



December 2015

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ABC – Republic of Ireland Paid Newspaper Reporting Standards

Changes have been agreed to the ABC Republic of Ireland Paid Newspaper Reporting Standards.

The latest Reporting Standards – 2015 Version 4 – incorporate these changes and are available to download from the ABC website www.abcstandards.org.uk.

Contents

1. Actively Purchased Circulation – Digital Edition Copies
2. Using an alternative Basic Annual Rate (BAR) where no print only subscriptions available

1. Actively Purchased Circulation – Digital Edition Copies

With effect from Reporting Periods ending 31st December 2015 total Actively Purchased copies will be reported for Digital Edition copies as they are for print.

Note: If you are calculating whether you can exclude an issue because its sale is affected by reasons outside your control, you will use the combined print and Digital Edition Actively Purchased figures for the relevant issues.

Amendment

Add shaded text, remove struck-through text.

REPORTED DATA [extract]

2. Actively Purchased Circulation

- a) We will report an analysis of the paid print and Digital Edition elements of the total Average Circulation which is defined as Actively Purchased, being the sum of circulation from the following categories:
 - i) Print and Digital Edition Retail, Single Copy and Subscription Sales, including: Retail Sales (Sale or Return), Retail Sales (Limited Sale or Return), Retail Sales (Firm Sale), Single Copy Sales, Single Copy Subscription Sales, Voucher Subscription Sales, Publisher Controlled Direct Delivery, Paid Employee Copies.

Setting the standard



- ii) **Print** Single Copy Sales of Special Editions
- iii) **Print** Single Copy Sales of Sports Editions

ISSUES TO BE INCLUDED/EXCLUDED [extract]

[In relation to ABC granted exclusions for reasons outside of the publisher's control]:

- 2f) ***Normal Net Sale:** The Normal Net Sale used in the above calculations must:
- i) Be the average normal net sale of the previous four equivalent issues (e.g. for a Monday compare to Mondays etc). Note:
 - If one or more of the last four issues are excluded because of an official National Public Holiday or Christmas/New year trading period exclusions then do not use this as one of the four comparable issue but go back one further issue.
 - If one or more of the last four issues are excluded because of an ABC Granted Exclusion then it will be counted as one of the four comparable issues.
 - Only include individually purchased sales (i.e. retail, single copy and subscription sales (**print and Digital Editions**) ~~including~~ plus single copy sales of Sports and Special Editions).

If we do not issue an exclusion note we will issue a rejection notice detailing the reason for rejection

2. Using an alternative Basic Annual Rate (BAR) where no print only subscriptions available

A number of ABC Standards rely on the existence of a Basic Annual Rate (BAR) for a print subscription to establish how copies should be claimed and the evidence required.

Where print only subscriptions are not available and a print BAR does not exist (for example where subscriptions are only available as a print and digital package), the publisher may use, for ABC purposes, an “alternative BAR” figure, which is set at 75% of the annualised print cover price.

Amendment

Add shaded text, remove struck-through text

SINGLE COPY SUBSCRIPTION SALES [extract]

5. Standard subscription rates must be published

- a) The ‘Basic Annual Rate’ (BAR) is the standard 1 year subscription rate for the publication, in contrast to a special price only available to a limited class, or under limited conditions.
- b) There can only be 1 BAR per country/wider geographical region.
- c) If print subscriptions are not available separately then there is no need to publish a BAR.

6. Reported by rate, comparing price paid by subscriber with standard rate

- a) You must claim a subscription in the appropriate rate band by comparing the price paid for the subscription with the relevant Basic Annual Rate at the time of sale (pro-rate if less than 1 year). Note - ignore for ABC purposes:
 - i) Bank charges or exchange rate differences
 - ii) 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.

...

- e) If you do not publish a relevant BAR then those copies must be claimed in the lowest rate band.
 - i) An exception is where no BAR is published because print subscriptions are not available separately. In this case you must determine rate band classification by using an "alternative BAR", which is set at 75% of the annualised print single copy cover price.

For example: If print only subscriptions are not available but the print copy cover price of a weekly publication is €2, then the "alternative BAR" used in lieu of the BAR is 52 weeks x €2 x 75% = €78.

DIGITAL EDITIONS [extract]

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

- a) Paid digital edition copies must be claimed in the appropriate rate band by comparing the price paid with the ROI print copy Basic Cover Price (single copy sales) and the ROI print copy Basic Annual Rate (subscriptions). Note:
 - i) If there is no ROI print Basic Annual Rate (BAR) because print subscriptions are not available separately then you must use the alternative BAR (see Single Copy Subscriptions section 6e)
 - 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).

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 Jo Bland, jo.bland@abc.org.uk.