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ABC Consumer Magazine Reporting Standards (UK)

The following changes have been agreed to the ABC Consumer Magazine Reporting Standards, effective from reporting periods ending July 2013.

You can view or download the latest Reporting Standards (2013 Version 3) from our website www.abcstandards.org.uk.

Contents

1. Free Retail Voucher Copies – new circulation category
2. Digital Editions – option to compare Digital Edition prices against the local print copy price for overseas copies
3. Optional reporting of Publication Active Views (in addition to circulation) for Digital Editions
4. Optional multi-platform metrics (Event ticket sales and Digital products (apps etc))

1. Free Retail Voucher Copies

This new category will allow the inclusion of publications obtained free from a retailer by a consumer using a voucher obtained from another publication. It is classed as non-actively purchased for ABC purposes.

The following new section has been added:

FREE RETAIL VOUCHER COPIES

DEFINITION

Single copies obtained free from a retailer by a consumer by means of a voucher.

Setting the standard



PRINCIPLES

1. **Free single copies are supplied to the consumer through retailers via the redemption of a voucher**
2. **There must be an auditable incentive for only those vouchers redeemed by the consumer to be reported to the publisher**

REQUIREMENTS

1. **Free single copies are supplied to the consumer through retailers via the redemption of a voucher**
 - a) The voucher must be published in another publication.
 - b) Copies can only be claimed if redeemed through retailers where the publication is normally sold.
 - c) You must be able to provide evidence of the number of vouchers redeemed at retailer level and wholesaler level (if applicable).
2. **There must be an auditable incentive for only those vouchers redeemed by the consumer to be reported to the publisher**
 - a) If the voucher is made available to the consumer through another publication on retail sale, the relative retail margins must not incentivise the retailer to redeem vouchers without selling that publication. You must therefore make available to your auditor or ABC the retail and wholesale margins of the publication supplied free and the publication carrying the voucher.

REPORTING

You will report Free Retail Voucher Copies, which will be broken out on the ABC Certificate:

1. By geographical type:
 - a) United Kingdom and Republic of Ireland.
 - b) Other Countries
2. By total average Free Retail Voucher Copies over the period.

Setting the standard



2. Digital Editions – Overseas copy prices

All paid Digital Editions are currently referenced against UK print copy prices (cover price or subscription rate) to alleviate difficulties some publishers had in identifying definitive local print prices for overseas copies. There are a number of publishers with substantial overseas circulation that do manage their overseas sales more directly and are more focused on ensuring the local price fits the sales proposition better. In these cases using the UK print price does not help and can be more difficult to monitor and audit.

This change allows publishers the option to compare Digital Edition prices against the local print copy price for overseas copies, when deciding which rate band they will be reported in, whether minimum prices have been met and what level of information is required.

The Digital Editions rules have been amended as shown by shading (new text) and strike-through (deleted text):

DIGITAL EDITIONS - REQUIREMENTS [extract]

5. Digital Edition copies must meet requirements of the relevant print category except where varied by this section

- a) Digital Edition copies can be claimed only for specified circulation categories depending on the sector. The requirements of those categories in relation to print copies apply to Digital Edition copies except as varied by this section.
- b) In relation to all paid categories you must be able to demonstrate the copy has been sold and at what price.
- c) If the purchaser pays less than 20% of the ~~UK~~ relevant print copy price or it is received free:
 - i) You must capture their name, postal address and email address.
 - ii) You can only claim one Digital Edition copy per individual
 - iii) You cannot claim the copy if you have provided a paid or free print copy to the same individual (where known).
 - iv) For Corporate Subscription Digital Editions:

