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March 2012

ABC – Republic of Ireland Paid Newspaper Reporting Standards

Changes have been agreed to the ABC Republic of Ireland Paid Newspaper Reporting Standards.

The latest Reporting Standards – 2012 Version 2 – incorporate these changes and are available to download from the ABC website www.abcireland.ie.

1. Reporting of editions

The reporting and auditing of editions is to be simplified. For issues distributed on or after 2 January 2012 all editions reported on the ABC certificate will be reported with an average circulation and breakout by circulation type, not just those with a change in ROP (display) advertising which has been the case up to this point.

The amendments made to the Reporting Standards are shown below by shading and struck-through text.

T2 EDITIONS [extract]

If the above conditions are met, then the publication(s) will be considered editions of the parent publication.

This means that the edition can be included on the same ABC certificate as the 'parent' publication with the following conditions:

- You must report the edition names
- ~~If there are any changes in ROP (display) advertising between editions (including any supplements see section S3) then we~~ Whether there are any changes in ROP (display) advertising or not, we will add the word [Series] to the publication's name in ABC documentation and you must report the average circulation and breakout by circulation type for each edition

If the above conditions are not met, then the publications are not considered to be editions of the parent publication but effectively different publications. If you wish to have these certified you must submit separate return forms for each and we will report them on separate certificates.

Setting the standard



If we judge that differences exist in the marketing or identification of any edition sufficient to create the appearance of a separate publication, we will require that it be separately registered with ABC.

2. Paid Postal Subscriptions – reporting of overseas copies

From reporting periods beginning January 2012 the requirement to break out paid postal subscriptions outside of Ireland and the UK is removed if they are less than 5% of the total average figure claimed in the category Newstrade, Single Copy and Subscription Sales.

The amendment to the Reporting Standards is shown below by shading.

PAID POSTAL SUBSCRIPTION SALES

E3 REPORTING

- You must combine your claim for paid postal subscriptions with copies claimed for pre-paid non-postal subscriptions and:
 - Newstrade and single copy sales (section B)
 - In-house controlled direct delivery (section C)
 - Employee copies (section D)
- You must analyse the average number of copies per issue as follows:
 - UK/ROI: either as 'Basic Cover Price' or 'Below Basic Cover Price' by comparing the subscription rate paid with the Basic Annual Rate (BAR) published or registered for that class of subscriber. Subscription periods of less than one year should be compared with the BAR on a pro rata basis.
 - Overseas: as one figure. Note: You only need to breakout paid postal subscriptions outside of Ireland and the UK if they are 5% or more of the total average figure for the Newstrade, Single Copy and Subscription Sales category (i.e. 5% of the combined UK, ROI and Overseas circulation for copies claimed under sections B, C, D and E of this rulebook). If they are less than 5% this means you can include them with UK/ROI copies.

3. Single copy sales – counter sales (non-daily publications)

For issues distributed on or after 2nd January 2012 publishers of non-daily publications are allowed to treat their counter sales made in a week as a sale of that week's issue, simplifying the record keeping needed. This will alleviate the need to record separately by issue the counter sales of different issues.

The amendment to the Reporting Standards is shown below by shading.

NEWSTRADE AND SINGLE COPY SALES [extract]

B4 RECORDS REQUIRED

Setting the standard



You will need to retain and make available for audit all records required to support your newstrade and single copy sales claim, including:

- Financial records and contracts with distributors, wholesalers and retailers.
- Issue by issue records showing gross supply and returns for each issue (in number of copies and financial terms) in the audit period.

Note: As an alternative, where a non-daily publication is sold by the publisher at their counter direct to the public, those copies sold in a week (Monday to Sunday) can be recorded and claimed as sales against the issue published in that week, regardless of whether the issue might be cover dated to a different week.

4. Exclusion of copies purchased by press cutting agencies

For issues distributed on or after 2 January 2012 the requirement to exclude copies purchased by press cutting agencies is removed. The reason for this change is that experience shows the number of copies involved is small and the effort required to track and remove these copies from ABC claims is disproportionate.

The amendment to the Reporting Standards is shown by struck-through text.

DISALLOWED COPIES

O2 FREE COPIES, OFFICE COPIES, PRESS CUTTING AGENCIES, BACK ISSUES, FULL COPIES

You cannot claim any:

- Free copies distributed to contributors, advertisers or advertising agencies, press cutting agencies (this does not apply to free letterbox delivery of single copies)
- File or office copies
- ~~Copies purchased by press cutting agencies (unless claimed under regular or issue specific multiple copy/bulk sales).~~
- Back issues except bona fide single copy sales or single copy subscription sales of back issues providing they bear a cover date less than 12 months prior to the date of sale. Therefore you cannot claim bound volumes of back issues.
- Copies that are not bona fide full copy sales. Therefore you cannot claim separate sales of supplements.

5. Social Media

Rules have been added to the Paid Newspaper Reporting Standards to allow the reporting of a basic measure of social media audience(s) on a product's Multi-Platform Certificate (note: not on the ABC print certificate). This can be reported from April 2012.

The following section P has been inserted and the existing sections from P onwards re-categorised (P to Q, Q to R etc).

SECTION P SOCIAL MEDIA (MULTI PLATFORM CERTIFICATE ONLY)

P1 INTRODUCTION

You can optionally report your product's social media audience on an ABC Multi Platform Certificate.

P2 REQUIREMENTS

- We will need to agree the social media audience metric and specific services (as stated by the URL) to be reported in advance.
- The metric can only be claimed for specific services (by URL). *For example http://twitter.com/#!/ABC_UK. Note:*
 - Counts for different services cannot be aggregated.
 - You can separately report as many specific services as you wish.
- We will need access to the website where the metric is displayed.
- You must record the metric for each service on the last working day of each month and email your claim for each service to us.
- Depending on the nature of your social media metric or technologies available we may agree a different submission or verification system with you.

P3 METRICS

- We have included below examples of metrics that may be reported. These are not intended to be exhaustive. If you wish to report a social media metric that is not identified below please contact us to discuss.

Examples of metrics that can be reported include Facebook likes or fans, Twitter followers and LinkedIn connections.

P4 REPORTING

We will include on the Multi Platform Certificate for each specific service:

- The URL, social media brand, metric label and count for each month covered by the product's ABC Multiplatform Certificate.
- The average count for the period covered by the certificate (*for example the average for a certificate covering 12 months will be the total of the monthly counts divided by 12*).

These changes were agreed by the ABC Irish (ROI) Council. If you would like the Council 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, Eric Mayers (eric.mayers@abc.org.uk).

Setting the standard

