



June 2012

Saxon House
211 High Street
Berkhamsted
Hertfordshire HP4 1AD

+44 (0)1442 870800
www.abc.org.uk

ABC Business Magazine Reporting Standards (UK)

Changes have been agreed to the ABC Business Magazine Reporting Standards. We have updated the latest Reporting Standards – 2012 Version 3 – to incorporate these changes and you can now view or download these from our website www.abc.org.uk.

1. Audit issue

The criteria for determining the Audit Issue (the issue which is analysed by circulation category on Business Magazine certificates) has been simplified. The change has been made in order to reduce the significant costs of additional programming in new ABC systems. This change will be effective from periods ending January 2013 onwards.

The new criteria are as follows:

R2 IDENTIFYING THE AUDIT ISSUE

- The Audit Issue is the issue distributed nearest to the first day of the last month* in the Reporting Period, which also falls within the Reporting Period.

For example:

- *The Audit Issue for a period ending 31st December will be that distributed nearest to 1st December.*
- *The Audit Issue for a period ending 30th June will be that distributed nearest to 1st June*
- *The Audit issue for a 3 month period ending 30th September will be that distributed nearest to 1st September.*

*Due to the possible effect of the Spring Bank Holiday on newstrade sales, weekly publications reporting to a June period end may choose to report the subsequent issue.

2. Sources from related parties

An anomaly has been identified at audit regarding the treatment of addressees' details where the source is a publisher's own exhibition attendance/registration lists. The rules currently allow us to accept this information as a source where we have already audited the show, but not where this work has yet to be completed.

Setting the standard



The rules have been changed to allow ABC to verify the addressee's data at audit by direct contact with the addressee (as would happen during the exhibition audit). This change is effective immediately and is shown by the struck through text as follows:

H8.1 Sourcing from related parties

A related party is NOT a third party. Therefore a list provided by a related party is NOT a valid source (please see section N for the definition of related party).

However in the following limited circumstances related party data may be valid:

At least one of the following three criteria must apply:

- 1) We have ~~previously~~ audited and verified the data at audit to be compliant with all the requirements necessary for the circulation claim in question
- 2) The related party can provide original source documentation for the addressees on the list
- 3) You have purchased the list from the related party and:
 - You have paid a purchase invoice (money must have changed hands - an inter-company accounting transaction is NOT sufficient)
 - The data on the list is sold as part of an established list rental/sale business. The onus is on you to provide suitable proof of this fact. Examples of suitable proof include promotional material and data rental/sale invoices

3. Digital Editions – optional reporting

You now optionally report additional information about the delivery of digital edition copies. The rule change, which is effective immediately, is as follows:

J4 REPORTING OF DIGITAL EDITIONS ON THE ABC CERTIFICATE [extract]

- Publishers may as an option report a breakdown of Digital Editions by browser, device or other identifiable and auditable metric.

4. Digital Editions - optional statement reporting those that have opted for both print and digital editions

Apart from those who have paid at least 120% of the print copy price to receive both a print and digital edition, those individuals who opt to receive a digital edition copy as well as receiving a print copy of the publication can only be claimed once in the ABC circulation figures, as a print copy.

From reporting periods ending June 2012 you can demonstrate the demand for your digital editions by optionally stating on your certificate the average number of additional digital edition copies per issue that have been requested or paid for by individuals, but which are not included in the ABC circulation figures because a print copy to those individuals has been claimed. The new rule wording is as follows:

J4 REPORTING OF DIGITAL EDITIONS ON THE ABC CERTIFICATE [extract]

- Publishers may optionally make a statement on the certificate of the average number of additional digital edition copies per issue that have been requested or paid for by individuals, but which are not included in the ABC claim because a print copy to those individuals has been claimed.

Note:

- Only one additional digital edition copy per issue per individual can be claimed.
- For these digital edition copies the requirements of entitlement, availability and notification (if needed) as detailed above must still be complied with.

5. Optional Summer 2012 certificate (to allow for product offerings around the Olympics and Paralympics)

We will be able to issue separate optional certificates for the summer of 2012 (between July and September 2012). This is to allow you the opportunity to report ABC audited data for publications where, for the purpose of specific Olympic/Paralympic Games related activity, either the content or delivery have been changed in a way that would ordinarily make those copies ineligible for inclusion on an ABC certificate.

The following rule provides more detail:

OPTIONAL REPORTING PERIODS

Q3.4 Summer 2012 (between July 2012 and September 2012)

Publishers may wish to change or adapt their ABC registered product offering to take advantage of opportunities offered by the hosting of the Olympic Games and Paralympic Games in the UK. Publishers may also choose to produce a standalone special edition.

We recognise that this might result in changes to the product that under ABC rules might render some copies ineligible to be included on the product's normal ABC certificate. This could include changes to distribution quantities or locations, or changes to editorial or advertising content for example.

Setting the standard



ABC wishes to allow publishers the option to report audited data for these copies or issues, on a one-off basis, separate to the normal ABC certificate schedule.

Copies claimed will still need to comply with the key requirements of ABC circulation categories and eligibility.

Any copies included in a separate ABC certificate under these provisions cannot also be included on the publication's normal ABC certificate. ABC reserves the right to add any statements it considers appropriate to ensure transparency on the optional certificate.

Publishers considering an optional certificate for this purpose must contact ABC in advance to discuss the suitability of their requirements for separate certification and audit costs.

The ABC Business Magazine Reporting Standards Group discussed 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



INVESTORS
IN PEOPLE | Bronze