



January 2016

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

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1. Sample Free Distribution – new category [from issues in January 2016]

The rules for the existing free distribution category, Monitored Free Distribution, require distribution to follow a regular and consistent pattern. Until now any Monitored Free Distribution in one-off or irregular patterns to reach different audiences has not been allowed for ABC purposes.

This change will allow you to claim such distribution in the ABC figures under a section called Sample Free Distribution. It will be separately broken out in the data and analysed by each issue to enable the distinction from regular Monitored Free Distribution to be identified.

The distribution must follow the existing rules for Monitored Free Distribution, except those requirements relating to distribution across issues being on a regular and consistent basis and changes from previous certificates are ignored.

Setting the standard



You must obtain ABC's agreement in advance of distribution and copies of the publication must be broadly similar to an existing edition claimed on the certificate.

Due to the increased audit time this type of distribution will incur, additional costs will be payable which will be dependent upon the extent of the job. Please contact us for guidance on this.

You will be able to claim Sample Free Distribution from issues in the January 2016 reporting month. This means copies cannot be claimed retrospectively.

Amendments

A new section is added as shown below:

SAMPLE FREE DISTRIBUTION

DEFINITION

Free copies distributed, on an irregular basis, using an existing ABC Free Distribution category.

PRINCIPLES

1. **Distribution uses an existing ABC Free Distribution category, without the need for a regular and consistent basis.**
 - a) The requirements of the relevant Consumer Magazine Free Distribution category apply, with the exception that distribution may be of a single issue.
 - i) The Free Distribution categories eligible for reporting as Sample Free Distribution are:
 - o Monitored Free Distribution
 - b) Requirements relating to distribution across issues being on a regular and consistent basis and changes from previous issues are ignored.
2. **Prior notification of distribution details to ABC**
 - a) You must obtain ABC's agreement in advance of the distribution, having provided full details of timings, delivery locations etc as stipulated in the relevant Free Distribution category. This is to enable audit work to be conducted at the appropriate time, including real time testing where appropriate.
3. **Distribution must be of an existing edition claimed on the certificate**
 - a) The copies must be broadly similar to an existing edition being claimed on the certificate. Therefore a certificate cannot comprise copies claimed in the Sample Free Distribution category alone.

REPORTING

You will report Sample Free Distribution as follows, which will be broken out on the certificate:

1. By total average Sample Free Distribution of the issues for the period, analysed by:
 - a) Distribution category.

Setting the standard



- b) By geographical type:
 - o United Kingdom and Republic of Ireland
 - o Other Countries

2. For each issue claimed:

- a) The total Sample Free Distribution, analysed by distribution category and type.
- b) For the distribution category, Monitored Free Distribution, an analysis by distribution type, and Distribution Point type and location as follows:
 - i) Distribution type. *i.e. Gross, Net – by hand, Net - other*
 - ii) A statement describing how and where the copies are distributed (covering both the geographical location and type of distribution point).
 - iii) The date(s) the publication was made available at the Distribution Point(s) for pick up or receipt by consumers
 - iv) The number of copies
 - v) The number of Distribution Points

Illustration of data required for Sample Free Distribution - Monitored Free Distribution

Issue	Distribution Type	Distribution Point Type Statement	Distribution Date(s)	Distribution Quantity	Distribution Points
March 2016	Gross Distribution	Gyms in London – copies made available for pick up by users	1/3/16 – 20/3/16	300	20
March 2016	Gross Distribution	Gyms in Birmingham copies made available for pick up by users	1/3/16 – 20/3/16	250	10
April 2016	Gross Distribution	Hotels within the M25: copies made available for pick up by guests	5/4/16 – 10/4/16	500	30
May 2016	Net Distribution – by hand	Wimbledon Tennis Championships - copies handed to visitors inside the venue.	28/6/16	1,527	1

2. 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:

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.

