



news release

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FOR IMMEDIATE RELEASE

BPA and the UK's association of B2B agencies formalize relationship through associate memberships

Shelton, CT 30 June – BPA Worldwide, the only organization that audits circulation, traffic and attendance data for print, online and events media on a global basis, and abba, the UK-based Association of B2B Agencies, have announced that they are to formalize their relationship by exchange of Associate Membership.

The two not-for-profit organizations are to confer mutual associate membership status which will provide abba member agencies with access to BPA's library of circulation reports as well as its collection of media measurement tools and educational services. In the UK, BPA has particular experience in auditing business-to-business media within the technical B2B sector as well as media with an international reach in both audience and advertising terms.

These data resources include circulation data on all print titles audited by BPA, as well as web traffic data. The BPA Interactive tool, utilizing Nielsen Online's tagging technology, addresses the growing market need to enable audited print circulation and audited web traffic data to be concurrently reported to better demonstrate a brand's overall reach.

"The prospect of a relationship with abba is very attractive to us," explained Stuart Wilkinson, BPA Worldwide's Managing Director for EMEA. "BPA is a globally recognized specialist in business-to-business media auditing and so a relationship with the leading community of B2B agency professionals in the UK will prove mutually beneficial."

John Stanton, Chairman of abba, which supports agencies and client marketers that work in B2B marketing and communications by providing a platform from which to promote their businesses, exchange ideas and best practices, saw similar benefits in the relationship. "We see a great opportunity for our members to increase their understanding of media metrics and audits and provide more value to our clients' media needs through our association with BPA. We are delighted to be associate members of BPA and look forward to a rewarding relationship."

About BPA Worldwide A not-for-profit organization since 1931, BPA Worldwide is governed by a tripartite board comprised of media owners, advertising agencies and advertisers. Headquartered in Shelton, Connecticut, USA, BPA has the largest membership of any media-auditing organization in the world, spanning more than 30 countries. Worldwide, BPA serves more than 2,500 media properties—including over 1,700 B-to-B publications, more than 300 consumer magazines, 150 newspapers, 300+ web sites, 50 events, email newsletters, databases, wireless and other advertiser-supported media—as well as more than 2,700 advertiser and agency members. Visit www.bpaww.com for the latest audit reports, membership information and publishing and advertising industry news.

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