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## ABC Consumer Magazines Reporting Standards (UK)

This document details changes that have been agreed to the Reporting Standards for Consumer Magazines. You can view the updated ABC Reporting Standards (dated January 2020) on our [website](#).

### Have a suggestion or a query about a rule?

As an ABC member you can ask us to look at any aspect of the information we publish or the rules behind them. If you have any suggestions or comments please contact your ABC Account Manager, Charlotte Brown ([charlotte.brown@abc.org.uk](mailto:charlotte.brown@abc.org.uk)) or any member of the ABC team.

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### Contents

- 1. Issues distributed at the end of a Reporting Period [effective immediately]**  
Where an issue is distributed close to the end of a Reporting Period and this may cause practical difficulties in compiling the circulation claim, you may contact us for advice on reporting the issue.
- 2. Paid Multiple Copies (short-term) [effective from periods ending January 2020]**  
Multiple copy sales that are defined as 'short term' may now be claimed below the threshold of 20% of cover price per copy providing a number of requirements are met. See below for details.

The detail of the rule changes are shown below.

If you would like to discuss these changes, please contact Charlotte Brown, [charlotte.brown@abc.org.uk](mailto:charlotte.brown@abc.org.uk).



trust in media

## **1. Issues distributed at the end of a Reporting Period - effective immediately**

The reporting period in which an issue is reported is determined by the date by which 50% of its total circulation is distributed/made available to consumers. In the case of retail sales, the first official on-sale date is used to determine when these copies are made available.

There may be circumstances where an issue goes on sale towards the end of the Reporting Period, resulting in many copies actually being sold in the following month (outside the Reporting Period) and other distributions, such as free or mailed copies, also being made in the subsequent ABC Reporting Period.

This can cause practical difficulties which affect the reporting of copies, including the need for a higher level of estimation of retail sales and reports on free distribution from suppliers not being available at the time the circulation submission is made to ABC.

As a result, a caveat has been added, stating that where the 50% threshold of distribution is reached for an issue close to the end of a reporting period, you may contact us for advice. We would then be able to review the circumstances and options for reporting.

### **Amendment**

New text added as denoted by shading.

## **Issues to be included/excluded [extract]**

1. All issues published in the Reporting Period must be included
  - a) Whether an issue is included in the Reporting Period is determined by the date by which 50% of the claimed distribution is distributed/made available. For each component of distribution the date distributed/made available is determined as follows:
    - i) Mailed copies: The date the copies enter the distribution chain, i.e. when they are posted or delivered to a courier.
    - ii) Paid copies: The first date the copies are made available to the consumer, i.e. for retail sales the first official on sale date.
    - iii) Copies made available for pick up by consumer: The date the copies are made available/handed out to the consumer.
    - iv) Free Digital Edition copies: The date email notifications are sent.

Note: If the date by which 50% of an issue's distribution is distributed/made available is close to the end of a Reporting Period, you may contact us for advice on how to report the issue.

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## **2. Paid Multiple Copies (short-term) - effective from periods ending Jan 2020**

You may now claim short-term multiple copy sales that are sold below 20% of cover price per copy providing:

- You have appropriate controls and processes to ensure copies are delivered and made available to consumers.
- You provide us with advance notice of the distribution (normally at least two weeks), to enable audit work to be conducted at the appropriate time, including real-time testing where appropriate (which will incur an additional cost).
- We have the right to visit distribution locations.
- You analyse them on the certificate, including the issue, description and quantity.

### **Amendments**

Shading denotes text added and strike-through text deleted.

## Paid Multiple Copies [extract]

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

- a) The price paid must be at least minimum legal tender per copy (net), except for any short-term arrangement, for which either: ~~the final purchaser must pay at least 20% of the Basic Cover Price per copy (net).~~

i) The final purchaser must pay at least 20% of the Basic Cover Price per copy (net);

OR

ii) You must:

- Obtain ABC's agreement in advance of the distribution, having provided full details of timings, delivery locations etc. This is to enable audit work to be conducted at the appropriate time, including real-time testing where appropriate. *Note: notice of two weeks would normally be sufficient time to allow this to be arranged, but please contact us as early as possible regarding your plans, to make sure the distribution of copies can be verified and claimed.*
- Ensure ABC has the right to visit or contact distribution points for verification purposes.
- Have appropriate controls and processes to ensure copies are delivered and made available to consumers

#### *Defining short-term*

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.

### REPORTING

You will report paid multiple copies as follows, which will be broken out on the ABC Certificate:

1. By geographical type:
  - a) United Kingdom and Republic of Ireland
  - b) Other Countries
2. By total average multiple copy sale over the period
3. By total average multiple copy sale analysed by the following categories according to consumer type:
  - a) Airside & International Rail
  - b) Hotels
  - c) Trains
  - d) Other Publication Insert
  - e) Voucher Redemption
  - f) Sports Events
  - g) Leisure Centres
  - h) Food/Beverage Outlets
  - i) Others.
4. For multiple copy sales that are sold at less than 20% of the Basic Cover Price per copy (net): an analysis including the issue, description and quantity.