3. Digital Editions – Multiple Copy Sales [from issues in January 2016]

This change allows the inclusion of copies of a Digital Edition purchased by a third party, for which an individual has requested, and been granted, access to a single copy of an individual issue.

The copies must be purchased for at least 20% of Basic Cover Price and the end recipient requesting the copy must provide their email address to demonstrate the request is from a person (this will not need to be de-duplicated against other Digital Edition and print copies).

An example might be a cosmetics company buying multiple copies of an issue in order to make them available to their individual customers on a single copy basis. The claim in this example will therefore comprise copies that individuals have requested to access the Digital Edition and not the number purchased by the cosmetics company.

Effective from issues in the January 2016 reporting month.

Amendments

A new section is added as shown below:

DIGITAL EDITIONS [extract]

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

...

e) Multiple Copy Sales of Digital Editions (requested access) can be claimed as follows:

- i) Definition: Multiple copies of a single Digital Edition issue purchased by a third party, for which an end recipient has requested access to a single copy of that issue.
- ii) There must be a contractual arrangement between the purchaser and the publisher to purchase the copies in order to make them available to end recipients on a single copy basis.
- iii) The purchaser must pay at least 20% of the relevant Basic Cover Price per copy.
- iv) The claimed quantity is restricted to those copies for which an end recipient has:
 - Requested, and been granted, the right to access a single copy of an individual issue. *For the avoidance of doubt this means the claim is not simply the number of copies purchased.*
 - Provided their email address. Note: This will not need to be de-duplicated against other Digital Edition and print copies.
- v) You must have evidence of separate opt-in and granting of access for each copy for each issue.
- vi) Copies can only be claimed in the reporting period in which the issue is reported (i.e. estimates of net sale are not allowed).
- vii) You cannot claim back issues. This means the issue must be the latest available at the time of sale.

4. Editions reporting – change of format [from periods ending June 2016]

The rules require the circulation for different editions to be broken out on the ABC certificate if these involve changes to advertising or the publication format (for example A5 rather than A4).

In order to alleviate the work for publishers, yet retain transparency where different format editions are included in the circulation, the reporting of the average circulation for each changed format edition will be replaced with the average percentage for each format based on the number of copies printed

Effective from periods ending June 2016.

Setting the standard



Amendment

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

EDITIONS [extract]

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 print percentage for each format, based on the number of copies printed for each issue in the Reporting Period ~~the average circulation for that Edition, which~~. This will appear on the Certificate. *For example: Average print run: Standard Edition 73%, Travel Edition 27%.*
- d) If you do need to breakout an Edition then the Main Edition will be broken out as well.

5. Reporting Other Countries subscription rates [from periods ending December 2015]

Currently, if a publication has multiple Basic Annual Rates for subscriptions in Other Countries you must report these for the last issue in the period as a range from the lowest to the highest.

A number of titles have different prices in different overseas countries that are set in the local currency rather than selling at a sterling equivalent. Converting these to a range causes two issues:

- The range quoted is subject to exchange rate fluctuations
- Is time consuming for media owners and auditors to convert.

Therefore rather than report a range we will report 'various' if there are multiple rates.

Effective from December 2015 Reporting Period.

Setting the standard



For the avoidance of doubt this change only affects the prices quoted on the certificate for the last issue in the period and does not affect UK/ROI prices. The subscription copy circulation will still be analysed in the appropriate full or discounted rate band by comparing the price paid by the subscriber with the Basic Annual Rate that applies in the country in question.

Amendment

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

SINGLE COPY SUBSCRIPTION SALES [extract]

Reporting

...

4. The Full Rate at the time of the last issue reported in the period for UK, ROI and Other Countries.
 - a) If there is more than one Full Rate for Other Countries then you must report 'various' a range, ~~from the lowest to the highest.~~
 - b) If no Full Rate is published during the Reporting Period because print subscriptions are not available separately (and you are claiming print and/or Digital Edition Subscriptions), then you must report the "alternative BAR" as defined in section 6f above.

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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