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ABC Releases First Canadian Subscriber Profile Report

SCHAUMBURG, Ill. (Jan. 3, 2007) Today, the Audit Bureau of Circulations (ABC) released its first Canadian Subscriber Profile Report. The inaugural report of the program is for [*The Beaver: Canada's History Magazine*](#).

“We’re a small, but growing national magazine with a niche demographic. The joint venture with PMB provided us with a cost-effective alternative to provide advertisers with the same confidence and authority about our readership data as they would expect from any other leading national magazine,” said Deborah Morrison, president of Canada’s National History Society and publisher of *The Beaver*.

The Beaver applied for ABC membership in 2006 and recently released its Initial Audit Report, making its membership in ABC official. It is published six times a year by Canada’s National History Society in Winnipeg, Manitoba.

“*The Beaver* is a pioneer in the movement to provide advertisers with independently verified subscriber data,” said ABC’s Robert White, senior vice president, Canada. “Their commitment demonstrates to advertisers and publishers throughout Canada the importance of credible subscriber research studies.

“As we release the first Canadian Subscriber Profile Report, I would like to thank the Print Measurement Bureau (PMB) for working with us to adapt the Subscriber Profile service to Canadian standards,” continued White.

“Before ABC’s Subscriber Profile service, proprietary research was viewed by media buyers as unreliable,” said Hugh Dow, president M2 Universal. “Now that standards have been set and independently verified, buyers know the research is credible and can include this important data in the media planning process.”

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Subscriber Profile is ABC's subscriber research verification service. ABC does not perform the actual research; instead it works with industry research firms to verify results. Following the research study, ABC releases a standardized report that allows for easy comparison of direct mail subscriber studies conducted by different survey research organizations for a variety of individual magazines. Subscriber Profile reports are made available to the public via [ABC's free data service](#).

The Canadian version of Subscriber Profile is modeled on the U.S. version but has been modified by ABC and Canada's PMB to meet Canadian standards. Subscriber Profile is available to all Canadian magazines that cannot be measured by the PMB for technical reasons and qualify for an ABC audit.

For more information on Subscriber Profile, visit <http://www.accessabc.com/consumer/subscriberbenefits.htm>

With more than 4,000 members in North America, ABC is a forum of the world's leading magazine and newspaper publishers, advertisers and advertising agencies. The organization provides credible, verified information essential to the media buying and selling process. ABC maintains the world's foremost electronic database of audited-circulation information and a growing array of verified readership, subscriber demographics and online activity data. To learn more, visit <http://www.accessabc.com>.

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