



May 2015

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## **ABC – Republic of Ireland Paid Newspaper/Free Letterbox Delivery Reporting Standards**

Changes have been agreed to the ABC Republic of Ireland Paid Newspaper and Free Letterbox Delivery Reporting Standards.

The latest Reporting Standards – 2015 Version 2 – incorporate these changes and are available to download from the ABC website [www.abcstandards.org.uk](http://www.abcstandards.org.uk).

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1. Excluded issues – Issue withdrawn prematurely
2. Multiple Copy Sales – Minimum price

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## **RULE CHANGE 1**

### **Excluded issues – Issue withdrawn prematurely**

The Reporting Standards allow an issue to be excluded when, for reasons outside the publisher's control, its distribution is achieved but is severely delayed.

The period an issue is available on sale might be curtailed where a publication is withdrawn prematurely, having a significant effect on the issue's circulation. It has therefore been agreed that, where this is also for reasons outside the publisher's control, such as from a legal direction or judgment, you may apply for an issue to be excluded.

### **Amendment**

Add shaded text.

### **ROI PAID NEWSPAPERS:**

### **ISSUES TO BE INCLUDED/EXCLUDED [EXTRACT]**

Setting the standard



**2. Published issues that are allowed to be excluded according to this section may be removed from the average circulation figure**

b) **Daily Publications - ABC granted exclusion:** You may exclude an issue for which we have issued an exclusion note. You can apply for an ABC granted exclusion if:

i) Due to circumstances outside your control:

- The planned level of distribution is achieved but is severely delayed or withdrawn prematurely from sale resulting in a shortfall in the Normal Net Sale\* greater than 5%.

...

d) **Weekly Publications or less frequent - ABC granted exclusion:** You may exclude an issue for which we have issued an exclusion note. You can apply for an ABC granted exclusion if:

i) Due to circumstances outside your control:

- The planned level of distribution is achieved but is severely delayed or withdrawn prematurely from sale resulting in a shortfall in the Normal Net Sale\* greater than 5%.

**ROI FREE LETTERBOX DELIVERY:**

**ISSUES TO BE INCLUDED/EXCLUDED [EXTRACT]**

**2. Published issues that are allowed to be excluded according to this section may be removed from the average circulation**

b) **Daily Publications - ABC granted exclusion:** You may exclude an issue for which we have issued an exclusion note. You can apply for an ABC granted exclusion if:

i) Due to circumstances outside your control:

- The distribution of an issue fails to achieve the planned level of distribution and that shortfall is greater than 10% of the planned distribution.

- The planned level of distribution is achieved but is severely delayed or withdrawn prematurely resulting in a shortfall that is greater than 10% of the average of the previous 4 issues' total average circulations.

- d) **Weekly Publications or less frequent - ABC granted exclusion:** You may exclude an issue for which we have issued an exclusion note. You can apply for an ABC granted exclusion if:
- i) Due to circumstances outside your control:
    - The distribution of an issue fails to achieve the planned level of distribution and that shortfall is greater than 10% of the planned distribution.
    - The planned level of distribution is achieved but is severely delayed or withdrawn prematurely resulting in a shortfall that is greater than 10% of the average of the previous 4 issues' total average circulations.

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## **RULE CHANGE 2**

### **Multiple Copy Sales – minimum price**

There is a higher minimum price threshold for claiming short-term Multiple Copy Sales deals.

Short-term is currently defined as “where the total number of issues is equivalent cumulatively to a 2 month period or less in duration”. Whilst this is clear for publications with a regular daily, weekly or monthly publishing frequency, a question has been asked about publications published on a quarterly basis.

To avoid ambiguity due to differing publication frequencies and publishing schedules it has been agreed to change the distinction between what is short-term and what is not from the 2 month period to a prescribed number of issues for different frequencies. As arrangements might not be for consecutive issues we have reinserted the previous requirement that the issues counted must be within a 12 month period. This will not have any effect on what is defined as short term for the vast majority of titles.

#### **Amendment**

Add shaded text, remove struck-through text

## **MULTIPLE COPY SALES**

7. **The price paid for the publication by the final purchaser (and the intermediary if applicable) must be clear and conspicuous**

Setting the standard



a) The net price paid must be at least minimum legal tender per copy, except for any short-term arrangement, for which the final purchaser must pay at least 15 cents (net of VAT) or 10p per copy in the UK, defined as follows:

i) ~~Any short-term multiple copy sale transaction with the same purchaser where the total number of issues is equivalent cumulatively to a 2-month period or less in duration, (e.g. broadly 2 issues of a monthly publication, 8 issues of a weekly publication, 50 issues of a daily publication), can only be claimed if the final purchaser has paid at least 15 cents (net of VAT) or 10p per copy in the UK.~~

An arrangement will be considered short-term unless the number of issues sold under the deal exceeds that shown below (in a 12-month period from the date of the first issue supplied):

Publication Frequency	Short term unless exceeds:
Daily	40 issues
Bi-weekly (2 a week)	16 issues
Weekly	8 issues
Fortnightly	4 issues
Monthly	2 issues
Less frequent than monthly	1 issue

Note: For other publishing frequencies the number of issues must exceed that typically published in an 8-week period.

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These changes were reviewed and approved by the Irish (ROI) Council. If you would like the Council to review any current reporting standard, or to consider any area where they may need development, please contact your ABC Account Manager Lynn Kendrick ([lynn.kendrick@abc.org.uk](mailto:lynn.kendrick@abc.org.uk)).