



June 2015

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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 – 2015 Version 3 – 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. Issue variances - reporting
3. Excluded issues - reporting

RULE CHANGE 1

Gift subscriptions - Digital Edition requirements

As the publisher may only hold an email address for the recipient of a Digital Edition Gift subscription, they will not be able to identify the geographical area (UK/ROI or Other Countries) in which they should be reported.

This change clarifies that Gift Subscriptions will be treated as being in the same geographical location as the purchaser making the gift. Effective immediately.

Amendments

Shaded text below shows new text added:

DIGITAL EDITIONS

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

...

Setting the standard



- 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 relevant 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.

RULE CHANGE 2

Issue variances - reporting

The variances for all Consumer Magazines will be reported in the same way from Reporting periods ending June 2015, i.e. we will report the actual percentage variances for any issues that vary from the average by more than 10%. This will provide clarity, treat all publications equally and simplify business logic for ABC systems.

You will not need to make any changes to your eReturn claims as these figures are calculated automatically by our system.

Amendment

The struck-through text below has been removed.

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*

Setting the standard



~~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).~~

b) 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%.

...

RULE CHANGE 3

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:

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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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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