

Platform Summary Report



Print



Digital



Total



Email



Website



Event





AUSTRALIAN JOURNAL OF PHARMACY

Publisher Australian Pharmaceutical
Publishing Co Ltd
<http://www.ajp.com.au/>

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Platform Summary

Platform	Platform Icon	Platform Name	Platform URL
PRINT		AUSTRALIAN JOURNAL OF PHARMACY	
		21,580 Average Net Distribution (AND)	1.54% Verified Bulk (%)
			Sep 18 Period Ending
WEB		Ajp.com.au	
		3,464 Av. Daily UB	224,089 Page Impressions
			Oct 2018 Period Ending

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Detailed Reporting

PRINT		cab		AUSTRALIAN JOURNAL OF PHARMACY	
Sep 18 Period Ending	Y Audit Type	B&P Publications Publication Type	Monthly Publishing Frequency		
21,580 Average Net Distribution	1.54% Verified Bulk (%)	0.5% Change YOY			
The 'AND' includes distribution from the following channels:					
21,247 Mailed to Individuals	24 Advertisers or Clients	309 Exhibitions, Seminars and Conferences	333 Bulk Distribution		
Geographical Analysis					
7187 NSW	5249 VIC	4558 QLD	1313 SA		
2,267 WA	143 NT	497 TAS	340 ACT		
2 NZ	24 OS				
Verified Recipient Reporting					
0 Total Verified Recipients					

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Detailed Reporting

WEB 		Ajp.com.au	
Oct 2018 Period Ending	Monthly Audit Type	Australian Traffic	
3,464 Average Daily UBs	12.54 % UBs Change	224,089 Page Impressions	
134,683 Total Sessions	13,236 Total Time	2.10 UB Frequency	98.30 Average Session Duration
59.10 Average Page Duration			

About the AMAA

Brand Report Purpose

The Brand Report provides a broader understanding and identification of all the audited touch points that a brand has with recipients. It is designed to present an analysis of the communication channels utilised by a brand to reach its audience. The reported data is not de-duplicated across channels, but reports the interaction within individual channels.

About the AMAA

The AMAA is the industry-owned auditor for the media industry providing solutions that empower members and media professionals to transact with greater trust and confidence.

The AMAA is expert at establishing standards to verify trading inventory and delivering compliance and audit processes to ensure adherence to these standards.

With a heritage dating back to 1932 it is a not-for-profit industry organisation that brings together advertisers, media buyers and media company members with a common interest in accountability.

AMAA independently verifies print and digital circulation and distribution, website analytics, exhibition and conference attendance and email newsletter distribution. For further information please visit www.auditedmedia.org.au or contact us at AMAA, Level 4 63 York Street, Sydney NSW 2000. Tel: +61 2 9954 9800 or info@auditedmedia.org.au

Disclaimer : No Attempt has been made to identify or eliminate duplication that may exist across media channels