



October 2015

Saxon House
211 High Street
Berkhamsted
Hertfordshire HP4 1AD

+44 (0)1442 870800
www.abc.org.uk

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 – 2015 Version 4 – to incorporate this change and you can now view or download these from our website www.abcstandards.org.uk.

Actively Purchased – Digital Edition copies

With effect from Reporting Periods ending 31st December 2015 total Actively Purchased copies will be reported for Digital Edition copies as they are for print. Note:

- The Actively Purchased circulation analysed for each issue/month in the period will remain as the Actively Purchased print circulation.
- If you are calculating whether you can exclude an issue because its sale is affected by reasons outside your control, you will use the combined print and Digital Edition Actively Purchased figures for the relevant issues.

Amendments

Shaded text below shows new text added:

REPORTED DATA [extract]

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:
 - 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

The Actively purchased circulation will be analysed by print and Digital Edition copies by UK & ROI, and Other Countries.

Setting the standard



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*
- b) We will report the percentage variance of any issue's total circulation from the average circulation, where this is greater than 10%.
- c) You must report additional issue circulation figures as follows:
 - i) For publications publishing fewer than 18 issues in a calendar year, for each issue:
 - The issue's identifier and its total circulation*
 - The issue's actively purchased circulation and purchased percentage (print only).
 - ii) For publications publishing 18 or more issues in a calendar year:
 - The number of issues distributed/made available in each month (determined as detailed in the section 'Issues to be Included').
 - The average of the total circulations* of those issues distributed in each month
 - The average actively purchased circulation of those issues distributed in each month together with the average actively purchased percentage (print only).

*Not including any adjustments for differences between estimated and actual sales for previous periods (means these breakdowns may not equate exactly to total average circulation).

ISSUES TO BE INCLUDED/EXCLUDED [extract]

2. Published issues that are allowed to be excluded according to this section may be removed from the average circulation

- a) There are certain circumstances under which you may exclude an issue from the reported circulation. The circumstances and information surrounding any exclusion are subject to audit.
- b) **ABC granted exclusion:** You may exclude an issue for which we have issued an exclusion note. You can apply for an ABC granted exclusion if:
 - i) Due to circumstances outside your control:

- The distribution of an issue fails to achieve the planned level of distribution and that shortfall is greater than 10% of the planned distribution; or
- The planned level of distribution is achieved but is severely delayed or withdrawn prematurely from sale, resulting in a shortfall in the Actively Purchased sale* and that shortfall is greater than 10% of the average of the previous four issues' actively purchased sales figures*.

* (print and Digital Edition combined)

- The planned level of distribution is achieved but is withdrawn prematurely resulting in a shortfall that is greater than 10% of the average of the previous 4 issues' total average circulations.

- ii) You submit your application to us using an ABC Exclusion Note Request Form.

If we do not issue an exclusion note we will issue a rejection notice detailing the reason for rejection

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 change affects you, please contact your ABC Account Manager charlotte.brown@abc.org.uk.

Setting the standard



INVESTORS
IN PEOPLE | Bronze

Audit Bureau of Circulations Ltd (by guarantee) Registered in England Number 259647
Registered Office, 211 High Street, Berkhamsted, Hertfordshire HP4 1AD VAT No. 804 8760 20