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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 – 2015 Version 2 – to incorporate these changes and you can now view or download these from our website www.abcstandards.org.uk.

Contents

1. Gift subscriptions - Digital Edition requirements
2. Excluded issues - reporting
3. Reporting Periods - single issue option

RULE CHANGE 1

Gift subscriptions - Digital Edition requirements

The print rules allow for up to 12 gift subscriptions, purchased by one individual, to be claimed as single copy subscriptions. Name and address details are provided to enable delivery of the publication.

There is no reason why gift subscriptions should not be allowed on the same basis for Digital Editions. However the requirements for Digital Editions to supply name and postal address as well as evidence of opt-in by the recipient might be difficult or impossible to meet.

Therefore it has been agreed that Digital Edition Gift Subscriptions can be claimed providing they are purchased for at least 20% of the UK print Basic Annual Subscription Rate (BAR) and that the email address is substituted for the postal address.

If the publisher only holds an email address for the recipient of a Digital Edition Gift subscription, they will not be able to identify the geographical area (UK or Other Countries) in which they should be reported. Therefore it is also clarified that Gift Subscriptions will be treated as being in the same geographical location as the purchaser making the gift. Effective immediately.

Setting the standard



Amendments

Shaded text below shows new text added and struck-through text has been removed:

DIGITAL EDITIONS

5. Digital Edition copies must meet requirements of the relevant print category except where varied by this section [extract]

...

- d) Gift subscriptions, where the recipient receives a subscription as a gift from a paying subscriber (up to a maximum of 12 gift subscriptions per subscriber), can be claimed as Digital Edition Single Copy Subscription Sales as follows:
 - i. The amount paid for the gift subscription must be at least 20% of the UK print Basic Annual Subscription Rate (BAR).
 - ii. The recipient's email address must be provided.
 - iii. The recipient is deemed (for ABC purposes) as having paid for the subscription.
 - iv. The recipient's geographical location for reporting purposes will be treated as being the same as that of the purchaser making the gift.
- e) If the purchaser pays at least 20% of the UK print copy price then there is no requirement to provide details of the purchaser.
- f) In relation to free Digital Edition copies (where applicable):
 - i) You must send an email alert to the individual informing them that the issue is available for view/download.
 - ii) You must exclude copies where the email alert generates a Hard Bounceback measured at least 24 hours after the email was sent. A Hard Bounceback is where an NDN (Non-Delivery-Notice) such as an SMTP 550 error or other hard bounceback error message is received.
 - iii) You must be able to provide evidence of the emails sent and Hard Bouncebacks received.
 - iv) Recipients may be contacted as part of the audit process.

Setting the standard



- gf) You must retain and supply us on an issue by issue basis (or as otherwise agreed) a list of individual recipients for each issue (the 'Total Distribution List' (TDL)) which includes details of all the recipients of individually distributed print copies and all Digital Edition copies (other than those purchased for 20% or more of the UK print copy price). We must be able to identify the circulation category/type each copy is claimed in. As referred to above, this list should exclude:
- i) Duplicate records (i.e. each individual on the list can only be claimed once - the print copy takes precedence).
 - ii) Individuals where Hard Bouncebacks have arisen from email notifications for Digital Editions.
- hg) You must supply us the claim for Digital Edition copies on an issue by issue basis (or as otherwise agreed).
- ih) Whenever a publisher quotes an ABC figure that includes digital copies, the split between print copies and digital copies must be made clear.
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RULE CHANGE 2

Excluded issues - reporting

It has been agreed that the circulation of any issues excluded from the average circulation will be reported separately on the certificate. This will provide transparency of the excluded issues and consistency across ABC sectors.

Publishers will need to enter excluded issue circulations on their Return Submission to enable us to report it on their certificate. This would already have been calculated in the publisher's application to ABC to exclude an issue. Effective from Reporting Periods ending June 2015 onwards.

Amendment

Shaded text below shows new text added:

ISSUES TO BE INCLUDED / EXCLUDED

Reporting

You will report the following which will be reported on the ABC Certificate:

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1. Number of issues included in the circulation claim.
 2. Details of any issues excluded from the circulation claim, including for each:
 - a) The general reason for exclusion.
 - b) The total net circulation
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RULE CHANGE 3

Reporting Periods – single issue option

You can now report a single issue on an optional certificate provided that it is followed by the next 6 month mandatory period. This was previously allowed under the rules but removed when the rules were simplified.

Amendment

Shaded text below shows new text added:

REPORTING PERIODS

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. Note: A month is a calendar month.

- i) You can report an optional single issue with the condition that you must then also report to the next 6 month mandatory period end (i.e. to 30th June or to 31st December).

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.

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