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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 – 2014 Version 4 – to incorporate this change and you can now view or download these from our website www.abcstandards.org.uk.

There has also been a clarification for the Social Media metric, reported on Multi-Platform Certificates/Reports.

Contents

1. Digital Editions: Retail and Single Copy Sales
2. Social Media: clarification

RULE CHANGE 1

Digital Editions: Retail and Single Copy Sales

Whilst the Digital Editions section allows copies to be sold for less than 20% of the relevant print copy price, this has not been reflected in the reporting section – this clarification rectifies this.

In addition it is also clarified in the Digital Edition section that the reference to ‘single copy sales’ covers ‘Retail and Single Copy Sales’.

The rules have been amended by adding the shaded text as shown overleaf:

Setting the standard



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:
 - i) Retail and Single copy sales
 - ii) Single Copy Subscription Sales
 - iii) Society circulation – paid optional single copies unpaid requested single copies
 - iv) Controlled Free Circulation – individually requested
 - b) Digital Edition specific:
 - i) Corporate Digital Edition subscriptions
 - ii) Retail and Single copy sales below 20% of Full Rate

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:
 - o Retail and Single Copy Sales, including:
 - Retail Sales (Sale or Return)
 - Retail Sales (Firm Sale)
 - Single Copy Sales
 - o Retail and Single Copy Sales (Digital Edition Only) at less than 20% of Full Rate
 - o Single Copy Subscription Sales
 - o Multiple Copy Subscription Sales
 - o Multiple Copy Sales
 - o Society Circulation
 - o Controlled Free Circulation
 - o Non-Controlled Free Circulation
 - o Monitored Free Distribution
 - o Free Retail Voucher Copies

2. Actively Purchased Circulation

- a) We will report an analysis of the paid element of the total Average Circulation which is defined as Actively Purchased, being the sum of circulation from the following categories.

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- i) Retail Sales sold for at least 20% of Full Rate
- ii) Single Copy Sales sold for at least 20% of Full Rate
- iii) Single Copy Subscription Sales
- iv) Society Paid Optional Circulation

RULE CHANGE 2

Multi-Platform metrics – Social media (Multi-Platform Certificates/Reports)

To avoid confusion over the nature of certification of Social Media metrics the rule wording has been amended to make clear that what is being reported is the Social Media Service's provided count and testing does not involve examining how the count is compiled or the original source of the metrics included.

The section has been amended as shown below, removing struck-through text and adding shaded text:

SOCIAL MEDIA

DEFINITION

The measurement of a product's defined Social Media metric(s).

PRINCIPLES

1. **Prior notification of Social Media metric(s) details to ABC**
2. **Social Media metric(s) reported separately**

REQUIREMENTS

1. **Prior notification of Social Media metric(s) details to ABC.**

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- a) You must obtain ABC's agreement in advance that your Social Media metric(s) is/are capable of being recorded and checked ~~compliant and verifiable to ABC standards~~. This will include:
 - i) The particular Social Media metric(s) to be certified
 - ii) The specific service(s) to be certified, by URL

2. Social Media metric(s) reported separately

- a) The Social Media metric count will be ~~that verified~~ recorded on the last working day of each month. ~~The audit will not verify the authenticity of the original source data included in the count.~~
- b) Data for different service(s) will not be aggregated
- c) Social media metrics will be reported on an ABC Multi-Platform Certificate

REPORTING

You will report the Social Media metric for each specific service as follows:

1. By each specific service showing:
 - a) The URL. *For example: http://twitter.com/#!/ABC_UK*
 - b) The Social Media brand. *For example: Facebook*
 - c) The Social Media metric label. *For example: Facebook Likes, Twitter Followers*
 - d) The metric count.
2. By metric count on the last working day of each month.
3. The average of the metric counts on the last working day of each month covered by the Certificate.

GUIDANCE

G2. Social Media metric(s) reported separately

- a) We will need to access the ~~reported~~ Social Media service ~~to be audited~~. The metric counts may be ~~confirmed~~ ~~audited~~ by simply viewing publicly available data or via the use of other technologies. We will agree in advance the process ~~for of verification and~~ submission of your claims to us ~~and how we will confirm the metric count(s)~~.

If you would like the 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.

Setting the standard

