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**ABC, Scarborough Research and NAA Launch Audience-FAX Initiative Integrating
U.S. Newspaper Circulation, Readership and Online Measurements**

SCHAUMBURG, Ill., NEW YORK and ARLINGTON, Va. (Nov. 5, 2007)— Audience-FAX, a new joint initiative from the Audit Bureau of Circulations (ABC), Scarborough Research and the Newspaper Association of America (NAA), launched today. Advertisers are applauding the program that for the first time integrates newspaper circulation, readership and online audience measurements on ABC's U.S. media statements.

Released in conjunction with FAS-FAX, ABC's top-line circulation report covering the Sept. 2007 reporting period, Audience-FAX is the latest step in a multifaceted industry initiative to answer advertisers' evolving needs for measurements that reflect the total newspaper audience and help facilitate comparisons with electronic media.

Two-hundred and six newspapers are participating in the Audience-FAX launch, reporting in-market print, online and net combined readership as measured by Scarborough Research and others. Monthly Web site unique visitors are also being reported from such leading sources as Nielsen//NetRatings, comScore Inc. and Omniture. All audience data will be verified by ABC and reported in each newspaper's audit report.

"The new information available to marketers via Audience-FAX gives us greater insight into readership trends, audience demographics and online reach, with independent verification by ABC to ensure accountability and consistency," noted Mark Kaline, global media manager, Ford Motor Co. "It's great to see more than 200 newspapers participating in this initial phase. We hope to see a lot more in the future."

Audience-FAX data is also available in an online database created and hosted by Scarborough Research. The free database is available at www.audiencefax.com and allows advertisers to rank data and generate custom reports on national and local newspapers comparing selected markets or papers across a range of demographic segments, such as age, gender, household income and education.

"Audience-FAX is a major initiative to engage with advertisers on issues critical to

their media-buying decisions," said Stephen P. Hills, president and general manager of the Washington Post. "By combining the most trusted names in audience measurement, Audience-FAX provides data that measure the newspaper audience across multimedia platforms, allowing advertisers to make a comparable analysis across media buys for the first time in a comprehensive report."

Audience-FAX is available in two tiers. The first tier is comprised of newspapers in 81 syndicated Scarborough-measured markets that meet ABC's Reader Profile standards. A complete list of [tier one newspapers](#) for the September 2007 reporting period is available on ABC's Web site. All other newspapers are part of the tier two category.

"With online ad spending becoming an increasingly important part of the media mix, Audience-FAX is hitting the market at just the right time and can serve as an important benchmark for the industry," said David Walker, CEO of Newspaper Services of America Inc.

Additional information about Audience-FAX can be found online, including a [free webinar recording](#), [program description](#), [FAQs](#), [reporting options](#) for metro and other newspapers, [prototype ABC publisher's statements](#) and [who to contact](#) at each organization for more information.

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Editor's note: ABC, NAA and Scarborough Research will host a news briefing via conference call on Nov. 5, 2007, at 11:00 a.m. ET, to discuss the Audience-FAX initiative in more detail. Speakers will include Stephen P. Hills, president and general manager of the *Washington Post*, David Walker, CEO of Newspaper Services of America Inc., Bob Cohen, president and CEO of Scarborough Research, John Sturm, president and CEO of the Newspaper Association of America and Mike Lavery, president and managing director of the Audit Bureau of Circulations. Attendance is open to the press. To register and receive conference call details, please contact ABC's Lauren Rosenberg at (847) 879-8261 or rosenbergl@accessabc.com. Please provide your name, company, title and phone number.

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