

## Zocard gets audited



By: Rayana Pandey, Singapore  
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- **ZoCard gets audited**
- **Marks the second time after 2006**
- **Close to 2m postcards distributed 3 months**

Singapore - Free card company ZoMedia has received the Certificate of Audit Verification from Audit Bureau of Circulation (ABC) for its' flagship product, ZoCard.

ZoCard was previously audited in 2006. Conducted during the third and fourth quarter 2008, ZoCard's distribution rate stood at of 1,877,500 and 1,427,500 in the respective quarters, across a total of 492 venues.

"This certification is a step in the right direction for the company as it proves that we are now also a serious option for an alternative advertising medium," Pierre Perrett, creative director of ZoMedia, said.

"It's a great achievement on our part to be able to receive the ABC audit certification as it gives us greater transparency not only towards our clientele but also to the general public," Monica Magnitun, director of ZoMedia said.

ZoCards are advertising postcards targeted at PMEBS between 24-35 years of age. These postcards of various designs and advertising content are made available free-of-charge Island wide, including bars, cafes, shopping centres and educational institutions.