



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

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1. Digital Editions – Gift Subscriptions
2. Multiple Copy Sales – Change to caps by supply type: Hotels in Dublin

RULE CHANGE 1

Digital Editions – Gift Subscriptions

The print rules allow for up to 12 gift subscriptions, purchased by one individual to be claimed as single copy subscriptions. Name and address details are provided to enable delivery of the publication.

There is no reason why gift subscriptions should not be allowed on the same basis for Digital Editions. However the requirements for Digital Editions to supply name and postal address as well as evidence of opt-in by the recipient might be difficult or impossible to meet.

Therefore it has been agreed that Digital Edition Gift Subscriptions can be claimed providing they are purchased for at least 20% of the ROI print Basic Annual Subscription Rate (BAR) and that the email address is substituted for the postal address.

If the publisher only holds an email address for the recipient of a Digital Edition Gift subscription, they will not be able to identify the geographical area in which they should be reported. Therefore it is also clarified that Gift Subscriptions may be treated as being in the same geographical location as the purchaser making the gift. Effective immediately.

Amendments

Shaded text below shows new text added and struck-through text has been removed:

Setting the standard



DIGITAL EDITIONS

5. Digital Edition copies must meet requirements of the relevant print category except where varied by this section [extract]

...

- d) Gift subscriptions, where the recipient receives a subscription as a gift from a paying subscriber (up to a maximum of 12 gift subscriptions per subscriber), can be claimed as Digital Edition Single Copy Subscription Sales as follows:
- i. The amount paid for the gift subscription must be at least 20% of the ROI print Basic Annual Subscription Rate (BAR).
 - ii. The recipient's email address must be provided.
 - iii. The recipient is deemed (for ABC purposes) as having paid for the subscription.
 - iv. The recipient's geographical location for reporting purposes will be treated as being the same as that of the purchaser making the gift.
- ee) If the purchaser pays at least 20% of the ROI print copy price then there is no requirement to provide details of the purchaser.
- fe) You must retain and supply us on an issue by issue basis (or as otherwise agreed) a list of individual recipients for each issue (the 'Total Distribution List' (TDL)) which includes details of all the recipients of individually distributed print copies and all Digital Edition copies (other than those purchased for 20% or more of the ROI print copy price). We must be able to identify the circulation category/type each copy is claimed in. As referred to above, this list should exclude:
- i) Duplicate records (i.e. each individual on the list can only be claimed once - the print copy takes precedence).
 - ii) Individuals where Hard Bouncebacks have arisen from email notifications for Digital Editions.
- gf) You must supply us the claim for Digital Edition copies on an issue by issue basis (or as otherwise agreed).
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RULE CHANGE 2

Multiple Copy Sales – Change to caps by supply type: Hotels in Dublin

Following a review of evidence of hotel occupancy rates the cap for hotels in Dublin has been increased to 80% of bedrooms.

Amendment

Shaded text below shows new text added:

...

2. HOTELS: 80% of bedrooms (Dublin, London), 65% of bedrooms (elsewhere)

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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