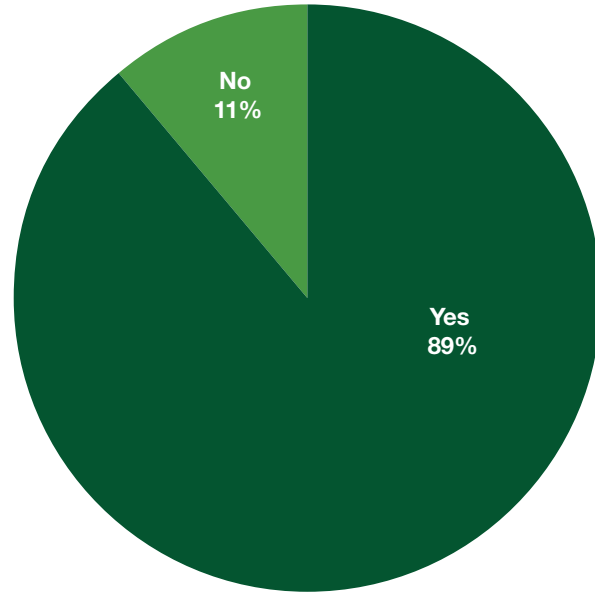
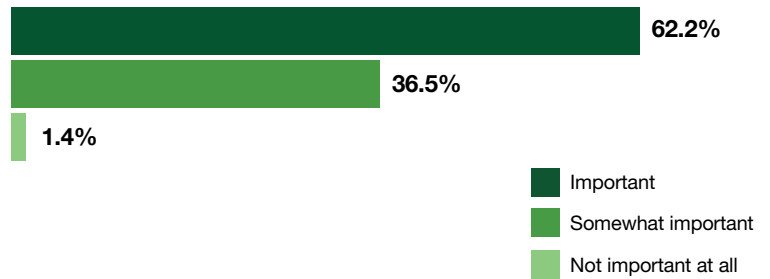


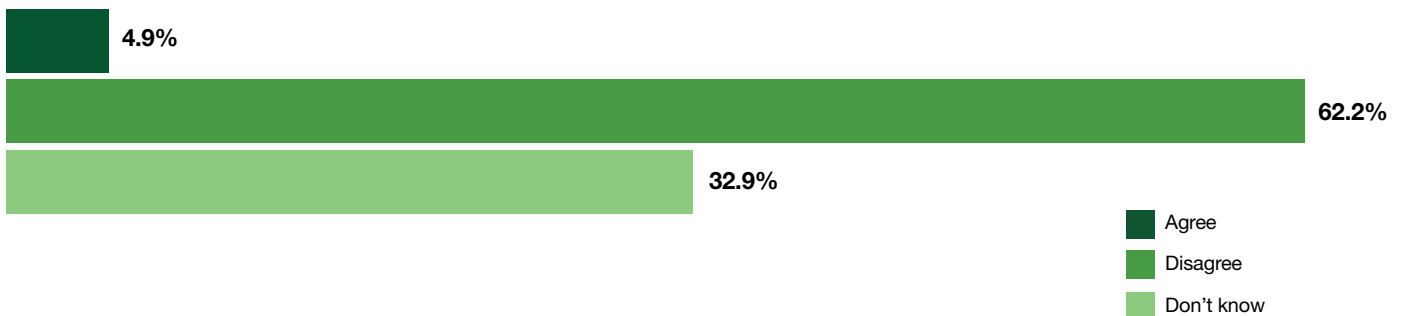
When making ad buying decisions for your client, do you inquire if the publication and/or website is audited by a third-party auditing firm?



