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

Contents

1. Basic Cover Price – reporting on ABC Certificate
2. Editions - clarification

RULE CHANGE 1

Basic Cover Price – reporting on ABC certificate

We currently only report UK/ROI Basic Cover Prices on the ABC certificate. We have identified that there are scenarios where there are no sales in UK/ROI, but retail or single copy sales are claimed for other countries.

In these cases it has been agreed that you must report a cover price for other countries – either a single cover price if there is only one or ‘various’ if there are two or more.

The Basic Cover Price section has been amended by adding the shaded text, as shown below:

REPORTING

You will report the following, which will be broken out on the ABC Certificate:

1. The Basic Cover Price for the last issue included in the reporting period for the UK/Republic of Ireland.

Note:

Setting the standard



- If the last issue distributed in the period is a double or one-off issue then the cover price of the issue prior to this must be reported.
- If you are not claiming any Retail or Single Copy Sales in UK or Republic of Ireland but you are claiming Retail or Single Copy Sales in other countries then you must report the Basic Cover Price for Other Countries as either:
 - 1) A single Basic Cover Price if there is only one. *For example 5 Euros*; or
 - 2) 'Various' if there are multiple cover prices covering different countries.

RULE CHANGE 2

Editions - clarification

It is clarified that it is advertising changes of up to 30% from the Main Edition to an Edition that determines if the Edition can be reported on the same ABC certificate, not just that the number of advertisements must be within this parameter.

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

REQUIREMENTS

1. **An Edition must be in keeping with the overall issue to be reported on the same ABC Certificate**
 - a) The Edition must carry a logotype/masthead incorporating the generic name of the Main Edition.
 - b) The branding and appearance of the Edition must not give the impression that it is a different publication than the Main Edition. For the avoidance of doubt a change in format alone (such as a change in publication size) will not infringe this requirement.
 - c) The Edition must carry the same cover date/issue identification as the Main Edition.
 - d) The Edition must be published and distributed on or about the same date as the Main Edition.
 - e) ~~The number of advertisements in an Edition (defined as all advertising including ROP, display, classified and advertorials) can change up to 30% from the Main Edition.~~ **At least 70% of the advertisements in the Main Edition must appear in the Edition. Note:**

Setting the standard



- i) Advertisements are defined as all advertising including ROP, display, classified and advertorials.
- ii) Advertisements that have been changed in the Edition but are from the same advertiser are treated as appearing in the Edition for this purpose.
- f) The Edition must have a similar advertising / editorial ratio to the Main Edition.
- g) The Edition's pagination must not change by more than 30% from the Main Edition.

2. Changes to an Edition may require a further breakout on the ABC Certificate

- a) Where there are any advertising changes, you must report the total average circulation for that Edition, which will appear on the Certificate.
- b) Advertising changes are ignored for ABC purposes if:
 - i) They are made solely because their inclusion would, in the opinion of the publisher, the advertiser or their agency render the publication illegal in a particular territory. Note: This opinion must be judged reasonable by the auditor and ABC.
 - ii) The advertisement has changed but it is the same advertiser.
- c) Where the Edition is in a different format than the Main Edition *for example A5 rather than A4*, you must report the average circulation for that Edition, which will appear on the Certificate.
- d) If you do need to breakout an Edition then the Main Edition will be broken out as well.

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.

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