



Credibility In Media

CIM RULEBOOK

Becoming a member

A company can become a member of the CIM if it belongs to one of the three CIM member families: **advertisers**, media agencies and advertising agencies (called “**Intermediaries**”), or media companies and their sales houses (called “**Media**”).

To become a member, you must complete a membership application form, available on our website.

As an **Advertiser**, this is the only step required.

As an **Intermediary**, you must also indicate which CIM data access package you choose. This varies depending on the size of your company and the study (or studies) you wish to access. The package is selected at the same time as the membership application.

As a **Media** company, you must specify the medium you wish to have measured, as well as the package chosen for the study (or studies) of your choice (**see “CIM studies”**).

Being a member requires payment of an annual membership fee, either as an individual member or an associate member (applicable in certain cases – Article 2.3 of the Internal Regulations).

Be sure to read the Articles of Association and the Internal Regulations, available on the “Downloads” page, before completing your membership application.

All applications are subject to approval by the CIM Bureau, followed by approval from the CIM Board of Directors.

Applications must be submitted in sufficient time to allow for all technical preparations. This timeframe may vary depending on the study. For applications from non-subscribers, the technical preparation period only begins after their membership has been approved.

Not part of one of these member categories?

Non-members may access CIM data under certain conditions, provided that the Board of Directors approves the principle of access and the type of data provided.

The Board of Directors has defined specific conditions for **media audit bureau’s** (see the specific document under “Downloads”).