



May 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 2 – to incorporate the changes detailed below and you can now view or download these from our website www.abcstandards.org.uk.

Have a suggestion or a query about a rule?

As an ABC member you can ask us to look at any aspect of the information we publish or the rules behind them. If you have any suggestions or comments please contact your ABC Account Manager, Charlotte Brown (charlotte.brown@abc.org.uk), any member of the ABC team or the Consumer Magazines [Reporting Standards Group](#).

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Setting the standard



1. Pricing of print and Digital Edition bundles (effective from periods ending June 2016)

For ABC reporting purposes, unless the terms of the offer specify the individual product prices, the rules currently require the price paid for any bundle of products to be divided between the ABC certified products in the package.

If you sell bundles including both print and Digital Edition copies, but choose not to claim any Digital Edition copies sold as part of a bundle (regardless of price paid), then this change will allow you to opt to ignore the Digital Edition copy in the allocation of the bundle price for ABC purposes.

Amendments

Shaded text below shows new text added and struck-through text has been removed. Italicised headings have been added for clarity.

DIGITAL EDITIONS [extract]

6. Reported by rate, comparing price paid with the print copy price

Claiming by rate

- a) Paid digital edition copies must be claimed in the appropriate rate band by comparing the price paid with the relevant print copy Basic Cover Price (single copy sales) and the relevant print copy Basic Annual Rate (subscriptions). Note:
 - i) Relevant price means the UK print price unless you opt to use the relevant local print price for copies outside the UK or the alternative BAR (see Single Copy Subscriptions section 6f).
 - ii) You can ignore the value (or perceived value) of any gifts, or other incentives (including bundled publications or media products that are not claimed for ABC purposes). However cash reimbursements to the consumer must be taken into account (excluding limited low chance lottery style promotions).

Allocating bundle prices

- b) If a subscription promotion includes a gift or product that is being claimed for ABC purposes (for example a bundled copy of a publication or access to a paid website) then the price paid must be allocated according to the following, moving down the list until one can be applied:
 - i) According to the specific terms of the offer.
 - ii) Where specific terms are not clear, by pro-rating the price according to the relative prices of the ABC claimed products*.
 - iii) Where the specific terms are not clear and in the absence of a means of pro-rating the price paid, it should be divided equally between the number of ABC claimed products* included in the sale.

*Note: If you choose not to include in your ABC claim any Digital Edition copies sold as part of a bundle you may choose to treat the Digital Edition as a non-ABC claimed product. Therefore you can allocate the bundle price across the other ABC-claimed products.

Claiming a print and Digital Edition copy

- c) If a publication's digital edition copy is sold bundled as a package with the print copy (whether for a single issue or a subscription) then the treatment is as follows:
 - i) Both the digital edition and the print copy can be included in the ABC claim if the price paid for the package exceeds the relevant print copy Basic Cover Price (single copy sale) or relevant Basic Annual Rate (subscriptions) by at least 20%.
 - ii) If the price paid for a package bundling a publication's print and a digital edition is less than 20% above the relevant print copy Basic Cover Price (single copy sale) or the relevant print copy Basic Annual Rate (subscriptions) then only the print copy can be included in the ABC claim.

2. Treatment of 'wraps' (effective immediately)

Following the recently introduced Sample Free Distribution category we received an enquiry as to whether adding a 'wrap' to an issue for a specific event contravened the rule that copies distributed for Sample Free Distribution must be of an existing edition.

Rules allowing wraps to be ignored for ABC edition reporting purposes, under certain conditions (see below), have been agreed in line with similar treatment in other ABC sectors.

Amendment

Shading text below shows new text added.

EDITIONS [extract]

1. An Edition must be in keeping with the overall issue to be reported on the same ABC Certificate

...

- h) The addition of a wrap-round ('wrap') to copies of an issue can be ignored for ABC purposes (i.e. will not be considered part of the publication) providing:
 - i) The wrap consists of multiples of 4 pages.
 - ii) The wrap is not included in the issue's page numbering.
 - iii) The normal publication including masthead remains intact inside the wrap.
 - iv) The front page of the wrap carries branding/masthead consistent with the publication inside, sufficient for the consumer to identify the publication.