



Setting the standard

Executive Summary

Reporting Standards

Free Letterbox Delivery – Republic of Ireland

Version 1 2017

Issued January 2017



Introduction:

This is an executive summary of the Reporting Standards for Free Letterbox Delivery – Republic of Ireland. 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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FREE LETTERBOX DELIVERY

Definition:

Copies delivered on a regular and consistent basis to round level intended for onward letterbox distribution to known addresses.

Principles:

1. **Prior notification of distribution details and any changes to ABC**
 2. **Distribution follows a regular and consistent pattern.**
 3. **Copies are delivered to round level intended for onward distribution as single copies through letterboxes in the round.**
 4. **There will be effective management controls over distribution.**
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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**
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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**
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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
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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
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