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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 – 2014 Version 3 – incorporate these changes and are available to download from the ABC website www.abcstandards.org.uk.

Contents

Reported Data - clarifications

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We have identified that what has been reported for many years is slightly out of step with what is stated in the standards. The following clarification makes the Standards consistent with practice:

- Monthly average circulations will be reported for all certificates (except single issue) – not just for 6 or 12 month periods.

The Reported Data sections in each rulebook have been amended as shown below, removing struck-through text and adding shaded text:

ROI PAID NEWSPAPERS:

REPORTED DATA [extract]

2. Issue details, circulations

- a) ~~On 6 or 12 month certificates~~ On all certificates (except single issue) you must report the monthly average circulations, broken out by the following circulation types:
 - i) Retail Sales, Single Copy and Subscription Sales

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- ii) Multiple Copy Sales

ROI FREE LETTERBOX DELIVERY:

REPORTED DATA [extract]

2. Issue details, circulations

- a) ~~On 6 or 12 month certificates~~ On all certificates (except single issue) you must report the monthly average circulations for Free Letterbox Delivery.

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).

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