- There must be a contractual arrangement between the purchaser (a third party employer) and the publisher for at least two issues.
 - The copies are purchased by the third party employer for its employees
 - The claimed quantity must be restricted to those employees that have personally opted to receive/view the Digital Edition. *For example: A company takes out a subscription for each of its 100 employees. If only 40 of those employees personally register to receive/view the digital edition then only those 40 copies may be included on the ABC Certificate.*
- d) If the purchaser pays at least 20% of the ~~UK~~ relevant print copy price then there is no requirement to provide details of the purchaser.
- e) In relation to free Digital Edition copies (where applicable):
- i) You must send an email alert to the individual informing them that the issue is available for view/download.
 - ii) You must exclude copies where the email alert generates a Hard Bounceback measured at least 24 hours after the email was sent. A Hard Bounceback is where an NDN (Non-Delivery-Notice) such as an SMTP 550 error or other hard bounceback error message is received.
 - iii) You must be able to provide evidence of the emails sent and Hard Bouncebacks received.
 - iv) Recipients may be contacted as part of the audit process.
- f) You must retain and supply us on an issue by issue basis (or as otherwise agreed) a list of individual recipients for each issue (the 'Total Distribution List' (TDL)) which includes details of all the recipients of individually distributed print copies and all Digital Edition copies (other than those purchased for 20% or more of the ~~UK~~ relevant print copy price). We must be able to identify the circulation category/type each copy is claimed in. As referred to above, this list should exclude:
- i) Duplicate records (i.e. each individual on the list can only be claimed once - the print copy takes precedence).
 - ii) Individuals where Hard Bouncebacks have arisen from email notifications for Digital Editions.
- g) You must supply us the claim for Digital Edition copies on an issue by issue basis (or as otherwise agreed).

h) The print copy price against which the 20% level above is calculated will be the UK price unless you opt to use the relevant local print price for copies outside the UK.

6. Reported by rate, comparing price paid with the print copy price

- a) Paid digital edition copies must be claimed in the appropriate rate band by comparing the price paid with the ~~UK~~ relevant print copy Basic Cover Price (single copy sales) and the ~~UK~~ print copy Basic Annual Rate (subscriptions). Note:
- i) You can ignore the value (or perceived value) of any gifts, or other incentives (including bundled publications or media products that are not claimed for ABC purposes). However cash reimbursements to the consumer must be taken into account (excluding limited low chance lottery style promotions).
 - b) If a subscription promotion includes a gift or product that is being claimed for ABC purposes (for example a bundled copy of a publication or access to a paid website) then the price paid must be allocated according to the following, moving down the list until one can be applied:
 - i) According to the specific terms of the offer.
 - ii) *Where specific terms are not clear, by pro-rating the price according to the relative prices of the ABC claimed products.*
 - iii) Where the specific terms are not clear and in the absence of a means of pro-rating the price paid, it should be divided equally between the number of ABC claimed products included in the sale.
 - c) If a publication's digital edition copy is sold bundled as a package with the print copy (whether for a single issue or a subscription) then the treatment is as follows:
 - i) Both the digital edition and the print copy can be included in the ABC claim if the price paid for the package exceeds the ~~UK~~ relevant print copy Basic Cover Price (single copy sale) or ~~UK~~ relevant Basic Annual Rate (subscriptions) by at least 20%.
 - ii) If the price paid for a package bundling a publication's print and a digital edition is less than 20% above the ~~UK~~ relevant print copy Basic Cover Price (single copy sale) or the ~~UK~~ relevant print copy Basic Annual Rate (subscriptions) then only the print copy can be included in the ABC claim.
 - d) The print copy price against which the price paid is compared will be the UK price unless you opt to use the relevant local print price for copies outside the UK.

3. Digital Editions – Optional metric (Publication Active Views)

You can optionally report Publication Active Views (as defined in the Digital Publication Reporting Standards) on the Consumer Magazine certificate.

The Digital Editions rules have been amended as shown by shading (new text):

DIGITAL EDITIONS - REQUIREMENTS [extract]

7. Optional metrics/breakdowns can be reported

- a) You may make a statement on the Certificate of the average number of additional digital edition copies per issue that have been paid for or requested free (where applicable) 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.
- b) You may report a breakdown of Digital Editions by browser, device or other identifiable and auditable metric.
- c) You may report, in addition to circulation, Publication Active Views for the Digital Edition. The definition and requirements for Publication Active View are detailed in the ABC Digital Publication Reporting Standards.

