

Mumbrella Daily Newsletter



Average Net Delivery

38,899

The information contained in this document is in respect of the average number of emails distributed as detailed, within the three-month period October 1, 2014 to December 31, 2014.

Total Number of Issues Audited: 10

Number of Issues per year: 246

2. Analysis of Average Net Delivery

Audited Distribution Breakdown	Number of Issues
October 2014	5
November 2014	5

Delivery of this email newsletter is free of charge to verified 'opt'in' only email addresses.

Publisher Details:

Name of Publisher: Focal Attractions Pty Ltd

Address: Mumbrella House, 46-48 Balfour Street, Chippendale, NSW 2008

Phone: 02 8296 0229 Website: www.focalattractions.com.au



Definitions:

Average Net Delivery: is the average number of Opt-In email addresses less non-delivered emails, receiving the product within the audit period.

Issues: are the number of instances the email was published and delivered to the distribution list.

We have examined the activity records and other data presented by this Email Publisher for the period covered by this audit report. Our examination was made in accordance with the AMAA's established procedures, and included such tests and other audit procedures as we considered necessary under the circumstances. In our opinion, the email delivery shown is fairly stated in this report, and the other data contained in this report are fairly stated in all respects to the material in the activity.

The audit opinion expressed in this report has been formed on the above basis.

Appointed Auditor: Arry Kusnadi

Date: 24 February 2015



Audit conducted by
Audited Media
Association of Australia