

## IF YOU'RE AN ADVERTISER IN ANY GOLF PUBLICATION THEN READ BELOW...

Next time you place advertisements or run inserts in any golf publication make sure it has been independently audited. It could save you thousands...

Basically, golf publications providing you with circulation and readership figures who are not a member of the Circulations Audit Board (CAB or ABC) are quite possibly telling you very misleading information. This misleading information can have a huge impact on your important marketing campaigns throughout 2011. We all can't afford to waste money in these tough times ahead. Can we? Just look out for the CAB or ABC logo in each publication. Just like the one on the top of this advertisement. As long as you see the logo then you have nothing to worry about.

### **Inside Golf is a proud member of the Circulations Audit Board**

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#### ABOUT THE CAB

Since 1957, the CAB has been providing advertisers, marketers and media buyers with verified distribution data, delivering credibility to the media industry. Members interested in the data include advertisers, advertising agencies and research companies. Audits are conducted for Business, Professional & Specialty publications, E-Mail Distribution publishers, provider of Unaddressed Distribution and Web Site publisher members. As a not-for-profit industry organisation, the CAB is governed by a Board of Directors elected from the membership on an annual basis. The CAB works closely with the industry to provide services relevant to members needs while providing the integrity of third party verification of data.

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#### WHAT IS A CAB AUDIT?

CAB provides audit services for a range of media formats. This includes the Print Distribution Audit for the publishers of business, professional and specialty publications, community language publications and newspapers and community newspaper publishers. A CAB print distribution audit verifies the average net distribution per issue of a publication in a defined audit period. Every copy within the defined six or twelve month period is verified to produce the Average Net Distribution of an issue. This highlights the printing and method of distribution, number of issues and the publishing frequency of each publication. There are two audit periods, April to September, and October to March.

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#### WHY HAVE AN AUDIT?

- **Integrity** Increase the integrity of your products with the proven accountability of audit.
- **Credibility** A guarantee for advertisers that your circulation has been independently verified and that they can trust the figures.
- **Competitive advantage** The moral high ground within your marketplace. Being audited identifies a publisher as an ethical business partner and one that has met the rigorous standards of audit.
- **Comparable & transparent data** Measures are uniform providing comparability between publications for use by advertisers and agencies.
- **High profile among media buyers** The ABC and CAB are highly regarded within the media industry.

For a full distribution list visit  
[www.insidegolf.com.au](http://www.insidegolf.com.au)

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CIRCULATIONS  
AUDIT BOARD

*Inside Golf is a proud member of the Circulations Audit Board  
CAB Audit Member since April 2006  
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For more information on the CAB visit: [www.auditbureau.org.au](http://www.auditbureau.org.au)*