If you answered “yes” to question #1, how important is a third-party audit to your buying decision? (check only one)

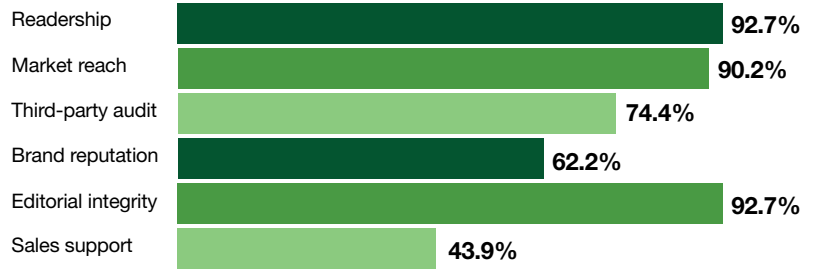


Please respond to the following statement: “All third party auditing services are the same.” (check one)

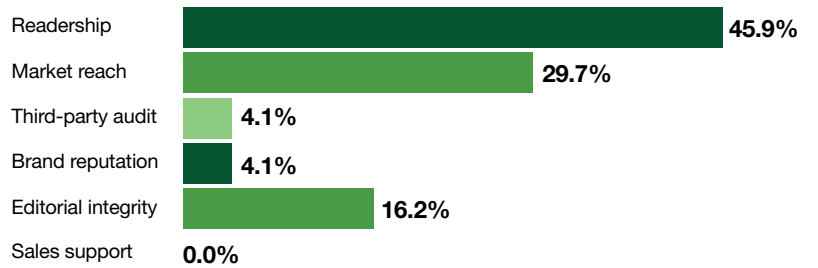


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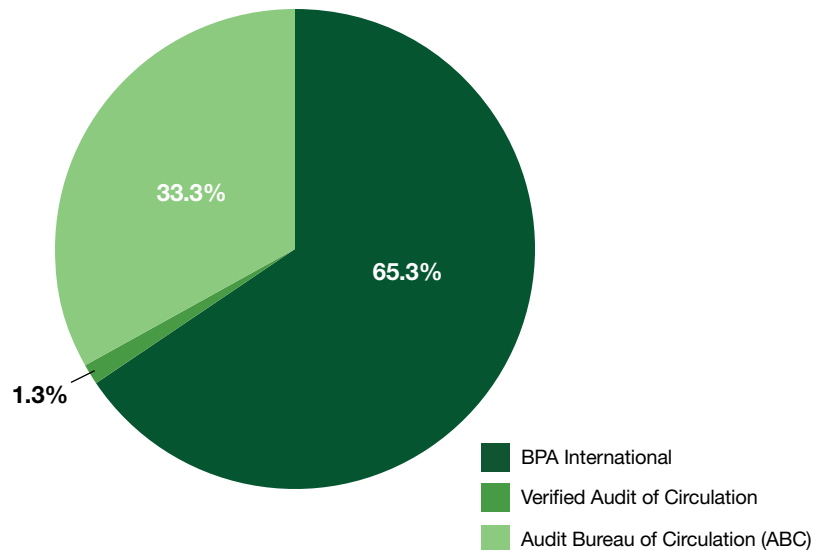
What factors do you consider when making your media buying decisions? (check all that apply)



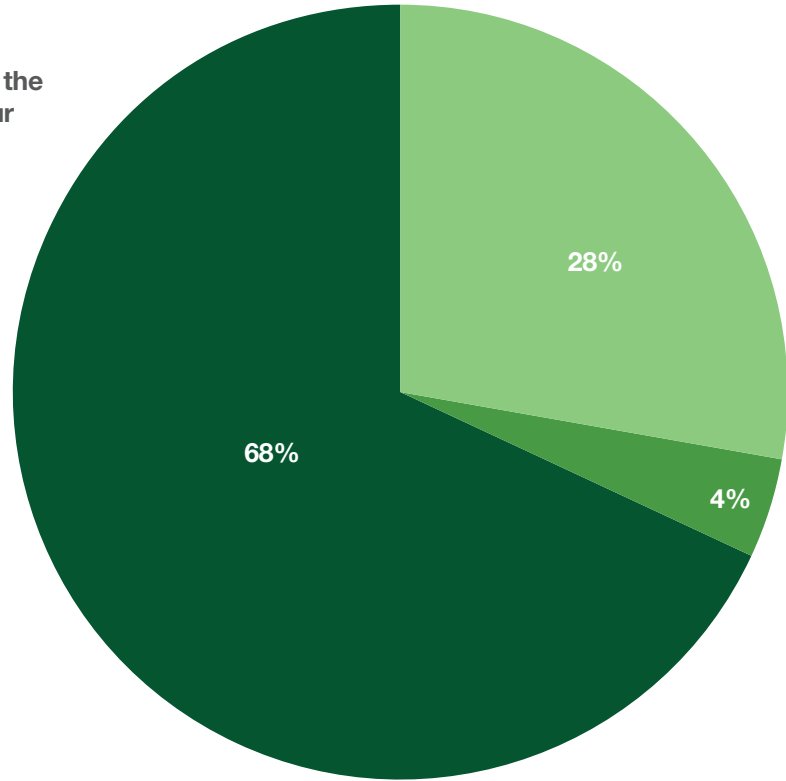
What is the single most important factor you consider when making your media buying decisions? (check only one)



