

## 2023-2024 VAM Monthly Release Schedule



We have prepared additional material to assist you

Feel free to watch our **"How to read VAM Data: Video"** or read our **"How to Read VAM Data: Reference Guide"** document for additional information in our **VAM Resources** (<https://numeris.ca/vam/resources/>).

You can also refer to our **"Glossary of Terms"** (<https://numeris.ca/glossary/>) should you need any help around frequently used terms about Cross-Platform, Cross-Media audience measurement solutions.

If you have any questions, please visit our **website** (<https://numeris.ca/>) or contact your **Client Services Executive** ([csrequests@numeris.ca](mailto:csrequests@numeris.ca)).

BROADCAST WEEKS	BROADCAST MONTH	MEASUREMENT WEEKS	DATE OF VAM MONTHLY RELEASE
1 - 4	September	August 28, 2023 - September 24, 2023	October 19, 2023
5 - 9	October	September 25, 2023 - October 29, 2023	November 23, 2023
10 - 13	November	October 30, 2023 - November 26, 2023	December 21, 2023
14 - 18	December	November 27, 2023 - December 31, 2023	January 18, 2024
19 - 22	January	January 1, 2024 - January 28, 2024	February 23, 2024*
23 - 26	February	January 29, 2024 - February 25, 2024	March 21, 2024
27 - 31	March	February 26, 2024 - March 31, 2024	April 18, 2024
32 - 35	April	April 1, 2024 - April 28, 2024	May 24, 2024*
36 - 39	May	April 29, 2024 - May 26, 2024	June 20, 2024
40 - 44	June	May 27, 2024 - June 30, 2024	July 18, 2024
44 - 48	July	July 1, 2024 - July 28, 2024	August 22, 2024
49 - 52	August	July 29, 2024 - August 25, 2024	September 19, 2024

Subject to change

\*Delivery moved by 1 day due to statutory holiday

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