



Setting the standard

# Executive Summary

# Reporting Standards

## Business Magazines

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## Introduction:

This is an executive summary of the Reporting Standards for Business Magazines. For those who do not need a detailed knowledge of all the requirements, such as auditors and circulation staff, it highlights the definition and principles for each circulation type. If you do need a more detailed version then please visit [www.abcstandards.org.uk](http://www.abcstandards.org.uk) where you can access the online interactive version or download a copy.

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## **RETAIL SALES (SALE OR RETURN)**

### **DEFINITION**

A copy sold to a retailer, on a sale or return basis, for resale as a single copy to a consumer.

### **PRINCIPLES**

1. Single copy knowingly paid for by the consumer to the retailer
  2. Copies are purchased from the publisher by the retailer, on a sale or return basis, either direct or via the distribution chain (typically distributor and/or wholesaler)
  3. Cover price must be published on or inside front or back cover of the publication
  4. The price paid for the publication by the consumer must be clear and conspicuous
  5. There must be an incentive for unsold copies/net sale to be reported to the publisher
  6. If the final net sale and/or rate classification are not known then estimates must be made
  7. Reported by rate, comparing price paid by the consumer with the Basic Cover Price
- 

## **RETAIL SALES (LIMITED SALE OR RETURN)**

### **DEFINITION**

A copy sold to a retailer, on a limited sale or return basis, intended for resale as a single copy to a consumer.

### **PRINCIPLES**

1. Single copy made available for purchase by the consumer from the retailer
  2. Copies are purchased from the publisher by the retailer, on a limited sale or return basis, either direct or via the distribution chain (typically distributor and/or wholesaler)
  3. Cover price must be published on or inside front or back cover of the publication
  4. The price paid for the publication by the consumer must be clear and conspicuous
  5. There must be an incentive for unsold copies/net sale (to the limit) to be reported to the publisher
  6. If the final net sale and/or rate classification are not known then estimates must be made
  7. Reported by rate, comparing price paid by the consumer with the Basic Cover Price
- 

## **RETAIL SALES (FIRM SALE)**

### **DEFINITION**

A copy sold to a retailer, on a firm sale basis, intended for resale as a single copy to a consumer.

### **PRINCIPLES**

1. Single copy made available for purchase by the consumer from the retailer
2. Copies are purchased from the publisher by the retailer, on a firm sale basis, either direct or via the distribution chain (typically distributor and/or wholesaler)



3. Cover price must be published on or inside front or back cover of the publication
  4. The price paid for the publication by the consumer must be clear and conspicuous
  5. The retailers' ability to vary supply must not be unduly restricted
  6. If the final rate classification is not known then estimates must be made
  7. Reported by rate, comparing price paid by the consumer with the Basic Cover Price
- 

## SINGLE COPY SALES

### DEFINITION

A single copy sold to a consumer direct by the publisher.

### PRINCIPLES

1. Single copy knowingly paid for by the consumer
  2. Copies are purchased direct from the publisher
  3. Cover price must be published on or inside front or back cover of the publication
  4. The price paid for the publication by the consumer must be clear and conspicuous
  5. If the final rate classification is not known then estimates must be made
  6. Reported by rate, comparing price paid by the consumer with the Basic Cover Price
- 

## SINGLE COPY SUBSCRIPTION SALES

### DEFINITION

A single copy sold and distributed to an individual or organisation for a contracted period.

### PRINCIPLES

1. There must be a contractual arrangement between the subscriber and the publisher (or their agent)
  2. Single copy per issue, distributed to a known addressee
  3. Single copy knowingly paid for by the subscriber
  4. For a contracted period and for a minimum number of issues (at least two)
  5. Standard subscription rates must be published
  6. Reported by rate, comparing price paid by subscriber with standard rate
  7. The price paid for the publication by the subscriber must be clear and conspicuous
-



## PAID AND CONTROLLED

### DEFINITION

A single copy sold and distributed to an individual for a contracted period (single copy subscription) that falls within a defined group of individuals.

### PRINCIPLES

1. **Single copy per issue, distributed to an individual that meets the requirements to be eligible as a Single Copy Subscription Sale.**
  2. **Standard subscription rates must be published**
  3. **Individual falls within defined criteria (Terms of Control)**
  4. **Individual's details supported by third party evidence that is less than three years old**
- 

## SPONSORED SUBSCRIPTION SALES

### DEFINITION

More than one copy purchased by a third party subscriber and distributed to known individuals for a contracted period, with the intention of promoting their professional or business interests.

