

Cancer Health Completes BPA Worldwide Consumer Initial Audit

August 21, 2018

Cancer Health has completed its first BPA Worldwide consumer magazine audit.

Glenn J. Hansen, BPA Worldwide President, praised Cancer Health for voluntarily opening its records to independent verification and documentation of its circulation data.

Hansen pointed out that the audit facilitates the buying and selling of advertising space. A BPA Worldwide consumer magazine audit provides advertisers and agencies with assurance that the magazines they choose to invest in do, in fact, reach target audiences for specific ads. The BPA Worldwide audit also helps media companies by documenting the quality of their audiences.

Copies of the initial BPA Worldwide audit report for Cancer Health are available from BPA Worldwide or the publisher.

Cancer Health will be issuing semi-annual Brand Reports.

BPA Worldwide conducts its circulation audits on an annual basis following accepted auditing procedures. In addition to verifying exact counts of recipients, BPA Worldwide also documents that they are qualified in the markets served by the publications.

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About BPA Worldwide BPA Worldwide is in the business of providing assurance. For 80+ years as a not-for-profit assurance service provider, BPA was originally created by advertisers, advertising agencies and the media industry to audit audience claims used in the buying and selling of advertising. Today, in addition to auditing audience claims, through its iCompli service, BPA verifies compliance to defined government, industry, and organizational standards as well as adherence to privacy, data protection and sustainability guidelines and best practices. Performing nearly 2,600 audits in over 25 countries, BPA is a trusted resource for compliance and assurance services. Its latest offering, Ad iCompli, measures and scores online ad campaign performance for business and consumer marketers.

For more information on BPA and its services, please visit our [website](#).

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