications where the qualifying period does not match any of the scale points on the time cards used. If use of one of the available scale points results in a margin of error greater or less than 15%, a special adjustment is required.

Following is a summary of these occurrences in PMB 2009 and the qualifying codes used in each case. "Factor" signifies application of a special adjustment factor.

For example: for the publication L'actualité with a frequency of 20 times per year, the theoretically correct qualifying interval of 2.5 weeks is estimated from the two adjacent scale points (2 weeks and 3 weeks) on the weekly scale card. For this publication, all readership claims up to "past 2 weeks" are counted as readers, plus 50% of those who claim readership in the past 3 weeks. A similar procedure is followed for publications with a qualifying period of 2.5 months. All readership claims up to "past 2 months" are counted as readers, plus 50% of those who claim readership in the past 3 months.

PMB 2009
Special Handling for Publications with Frequency Change
January 2008 Only

| | Freq | 2007 FIELDWORK | | | | | | 2008 FIELDWORK | | | | | |
|----------------------------|----------|------------------|--------------|--|--------------|---------------------|--------------|------------------|--------------|--|-----------------------|---------------------|-----------------------|
| | | AM771 waves1-3 | | | | AM771 4-12 | | AN771 waves1-3 | | | | AN771 4-12 | |
| | | Oct/Nov/Dec 2006 | | Jan-01-07 + Carry Over* Interviews | | Jan-01-07 - Sept-07 | | Oct/Nov/Dec 2007 | | Jan-01-08 + Carry Over* Interviews | | Jan-01-08 - Sept-08 | |
| | | Card Used | Scale Point | Card Used | Scale Point | Card Used | Scale Point | Card Used | Scale Point | Card Used | Scale Point | Card Used | Scale Point |
| Canadian Business | 23 to 20 | Green | Past 2 Weeks | Green | Past 2 Weeks | Green | Past 2 Weeks | Green | Past 2 Weeks | Green | Factor Past 2/3 Weeks | Green | Factor Past 2/3 Weeks |
| Famous Québec | 10 to 11 | Blue | Past 5 Weeks | Blue | Past 5 Weeks | Blue | Past 5 Weeks | Blue | Past 5 Weeks | Blue | Past Month | Blue | Past Month |
| Fleurs, plantes et jardins | 8 to 7 | Yellow | Past 6 Weeks | Yellow | Past 6 Weeks | Yellow | Past 6 Weeks | Yellow | Past 6 Weeks | Yellow | Past 7 Weeks | Yellow | Past 7 Weeks |
| Glow | 6 to 8 | Pink | Past 2 Mths | Pink | Past 2 Mths | Pink | Past 2 Mths | Pink | Past 2 Mths | Pink | Factor 2 mths/3 Mths | Yellow | Past 6 Weeks |
| Inside Entertainment | 8 to 6 | Yellow | Past 6 Weeks | Yellow | Past 6 Weeks | Yellow | Past 6 Weeks | Yellow | Past 6 Weeks | Yellow | Past 2 Mths | Pink | Past 2 Mths |
| Québec Science | 10 to 9 | Blue | Past 5 Weeks | Blue | Past 5 Weeks | Blue | Past 5 Weeks | Blue | Past 5 Weeks | Blue | Past 6 Weeks | Yellow | Past 6 Weeks |
| Tout Simplement Clodine | 6 to 9 | Pink | Past 2 Mths | Pink | Past 2 Mths | Pink | Past 2 Mths | Pink | Past 2 Mths | Pink | Factor 2 Mths/ 3 Mths | Yellow | Past 6 Weeks |
| Tribute | 9 to 7 | Yellow | Past 6 Weeks | Yellow | Past 6 Weeks | Yellow | Past 6 Weeks | Yellow | Past 6 Weeks | Yellow | Past 7 Weeks | Yellow | Past 7 Weeks |
| Wish | 9 to 10 | Yellow | Past 6 Weeks | Yellow | Past 6 Weeks | Yellow | Past 6 Weeks | Yellow | Past 6 Weeks | Yellow | Factor mths/ 6 Weeks | Blue | Past 5 Weeks |

* **Definition of Carry-Over Interviews:** Any interviews scheduled to take place prior to frequency change date, but actually taking place after the date of the frequency change.

**PMB 2009
Special Handling for Publications with Frequency Change
January 2007 and 2008**

| | | 2007 FIELDWORK | | | | | | 2008 FIELDWORK | | | | | |
|---------|--------|------------------|--------------------|--|----------------|---------------------|----------------|------------------|----------------|--|----------------------------|---------------------|-------------------------|
| | | AM771 waves1-3 | | | | AM771 4-12 | | AN771 waves1-3 | | | | AN771 4-12 | |
| | | Oct/Nov/Dec 2006 | | Jan-01-07 + Carry Over* Interviews | | Jan-01-07 - Sept-07 | | Oct/Nov/Dec 2007 | | Jan-01-08 + Carry Over* Interviews | | Jan-01-08 - Sept-08 | |
| Freq | | Card Used | Scale Point | Card Used | Scale Point | Card Used | Scale Point | Card Used | Scale Point | Card Used | Scale Point | Card Used | Scale Point |
| Ricardo | 5-6-5* | Pink | Factor 2/3 Mths | Pink | Past 2 Mths | Pink | Past 2 Mths | Pink | Past 2 Mths | Pink | Factor Past 2/3 Mths | Pink | Factor Past 2/3 Mths |

**PMB 2009
Special Handling for Publications with Frequency Change
Other****

| | | 2007 FIELDWORK | | | | | | 2008 FIELDWORK | | | | | |
|---------------------|----|------------------|----------------|--|----------------|---------------------|----------------|------------------|----------------|--|----------------|---------------------|----------------|
| | | AM771 waves1-3 | | | | AM771 4-12 | | AN771 waves1-3 | | | | AN771 4-12 | |
| | | Oct/Nov/Dec 2006 | | Jan-01-07 + Carry Over* Interviews | | Jan-01-07 - Sept-07 | | Oct/Nov/Dec 2007 | | Jan-01-08 + Carry Over* Interviews | | Jan-01-08 - Sept-08 | |
| Freq | | Card Used | Scale Point | Card Used | Scale Point | Card Used | Scale Point | Card Used | Scale Point | Card Used | Scale Point | Card Used | Scale Point |
| Canadian Geographic | 6 | Yellow | Past 2 Mths | Yellow | Past 2 Mths | Pink | Past 2 Mths | Pink | Past 2 Mths | Pink | Past 2 Mths | Pink | Past 2 Mths |
| Décormag | 13 | Blue | Past Mth | Blue | Past Mth | Blue | Past Mth | Blue | Past Month | Blue | Past Mth | Blue | Past Mth |

* Ricardo frequency changes reflects impact of special issues in 2008.

** Décormag frequency impact of special issues; Canadian Geographic (qualifying interval reverts to "Past 2 Months" as per Research Committee decision January 2009).