



GfK MRI



## *Magazine Release Standards – Teenmark/TwelvePlus*

**Last Revised: November 2017**

- (1) A magazine with an **unweighted reader count of 60 or more** in the measurement period will be released as an individual title in the GfK MRI Teenmark study. **Due to tobacco and alcohol advertising standards, GfK MRI does not release titles that meet the unweighted reader count of 60 or more but do not subscribe to the Teenmark study. This exception does not apply to magazines whose editorial focus is partly or predominantly teens.**
- (2) No newly measured magazine will be released for the first wave. GfK MRI will release a newly measured magazine after two waves of measurement if:
  - (a) The magazine meets standard #1.
  - (b) GfK MRI's evaluation of the data does not suggest the need for additional measurement before release. GfK MRI's evaluation considers the homogeneity of the audience, the variation of the sample weights and stability from wave to wave. This evaluation ensures that the newly measured magazine has demonstrated a reliable estimate over at least two waves.
- (3) If a magazine has once been released, then subsequently falls marginally below standard #1 requirements, the magazine may continue to be released for up to three subsequent reports, subject to GfK MRI's evaluation of data.
- (4) Magazines of a specialist or "vertical" nature that are sold as members of a group may or may not be released as part of the Reporter program, by agreement between GfK MRI and the publisher. However, these magazines will be released if they meet the abovementioned standards.
- (5) A magazine that, **in GfK MRI's judgment**, undergoes a radical change, including but not restricted to change of name, publication frequency, circulation or editorial approach, may be suspended from release for no more than two waves.
- (6) Magazines that require measurement changes, such as variant publication intervals, may require two waves of evaluation by GfK MRI before release.
- (7) Magazines that do not or cease to carry advertising may, **at GfK MRI's discretion**, not be reported as a stub on the Reporter program.
- (8) A magazine will **only** be released in the TwelvePlus database if it is released in Doublebase, measured in both waves of Teen **and subscribes to the Teenmark study.**