4. Multi-Platform metrics

The following two products associated with a magazine's brand (or of a brand associated with the magazine) can be reported on Multi-Platform Certificates/Reports:

1. *Event Ticket Sales (not attendance)*
2. *Paid Digital Products (such as apps or games)*

The following new sections have been added:

EVENT TICKET SALES

DEFINITION

Single tickets purchased by a third party that allow entry to a specific event.

Setting the standard



PRINCIPLES

1. **Single tickets are purchased by a third party from the publisher (or their agent)**
2. **The price paid for the ticket by the purchaser must be clear and conspicuous**
3. **Reported by rate, comparing price paid with the standard rate**

REQUIREMENTS

1. **Single tickets are purchased by a third party from the publisher (or their agent)**
 - a) You must be able to provide evidence of the number of tickets purchased and the price per ticket for each transaction included in the total Event Ticket Sales for each event.
 - b) Up to a maximum of 6 tickets purchased in one transaction will be counted as single ticket sales (i.e. sales of 7 or more tickets cannot be claimed).
2. **The price paid for the ticket by the purchaser must be clear and conspicuous**
3. **Reported by rate, comparing price paid with the standard rate**
 - a) The standard rate will be the standard undiscounted ticket price for an individual entry ticket.

REPORTING

You will report Event Ticket Sales as follows, which will be reported on the ABC Multi-Platform Certificate/Report:

1. By event, including name and date(s).
2. By number of tickets sold
3. By rate band:
 - At Full (Standard) Rate
 - Below Full (Standard) Rate
4. The standard ticket rate for each event reported.

Setting the standard



DIGITAL PRODUCTS

DEFINITION

A single Digital Product purchased by a consumer.

PRINCIPLES

1. **Prior notification of Digital Product claims and plans are required**
2. **The single Digital Product is purchased by the consumer**
3. **The price paid for the Digital Product must be clear and conspicuous**
4. **Reported by rate, comparing price paid with the standard rate**

REQUIREMENTS

1. **Prior notification of Digital Product claims and plans are required**
 - a) Digital Product claims must be audited by ABC Staff Auditors.
 - b) You must register your intention to claim a Digital Product in advance.
 - c) You must provide ABC with free access to any digital product claimed.
2. **The single Digital Product is purchased by the consumer**
 - a) You must be able to provide evidence of the sale.
4. **Reported by rate, comparing price paid with the standard rate**
 - a) The standard rate will be the standard undiscounted price for the Digital Product.
 - b) Digital Products must be claimed in the appropriate rate band by comparing the price paid with the standard rate. Note:
 - i) You can ignore the value (or perceived value) of any gifts, or other incentives (including bundled publications or media products that are not claimed for ABC purposes). However cash reimbursements to the consumer must be taken into account (excluding limited low chance lottery style promotions).

- c) If a promotion includes a gift or product that is being claimed for ABC purposes (for example a bundled copy of a publication or access to a paid website) then the price paid must be allocated according to the following, moving down the list until one can be applied:
- i) According to the specific terms of the offer.
 - ii) Where specific terms are not clear, by pro-rating the price according to the relative prices of the ABC claimed products.
 - iii) Where the specific terms are not clear and in the absence of a means of pro-rating the price paid, it should be divided equally between the number of ABC claimed products included in the sale.

REPORTING

You will report Digital Products as follows, which will be reported on the ABC Multi-Platform Certificate/Report:

1. By Digital Product, including name and type. *For example Cycling News Route Planner - App*
2. By number sold.
3. By rate band:
 - At Full (Standard) Rate
 - Below Full (Standard) Rate
4. The standard rate for each Digital Product reported.

The ABC Consumer Magazine Reporting Standards Group 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 or terry.rossiter@abc.org.uk.

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