



November 2011

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ABC Business Magazine Reporting Standards (UK)

Changes have been agreed to the ABC Consumer Magazine Reporting Standards. We have updated the latest Reporting Standards – 2011 Version 2 – to incorporate these changes and you can now view or download these from our website www.abc.org.uk.

1. Digital Editions – Society/Association/Organisation copies

Effective from reporting periods ending January 2012 onwards.

Currently the rules require digital edition copies claimed under the non-optional society category to be requested. As society copies are sent to a defined audience that generally receives the publication as a targeted benefit of their membership these copies, from the period stated above, will be claimable without being requested in digital format. Please note that the requirement for an email alert informing the individual the issue is available is still required.

Sections J3, J4 and J7 of the Reporting Standards have been amended to reflect this change.

2. Digital Editions – Corporate Subscriptions (paid)

Effective from reporting periods ending January 2012 onwards.

Currently an individual must opt to receive/view the digital edition if their copy is to be claimed in the lower rate corporate subscriptions category.

From the period stated above the publisher may (as an alternative) claim these copies without them being opted-in, providing they have notified the individual that the issue is available in the same manner as for free copies (i.e. via an email alert). The claim must exclude those copies where the email alert generates a hard bounce back.

Section J6.1 has been amended to reflect this change.

Setting the standard



The ABC Business Magazine Reporting Standards Group discussed and approved these changes. If you would like the Standards Group to review any current reporting standard or if you would like more information about how the above changes affect you, please contact your ABC Account Manager Alden Arnold (alden.arnold@abc.org.uk) or Ben Wignall (ben.wignall@abc.org.uk).

Setting the standard



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