### PRINCIPLES

1. **There must be a contractual arrangement between the subscriber and the publisher (or their agent)**
  2. **Single copy per issue distributed to known addressees, requested by the subscriber**
  3. **Copies are paid for by the subscriber**
  4. **For a contracted period and for a minimum number of issues (at least two)**
  5. **Standard subscription rates must be published**
  6. **Subscriptions will be reported by rate, comparing price paid by subscriber with standard rate**
  7. **The price paid for the publication by the subscriber must be clear and conspicuous**
- 

## MULTIPLE COPY SUBSCRIPTION SALES

### DEFINITION

More than one copy purchased by a known subscriber for a contracted period with the intention to distribute to the same group of, but unknown, individuals over the term of the subscription.

### PRINCIPLES

1. **There must be a contractual arrangement between the subscriber and the publisher (or their agent)**
2. **Must be likely copies are received by the same individual(s) over the term of the subscription**
3. **Copies are paid for by the subscriber**
4. **For a contracted period and for a minimum number of issues (at least two)**



5. Standard subscription rates must be published
  6. Reported by rate, comparing price paid by subscriber with standard rate
  7. The price paid for the publication by the subscriber must be clear and conspicuous
- 

## **SOCIETY/ASSOCIATION/ORGANISATION CIRCULATION**

### **DEFINITION**

A single copy of an official Society publication distributed to a member of that society. *Note: 'Society' throughout this section refers to the Society, Association or Organisation as appropriate.*

### **PRINCIPLES**

1. The publication is an official publication of the Society
  2. Single copy of an issue distributed to an individual who is a member of the Society (or an employee nominated under a corporate society membership)
  3. Copies reported by circulation type
- 

## **CONTROLLED FREE CIRCULATION**

### **DEFINITION**

Copies sent free to a defined group of individuals.

### **PRINCIPLES**

1. Single copy per issue, distributed to an individual.
  2. Individual falls within defined criteria (Terms of Control)
  3. Individual's details supported by third party evidence that is less than three years old
  4. Copies reported either as requested or non-requested
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## **NON-CONTROLLED FREE CIRCULATION**

### **DEFINITION**

Single copies distributed to individuals or organisations.

### **PRINCIPLES**

1. Single copy per issue, distributed to an individual or organisation
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## DIGITAL EDITIONS

### DEFINITION

A digital edition is an edition of the print publication published electronically as a unit.

### PRINCIPLES

1. Prior notification of Digital Edition claims and plans are required
  2. A Digital Edition is sufficiently similar to be considered the same product as the print parent edition
  3. Digital Edition copies are opted in
  4. A Digital Edition is published and available to the consumer
  5. Digital Edition copies must meet requirements of the relevant print category except where varied by this section
  6. Reported by rate, comparing price paid with the print copy price
  7. Optional metrics/breakdowns can be reported
- 

## BASIC COVER PRICE

### DEFINITION

The Basic Cover Price is the standard published price for an issue against which circulation is reported.

### PRINCIPLES

1. The Basic Cover Price is a recognised standard price
  2. A cover price must be published to claim certain categories of paid circulation
  3. Copies reported by rate, comparing price paid with Basic Cover Price
- 

## EDITIONS

### DEFINITION

An Edition is a version of an issue of the publication that varies from the Main Edition (the UK and/or ROI version that has the largest circulation), usually for reasons of geography, timing or content. How it has varied from the Main Edition will affect how or whether it can be included on the same ABC Certificate.

### PRINCIPLES

1. An Edition must be in keeping with the overall issue to be reported on the same ABC Certificate
  2. Changes to an Edition may require a breakout on the ABC Certificate
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## **GEOGRAPHICAL ANALYSIS**

### **DEFINITION**

The Geographical Analysis is an optional breakout of the circulation into geographical locations.

### **PRINCIPLES**

1. Publishers may optionally report a Geographical Analysis
  2. The circulation is analysed into standardised geographical locations
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## **REPORTING PERIODS**

### **DEFINITION**

Each ABC Certificate has a defined Reporting Period which identifies the date or dates it covers.

### **PRINCIPLES**

1. You must report a continuous series of Reporting Periods on a mandatory frequency
  2. You can report optional shorter Reporting Periods
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## **CERTIFICATE TYPES**

### **DEFINITION**

The ABC Certificate is published by ABC for a specific period and contains the data and information that is subject to audit.

### **PRINCIPLES**

1. You must report using a standard Certificate type
  2. You may choose to report using an optional Certificate type
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## **RETURN FORM SUBMISSION, AUDIT, CERTIFICATION**

### **DEFINITION**

The Return Form is a submission in which the circulation claim is reported to ABC for certification. Each circulation claim is subject to audit.

### **PRINCIPLES**

1. A Return Form must be submitted for the registered product for every applicable Reporting Period
  2. The Return Form must be submitted by the Submission Deadline
  3. ABC will issue a Certificate based on the Return Form
  4. Each circulation claim is audited to verify it is in accordance with the applicable Reporting Standards
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