



February 2014

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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 – 2014 Version 2 – to incorporate these changes and you can now view or download these from our website www.abcstandards.org.uk.

Combined Print and Digital Edition Totals and Monthly/Issue Reporting

A package of rule changes has been agreed as follows:

Effective from December 2013 Reporting Period

1. The combined totals of print and Digital Edition circulations will be reported on ABC Certificates.
2. The Consumer Magazine certificate will be renamed 'Combined Total Circulation Certificate'.

Effective from June 2014 Reporting Period

3. The reporting of monthly/issue by issue data will be mandatory.
4. A statement of the total average number of print and Digital Edition bundles sold for at least 120% of the full print price (and thus reported as two copies - one print and one Digital Edition) will be shown on the certificate.

The changes to the Reporting Standards are shown on the following pages; new text indicated by shading and deleted text by strike-through.

Setting the standard



EFFECTIVE FROM DECEMBER 2013 REPORTING PERIOD

CERTIFICATE TYPES

1. You must report using a standard Certificate type

- a) The key feature of the standard Certificate is that publications must report this as a minimum, presenting set information in a standardised format.
- b) The mandatory Certificate may be either:
 - i) A **Combined Total Circulation Certificate** ~~Standard Certificate~~.
 - ii) ~~A Cross-Platform Certificate that reports the same information as a Standard Certificate but with the addition of Digital Edition copies.~~
 - iii) An Annual Certificate that reports the circulation of a publication published annually.
 - iii) A ~~Standard~~ Certificate for a Series of Publications where:
 - There is evidence that the publications form part of a series and that they are not 'one-shots' which require separate certification.
 - Each publication is clearly identified as part of the series by the use of a common series logo or appropriate strapline on the front cover.

DIGITAL EDITIONS

REPORTING

You will report total average Digital Edition copies as follows, 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 circulation type:
 - a) As for print copies, in the same rate bands, ~~but separate to print copies (i.e. not combined or in the total average circulation figure):~~
 - i) Single copy sales
 - ii) Single Copy Subscription Sales
 - iii) Society circulation – paid optional single copies unpaid requested single copies

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- iv) Controlled Free Circulation – individually requested
- b) Digital Edition specific:
 - i) Corporate Digital Edition subscriptions

REPORTED DATA

1. Total Average Circulation

- a) You must report the total Average Circulation per issue for analysed into UK & Republic of Ireland, and Other Countries.
 - i) Copies claimed in the following categories, both print and Digital Edition (where applicable), will be included in the total combined Average Circulation figure:

Retail and Single Copy Sales, including:

Retail Sales (Sale or Return)

Retail Sales (Firm Sale)

Single Copy Sales

Single Copy Subscription Sales

Multiple Copy Subscription Sales

Multiple Copy Sales

Society Circulation

Controlled Free Circulation

Non-Controlled Free Circulation

Monitored Free Distribution

Free Retail Voucher Copies

- ~~ii) Digital Edition copies are reported separately to the print copies.~~

GEOGRAPHICAL ANALYSIS

1. Publishers may optionally report a Geographical Analysis

- a) You may report a Geographical Analysis as an optional table added to the Standard Certificate.

EFFECTIVE FROM JUNE 2014 REPORTING PERIOD

REPORTED DATA

3. Issue details, circulations and variances

- a) You must report for each issue in the Reporting Period the issue identifier. *For example cover date, issue number*
- b) On 6 month certificates we will report whether an issue's total circulation has a percentage variance of more than 20% above or below the average circulation (the percentage is not shown).
- c) On 12 month certificates we will report the percentage variance of any issue's total circulation from the average circulation, where this is greater than 10%.
- d) You **must** ~~may opt to~~ report additional issue circulation figures as follows:
 - i) For publications publishing fewer than 18 issues in a calendar year, for each issue:
 - The issue's identifier and its total circulation*
 - ~~As a further option~~ The issue's actively purchased circulation and purchased percentage.
 - ii) For publications publishing 18 or more issues in a calendar year:
 - The number of issues distributed/made available in each month (determined as detailed in the section 'Issues to be Included').
 - The average of the total circulations* of those issues distributed in each month
 - ~~As a further option~~ The average actively purchased circulation of those issues distributed in each month together with the average actively purchased percentage.

*Not including any adjustments for differences between estimated and actual sales for previous periods (means these breakdowns may not equate exactly to total average circulation).

DIGITAL EDITIONS

REPORTING

You will report total average Digital Edition copies as follows, which will be broken out on the ABC Certificate:
...[as above]...

3. A statement of the total average number of print and Digital Edition copies sold bundled as a package (whether for a single issue or a subscription) where both the print and Digital Edition copy have been claimed (Note: this is only permitted where the price paid for the package exceeds the relevant print copy Basic Cover Price (single copy sale) or relevant Basic Annual Rate (subscriptions) by at least 20%).

If you would like ABC Consumer Magazine Reporting 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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