



Setting the standard

Executive Summary

Reporting Standards

National Newspapers

Version 1 2017

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Introduction:

This is an executive summary of the Reporting Standards for National Newspapers. 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 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**
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RETAIL SALES (FIRM SALE)

DEFINITION

A copy sold to a retailer, on a firm sale basis, 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**
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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**
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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**
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VOUCHER SUBSCRIPTION SALES

DEFINITION

A single copy sold to an individual who pays the publisher in advance to obtain the publication via a retailer, by means of a voucher, for a contracted period.

PRINCIPLES

1. **There must be a contractual arrangement between the individual purchaser and the publisher**
 2. **Copies are purchased by an individual in advance**
 3. **Copies are supplied to the individual through retailer distribution via the redemption of a voucher**
 4. **For a contracted period and for a minimum number of issues**
 5. **There must be an auditable incentive for vouchers redeemed to be reported to the publisher**
 6. **The price paid for the publication by the purchaser must be clear and conspicuous**
 7. **Reported by rate, comparing price paid by the purchaser with standard rate**
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CORPORATE SUBSCRIPTION SALES

DEFINITION

Copies purchased on a contractual basis by an employer for its employees.

PRINCIPLES

1. **There must be a contractual arrangement between the purchaser (a third party employer) and the publisher (or their agent)**
 2. **Copies are purchased by the third party employer for its employees**
 3. **The copies are distributed to the same fixed pool of employees on an on-going basis**
 4. **Claimed quantity should not exceed potential demand**
 5. **For a contracted period and for a minimum number of issues (at least two)**
 6. **The price paid for the publication by the purchaser must be clear and conspicuous**
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MULTIPLE COPY SALES

DEFINITION

Copies purchased by a third party from the publisher, delivered and made available for pick up or receipt by consumers.

PRINCIPLES

1. **There must be a contractual arrangement between the final purchaser (third party) and the publisher or an intermediary**
 2. **Copies are paid for by the final purchaser**
 3. **The publisher must receive a positive financial contribution per copy from the final purchaser**
 4. **Copies distributed and made available for pick up or receipt by consumers**
 5. **Claimed quantity should not exceed potential demand by the intended consumers**
 6. **Reported by consumer type/location**
 7. **The price paid for the publication by the final purchaser (and the intermediary if applicable) must be clear and conspicuous**
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OTHER COUNTRIES

DEFINITION

Copies sold for distribution outside the UK and Republic of Ireland.

PRINCIPLES

1. **Copies are purchased from the publisher on a contractual basis by a third party for distribution outside the UK and Republic of Ireland**
 2. **Copies may be sold on a Sale or Return or Firm Sale basis**
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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**



ISSUES TO BE INCLUDED/EXCLUDED

DEFINITION

All published issues for which the majority of the distribution took place within the Reporting Period must be included except for any issues allowed to be excluded according to this section.

PRINCIPLES

1. All issues published in the Reporting Period must be included
2. Published issues that are allowed to be excluded according to this section may be removed from the average circulation figure
3. Issues allowed to be excluded from the average circulation figure will be reported

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

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

CAPS BY SUPPLY TYPE – MULTIPLE COPY SALES

DEFINITION

The caps in this section set the maximum number of Multiple Copy Sales copies that you can claim for designated supply types.

Caps are expressed as a percentage of the 'total potential penetration' or other quantifiable measure.

PRINCIPLES

1. Copies must meet the requirements of the Multiple Copy Sales category.
 2. If the number of copies supplied is less than the cap then you must claim the actual supply
 3. You cannot claim copies supplied over and above the cap
 4. Caps cannot be 'double-counted' at a particular location already subject to its own cap
 5. Caps may be restricted due to multiple publications being supplied
 6. Caps are set by the Reporting Standards Group
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