



November 2011

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## ABC Consumer Magazine Reporting Standards (UK)

Changes have been agreed to the ABC Consumer Magazine Reporting Standards. We have updated the latest Reporting Standards – 2011 Version 4 – to incorporate these changes and you can now view or download these from our website [www.abc.org.uk](http://www.abc.org.uk).

### 1. Digital Editions – rate banding (effective from audit periods ending December 2011)

Currently the rules require digital edition copies to be analysed into rate bands by comparing the price they are purchased at with the price for a print copy – a digital edition copy sold in the US will therefore be compared against the US print copy cover price for example. The audit requirements of whether an individual's name and address details must be captured are also linked to this rate banding.

Although overseas print copy prices are usually set significantly higher to reflect the additional costs of overseas delivery, digital edition copies are generally sold for the same price in the UK and overseas.

This change removes this anomaly by requiring all digital edition copies to be analysed by comparing the price paid with the UK print copy price (i.e. Basic Cover Price for single copy sales and Basic Annual Rate for subscriptions).

The following wording has been added to section 18.4 of the Reporting Standards:

Note: From reporting periods ending December 2011: All paid digital edition copies must be claimed in the appropriate rate band by comparing the price paid with the UK print copy Basic Cover Price (single copy sales) and the UK print copy Basic Annual Rate (subscriptions).

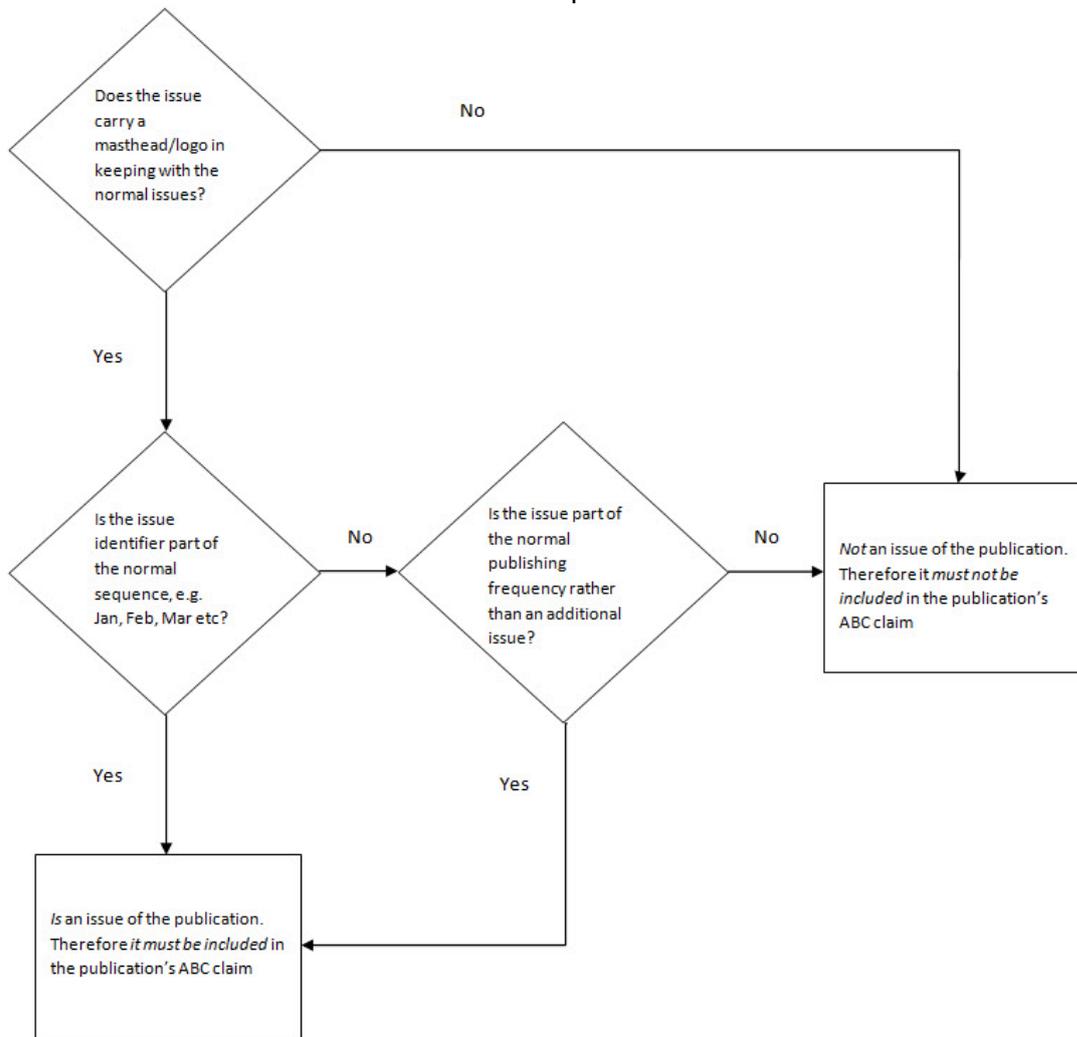
References to Basic Cover Price and Basic Annual Rate in section 18.6 have been amended to UK Basic Cover Price and UK Basic Annual Rate.

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## 2. Issues to be reported (effective immediately)

The rules require that every issue published must be reported on the ABC certificate. From time to time publishers publish 'special' issues and it is not clear whether these should or shouldn't be reported and publishers may either wish to include or exclude them. The following flowchart, which has been added to section 5.7.1 of the Reporting Standards, should be used to determine whether an issue must be included in an ABC claim for a period:



The ABC Consumer 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 [charlotte.brown@abc.org.uk](mailto:charlotte.brown@abc.org.uk) or [terry.rossiter@abc.org.uk](mailto:terry.rossiter@abc.org.uk).

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