



January 2016

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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 – 2016 Version 1 – to incorporate these changes and you can now view or download these from our website www.abcstandards.org.uk.

Contents

1. Digital Editions – Inclusion of social media feeds, news & video feeds, updating of editorial
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3. Issue reporting – more than 56 issues in a period

1. Digital Editions - Inclusion of social media feeds, news & video feeds, updating of editorial [effective immediately]

The following changes allow greater flexibility to the existing requirements on the content of a Digital Edition compared to its print parent:

1. The requirement that, as a principle, a Digital Edition must remain inert after publication has been removed.
2. You are allowed to include live social media feeds, news and video feeds within the Digital Edition. These will be ignored for editorial change requirements
3. You are allowed to update editorial once the Digital Edition has been published, as long as at least 75% of the editorial from the print parent is present at any point in the Digital Edition.

Amendments

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

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DIGITAL EDITIONS [extract]

Definition

A digital edition is an edition of the print publication published electronically as a unit ~~which once published is, as a principle, inert (i.e. does not change).~~

2. Digital Edition is sufficiently similar to be considered the same product as the print parent edition

- a) A Digital Edition must be identified as an edition of a publication reported on the ABC Certificate (the Parent Edition). This means it must carry a logotype/masthead incorporating the generic name of the Parent Edition and be consistent with the general appearance of the Parent Edition.
- b) A Digital Edition is published electronically as a unit ~~and once published is, as a principle inert.~~
- c) It may be reformatted to suit the different delivery medium. *For example: changes in page size or order.*
- d) Editorial or advertising may include electronic enhancements or be adapted to take advantage of the medium. *For example: pictures replaced with video*
- e) Compared to the print parent edition, you can change editorial content, providing at any point in time:
 - i) **A minimum of about 75% of the editorial in the print parent edition is present in the Digital Edition.** ~~You can reduce the editorial by up to about 5%.~~
 - ii) ~~You can publish~~ Additional editorial, not in the print edition, can be added to ~~in~~ the digital edition up to about 25% of the total editorial by volume in the print edition.

You must declare editorial changes when submitting your claim to ABC and be able to demonstrate they fall within the permitted parameters.

- f) **A Digital Edition may include live social media feeds, news feeds and/or video feeds. These will be ignored in relation to the editorial change requirements.**
- fg) A Digital Edition must carry all of the ROP (not classified) advertisements (by number and advertisers) that appear in the parent edition unless agreed otherwise with the advertiser/agency.
- gh) You can sell advertisements for inclusion in the digital edition only.
- hi) If editorial or advertising renders the digital edition illegal for publication the specific advertising/editorial may be removed. In this instance you can ignore the relevant editorial/advertising from your calculations of changes.
- ij) Digital Editions and their parent edition must be published on or about a common distribution date.

2. Other Bulk Distribution – back issues [from periods ending January 2016]

The restriction on claiming back issues in this section is removed. However where other bulk distribution is claimed (typically these are copies made available to visitors at exhibitions or conferences), the date(s) of distribution must now be added to the information reported.

Amendment

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OTHER BULK DISTRIBUTION [extract]

REQUIREMENTS

1. **Copies distributed to a location where they are to be made available for pick up or receipt by consumers**
 - a) You must be able to demonstrate that the copies are distributed to a location where they are made available for pick up or receipt by consumers.
 - ~~b) You cannot claim sales or distribution of back issues.~~

REPORTING

You will report the following, which will be shown on the ABC Certificate as a stand-alone section:

1. By issue (or summarised by month of issue as a minimum) **and distribution date.**
2. By paid or free
3. By type

3. Issue reporting – more than 56 issues in a period [from periods ending June 2016]

In line with other publications, those that have more than 56 issues in a Reporting Period will now report the detail for all their issues rather than a summary statement.

Amendment

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

REPORTED DATA

4. **Issue details, circulations and variances**
 - a) ~~If there are up to 56 issues in the Reporting Period you~~ **You** must report the following for **each issue in the Reporting Period:**
 - i) The issue identifier *For example cover date, issue number*

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ii) The Date of Distribution

iii) The total circulation

We will report the percentage variance of any issue's total circulation from the average circulation, where this is greater than 10%.

- b) ~~If there are more than 56 issues in the Reporting period you must submit a summary distribution statement, which will be published on the ABC Certificate, which details the distribution pattern throughout the period, including the issue identifier and percentage for any issue that has a percentage variance of its total circulation from the average circulation, where this is greater than 10%. For Example: '70 issues were distributed during the period. They were all cover dated Wednesday of each week. 67 of these were distributed on the Tuesday prior to the cover date. The issue cover dated 24.05.13 was distributed on 24.05.13 and had a variance of +14.3.~~

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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