

Platform Summary Report



Print



Digital



Total



Email



Website



Event



AUSTRALIAN JOURNAL OF PHARMACY

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

T (02) 8117 9500
E david.weston@appco.com.au



Platform Summary

PRINT	AUSTRALIAN JOURNAL OF PHARMACY		
 cab	20,741 Average Net Distribution (AND)	1.99% Verified Bulk (%)	Mar 20 Period Ending
WEB	Ajp.com.au		
	4,879 Av. Daily UB	239,550 Page Impressions	May 2020 Period Ending

Platform Summary Report



Print



Digital



Total



Email



Website



Event

AUSTRALIAN JOURNAL OF PHARMACY

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

T (02) 8117 9500
E david.weston@appco.com.au



Detailed Reporting

PRINT		cab		AUSTRALIAN JOURNAL OF PHARMACY			
Mar 20	R	B&P Publications		Monthly			
Period Ending	Audit Type	Publication Type		Publishing Frequency			
20,741	1.99%	-4.4%					
Average Net Distribution	Verified Bulk (%)	Change YOY					
The 'AND' includes distribution from the following channels:							
20,328	16	397		413			
Mailed to Individuals	Advertisers or Clients	Exhibitions, Seminars and Conferences		Bulk Distribution			
Geographical Analysis							
6722	5062	4555		1266			
NSW	VIC	QLD		SA			
2,162	145	457		332			
WA	NT	TAS		ACT			
6	34						
NZ	OS						
Verified Recipient Reporting							
N/A							
Total Verified Recipients							

Platform Summary Report



Print



Digital



Total



Email



Website



Event


AUSTRALIAN JOURNAL OF PHARMACY

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

T (02) 8117 9500
E david.weston@appco.com.au



Detailed Reporting

WEB 		Ajp.com.au	
May 2020 Period Ending	Monthly Audit Type	Australian Traffic	
4,879 Average Daily UBs	6.18 % UBs Change	239,550 Page Impressions	
174,070 Total Sessions	9,964 Total Time	1.40 UB Frequency	57 secs Average Session Duration
42 secs 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, Suite 6.01, Level 6, 127 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