



August 2013

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ABC Consumer Magazine Reporting Standards (UK)

A change has been agreed to the ABC Consumer Magazine Reporting Standards. We have updated the latest Reporting Standards – 2013 Version 4 – to incorporate this change and you can now view or download these from our website www.abcstandards.org.uk.

Monitored Free Distribution – non third-party distribution

A publication may now be distributed to distribution points by drivers/distributors that are not third party to the publisher. This is already the case with Free Pick Up copies in the ABC Bulk Distribution and Regional Publication sectors and is subject to stipulated requirements including specific approval by ABC.

The Monitored Free Distribution section has been amended by adding the shaded text and removing struck-through text as follows:

3. Copies are made available at the known distribution points for pick up or receipt by consumers

- a) You must be able to provide evidence, from the third party responsible, of the number of copies of the publication made available for pick up or receipt at each distribution point by consumers. Note:
 - i) Where the copies are made available for pick up or receipt at distribution points by drivers/distributors that are not 3rd party to the publisher (such as in-house distributors or from a joint venture), it may be possible to include these in the claim as long as:
 - It can be demonstrated that the drivers/distributors have sufficient independence and are specifically contracted to deliver/distribute the publication.
 - The auditor/ABC has full and unrestricted access to the relevant parties' documentation and financial records.
 - ABC has specifically agreed this distribution method.
 - ii) In the case of retail customer magazines it may be acceptable for the publication to be distributed through the same distribution system from central/area warehouse to individual retail outlets as the retailer's other goods and use associated documentation to support a gross distribution claim and EPOS reports for net distribution if applicable . A retail customer magazine is defined as a publication which:

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- Is published by or on behalf of a retailer
- Is targeted at customers of that retailer
- Is supplied to the retailer's own outlets for distribution in store

ii) In the case of copies distributed to third party distributors for onward distribution to airlines (for airplanes and/or lounges), trains or ships:

- Copies may be claimed as gross distribution providing ABC is given full and free access to the distributor's contractual arrangements, invoices and documentation to enable verification of the onward supply.
- The gross distribution claim must be restricted to the quantity verified as onwardly distributed to the airlines, trains or ships and not the quantity supplied to the distributor.

The ABC Consumer Magazine Reporting Standards Group approved this change. If you would like the Standards Group to review any current reporting standard or if you would like more information about how the above change affects you, please contact your ABC Account Manager charlotte.brown@abc.org.uk or terry.rossiter@abc.org.uk.

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