Which third-party auditing service engenders the greatest level of trust within your organization? (check only one)

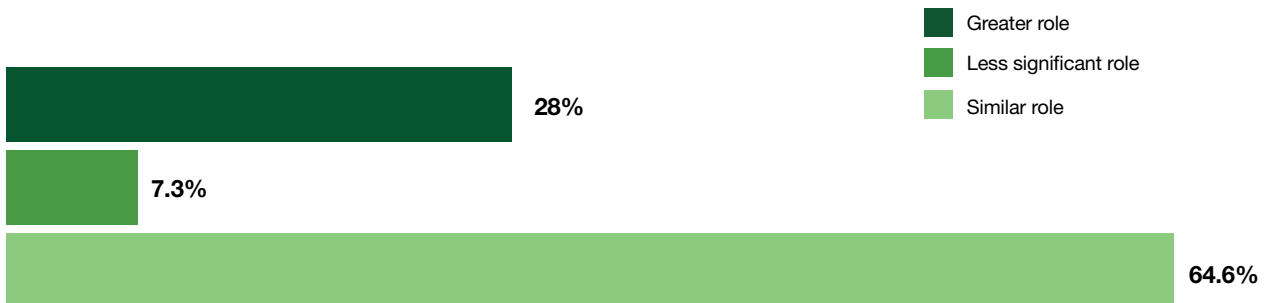


Which third-party auditing firm offers the most valuable/worthwhile data to your organization? (check only one)



- BPA International
- Verified Audit of Circulation
- Audit Bureau of Circulation (ABC)

With the rapidly changing business environment, will third-party audits play a greater, less significant or similar role in your media buying decisions in 2010/2011? (check only one)



- Greater role
- Less significant role
- Similar role

**Is there anything else you would like to add as it relates to your perceptions of third-party audits?**

1. Please audit online properties
2. No - we "trust" an unbiased audits and those are the #'s we use when analyzing company and planning the buys.
3. On-line is dominant audit need
4. 3rd party audits are invaluable tools if done correctly and on a timely basis
5. Not all B2B categories are audited. Makes it harder to compare apples to apples.
6. Frequently our clients shy away from pubs w/o an audit
7. I always just assume they are audited.
8. Web audits are needed. Most importantly - clients (and growing number of agencies) don't respect audits.
9. Hoping online is more standardized as far as auditing in near future.
10. We assume it's inflated by comp-ed circ.
11. Would love to know more about them. I see on-line venues audited.
12. I will always choose and audited pub over a non-audited when given a choice.
13. The more they tell me about audience composition and geographic distribution, the better.



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## Research Methodology

The purpose of this study was to gain a better understanding of the perception of third party audits by media buyers, as well as gain knowledge of the factors that influence their media buying decisions. This select group of individuals make critical, executive advertising decisions and are seldom surveyed by B2B media.

The objectives of this study were accomplished by mailing a blind survey from the Industry Research Center with a postage paid envelope for the return survey. The sample consisted of 483 names selected from GIE Media's client database of media directors and media buyers at advertising agencies serving the lawn, snow, pest control and golf markets. Factoring in a total number of 51 nondeliverables, the the number of individuals that responded to the survey totaled 20%.

## Summary of Mailing

A mailing sent from Industry Research Center containing the survey and postage paid envelope was sent to clients on May 15, 2010. Tabulation was completed June 15, 2010.

## Results

Results of this survey are not to be promoted without the permission of GIE Media, Inc.

### GIE Media Inc.

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