



November 2014

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ABC Business Magazines Reporting Standards (UK)

Changes have been agreed to the ABC Business 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.

Contents

1. Identification of Audit Issue (clarification)
2. Reporting Periods (clarification)

RULE CHANGE 1

1. Identification of Audit Issue

This is a clarification of an existing requirement. Where the Audit Issue (designated for record keeping or reporting purposes) is identified with reference to being the one distributed nearest to a particular date then occasionally two issues may be equidistant from the date, leading to uncertainty over which issue is the Audit Issue.

This change clarifies that in such cases the media owner may choose either of the issues, denoted by shaded text being added as follows:

GENERAL PRINCIPLES AND RECORD KEEPING

5. There is a designated Audit Issue [extract]

- b) The Audit Issue is the issue distributed nearest to the first day of the last month in the Reporting Period, which also falls within the Reporting Period. (Note: Due to the possible effect of the Spring Bank Holiday on retail sales, weekly publications reporting to a June Reporting Period end may choose to report the subsequent issue).
 - i. If two issues are equidistant from this date then you may choose either as the Audit Issue.

Setting the standard



RULE CHANGE 2

2. Reporting Periods

This is a clarification of existing requirements, relating to when publications first register with ABC:

Shaded text will be added as follows:

REPORTING PERIODS [extract]

1. You must report a continuous series of Reporting Periods on a mandatory frequency

- a. Once we have issued a publication's first ABC Certificate for a mandatory reporting period we must continue to issue Certificates for subsequent consecutive mandatory Reporting Periods (i.e. so there is no gap in certification) while the publication remains registered.

...

2. You can report optional shorter Reporting Periods

- a. Optional Reporting Periods are whole months or any number of whole months in addition to mandatory Reporting Periods...
- b. For newly registered publications only:
 - i) You can report single issues until the start of the next month.
 - ii) You can report one or more consecutive optional Reporting Periods. I.e. there is no gap in certification) before reporting your first mandatory Reporting Period.

NEW PERSONAL IDENTIFIER QUESTIONS FOR 2015

Personal Identifier Question(s) (PIQs) are set by ABC and are used as a means of audit verification for certain types of circulation. The new questions to be used from 1st January 2015 are available on the webpage: <http://www.abcstandards.org.uk/personal-identifier-question>

If you would like the ABC Business Media 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 alden.arnold@abc.org.uk.

Setting the standard

