



## CITY AND REGIONAL MAGAZINE ASSOCIATION MAGAZINE MEMBERSHIP GUIDELINES

To qualify for membership in the City and Regional Magazine Association, a magazine must:

1. Be published at least quarterly with general interest content focused on life and living in a specific city, state, or region.
2. CRMA has adopted the 2015 ASME editorial guidelines as the editorial guidelines for CRMA. Member publications must comply with those guidelines which among other standards requires publications to exhibit a clear distinction between editorial and advertising in typography and the conspicuous labelling of special advertising sections, and avoid the placement of advertising pages adjacent to related editorial materials in a manner that implies editorial endorsement of the advertised product or service.
3. Be audited or have circulation verified by an independent entity acceptable to CRMA\* within 15 months of becoming a member of CRMA and to obtain an updated circulation audit not less than every two years thereafter.
4. Active voting membership in CRMA is available to those publications with 60% or more in audited paid circulation or to those publications which have a USPS periodicals postal permit. Affiliate, non-voting membership is available to those publications with less than 60 percent paid circulation.
5. CRMA member publications may not have more than 25% of total audited distribution by way of unrequested hotel copies, unrequested waiting room copies or through free rack distribution.
6. Remit membership dues within 30 days of billing.
7. Submit copies for review by members of the Membership Committee and Board of Directors for adherence to content guidelines every two years following acceptance.
8. CRMA members are required to donate up to 1 full page, 4-color ad in each calendar year to the association. This ad can be used for promotions, public service announcements or resold by a member or by the association with the proceeds going to benefit the management and operation of CRMA.

Failure to comply with the membership guidelines of the City and Regional Magazine Association may result in the following remedial actions by the Board of Directors.

1. A warning letter explaining non-compliance with recommended remedies and

a time frame for effectively addressing these issues.

2. Prohibition from submitting any entries for consideration in the CRMA Annual Awards of Excellence and participation in Publishers' Roundtables.
3. Termination based on a vote of three-fourths of the Board of Directors.

All recommendations of the Membership Committee regarding membership are subject to final approval by the CRMA Board of Directors.

\*Circulation audits shall be performed by BPA, ABC, VAC or CVC. For publications located outside the US, firms providing equivalent audit services may be accepted at the discretion of the Membership Committee.

Adopted by the  
CRMA Board of Directors  
October 2, 2015

### **CRMA Approved Audit Firms**

#### **Circulation Verification Council**

383 S Kirkwood Road, Ste. 102 St. Louis, MO 63122  
Toll Free: 800-262-6392  
Fax: 314-822-0666

#### **Alliance for Audited Media**

Headquarters  
48 W Seegers Road  
Arlington Heights, IL 60005  
Tel: 224/366-6939  
Fax: 224/366-6949

#### **BPA Worldwide**

Corporate Headquarters  
100 Beard Sawmill Road, 6th Fl.  
Shelton, CT 06484  
Tel: 203/447-2800  
Fax: 203/447-2900

#### **Verified Audit Corporation**

900 Larkspur Landing Circ #295  
Larkspur, CA 94939-1758 Sales: 800/775-3332  
Corporate: 415/461-6006 Fax: 415/461-6007

