



September 2018

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ABC Consumer Magazines Reporting Standards (UK)

Changes have been agreed to the ABC Consumer Magazine Reporting Standards. We have updated the latest Reporting Standards to incorporate these changes and you can now view or download these from our Standards website www.abcstandards.org.uk.

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) or any member of the ABC team or the [ABC Consumer Magazines Reporting Standards Group](#)

Contents

1. Monitored Free/Sample Free Distribution - Magazines distributed with other products (Effective periods ending December 2018)

Free copies packaged/distributed with other magazines or products can now be included as Monitored or Sample Free Distribution. A description will be reported on the certificate. Examples include

- A free magazine distributed as part of a retail multipack
- A magazine inserted within, or packaged with, other free or paid publications
- A free magazine within a goody bag

2. Digital Editions - Controlled Free Circulation & Membership Copies (Effective periods ending December 2018)

Free Digital Edition Copies can now be included under Controlled Free Circulation and Membership Copies where distribution is demonstrated by the active opening of the copy. This is an alternative to the existing method of emailed notifications alerting individuals to the availability of the Digital Edition issue.

3. Paid Single Copies - Rate banding overseas copies (Effective periods ending December 2018)

For simplicity you may compare all single/retail copies against the UK Basic Cover Price for identifying the appropriate rate band. However you may opt to report other countries copies against the relevant local cover price.

1. Monitored/Sample Free Distribution - Magazines distributed with other products (Effective periods ending December 2018)

Free copies packaged/distributed with other magazines or products can be included as Monitored or Sample Free Distribution. The packaged method of distribution will be identified in reporting. This includes the following examples:

- A free magazine distributed as part of a retail multipack
- A free magazine inserted within, or packaged with, other free or paid publications
- A free magazine distributed within a goody bag (e.g. a carrier bag distributed at an event that includes an assortment of gifts/handouts)

Amendment

Add new text as denoted by shading:

MONITORED FREE DISTRIBUTION [extract]

3. Copies are made available at the known distribution points for pick up or receipt by consumers

- a) You must be able to provide evidence, from the third party responsible, of the number of copies of the publication made available for pick up or receipt at each distribution point by consumers. Note:

...

iv) In the case of copies that are not distributed solus but are packaged with other free or paid publications, inserted in other publications or in goody bags you must be able to demonstrate the copies are distributed using that mechanic. *This may include providing evidence of insertion, packaging, sales etc. We recommend you contact us for advice on evidence required.*

- If free copies are distributed via a retail multipack with a paid publication the claim should be restricted to the paid publication's net sale. If at the time you submit your circulation claim unsold copies could still be returned or reported you must make an estimate of the final net sale. You must adjust your claim in the following period to reflect any difference between the estimated net sale and the actual net sale.

Reporting [extract]

4. By total average Monitored Free Distribution for the following distribution point types, analysing copies by those distributed solus or packaged with other products:

- a) Airports / airlines
- b) Cruise ships / ferries
- c) Other travel points
- d) Educational establishments
- e) Food and drink outlets
- f) Hotels
- g) Leisure centres / clubs
- h) Medical establishments
- i) Offices
- j) Retail outlets
- k) Street
- l) Other

A breakdown of the total average Monitored Free Distribution packaged copies broken out by a description of the accompanying product and distribution mechanism.

For example:

Packaged copies:

500 copies distributed at hotels with XYZ magazine.

1,213 copies packaged with PQR magazine in a retail multipack

SAMPLE FREE DISTRIBUTION [extract]

Reporting

3. For each issue claimed an analysis as follows:

- a) Distribution type. *E.g. Net distribution – by hand, Net distribution – other, Gross*
- b) A statement describing how and where the copies are distributed (covering both the geographical location and type of distribution point and, if the copies are packaged the accompanying product).
- c) The number of copies

Illustration of data required for Sample Free Distribution - Monitored Free Distribution

Issue	Distribution Type	Distribution Point Type Statement	Distribution Quantity
March 2019	Gross Distribution	Gyms in London – copies made available for pick up by users	300
March 2019	Gross Distribution	Gyms in Birmingham copies made available for pick up by users	250
April 2019	Gross Distribution	Hotels within the M25: copies made available for pick up by guests	500
May 2019	Net Distribution – by hand	Wimbledon Tennis Championships - copies handed to visitors inside the venue.	1,527
May 2019	Gross Distribution	Home Furnishing Show, NEC: copies made available to visitors in goody bag	2,300
June 2019	Net Distribution – other	Retail Multipack with XYZ magazine	4,226

RETAIL SALES (SALE OR RETURN & FIRM SALE)/SINGLE COPY SALES [extract]

1. Single copy knowingly paid for by the consumer to the retailer

- ...
- c) Multipacked (or banded) magazines

A magazine is defined for ABC purposes as being sold as part of a Multipack (i.e. where it is packaged or banded together as a unit with other issues or publications) only if two or more publications in that pack are included in an ABC circulation claim.

...

ii) Two or more publications claimed

- Sales of Multipacks must be separately and clearly identified on newstrade reports and documentation.
- If a magazine in the pack is a back issue or is at all promoted as 'free' then it cannot be claimed as a sold copy for ABC purposes

Note:

- If the publisher has removed the normal cover price from a publication (to prevent resale for example) or reduced the cover price for that issue the Basic Cover Price must still be applied for this purpose.
- For ABC rate classification purposes the Multipack price must be allocated to each magazine included in an ABC circulation claim on a pro-rata basis using their individual Basic Cover Prices.
- A free publication (or one promoted as free) included in the multipack may be eligible to be claimed under Monitored Free Distribution or Sample Free Distribution. Please refer to those

sections for requirements and reporting. If a publication is claimed as a free copy within a retail multipack it must be detailed on the multipack breakout for the paid publication.

REPORTING

You will report retail sales as follows, which will be broken out on the ABC Certificate (note: the term Full Rate will replace full or Basic Cover Price for reporting purposes):

...

4. The issues that include copies sold as a part of a multipack must be reported, identifying the other publication(s) included in the multipack (only those that are themselves included in an ABC circulation claim - which could be as Retail Sale or Monitored/Sample Free) and the quantity and percentage of each issue's Paid Single Copies figure (total of retail sales and single copy sales) that is sold as part of a multipack.

2. Digital Editions - Controlled Free Circulation and Membership Copies (Effective periods ending December 2018)

Free Digital Edition copies can be included as Controlled Free Circulation or Membership Copies (sample), where the active opening of the issue demonstrates delivery of the copy to the individual.

Amendment

Add new text as denoted by shading and remove text struck through:

DIGITAL EDITIONS [extract]

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

c) If the end recipient receives the Digital Edition free, copies may be claimed via either of the following methods:

i) Notification method:

- o You must capture their name, postal address and email address.
- o You can only claim one Digital Edition copy per individual
- o You cannot claim the copy if you have provided a paid or free print copy to the same individual (where known).
- o You must send an email alert to the individual informing them that the issue is available for view/download.
- o You must exclude copies where the email alert generates a Hard Bounceback measured at least 24 hours after the email was sent. A Hard Bounceback is where an NDN (Non-Delivery-Notice) such as an SMTP 550 error or other hard bounceback error message is received.
- o You must be able to provide evidence of the emails sent and Hard Bouncebacks received.
- o Recipients may be contacted as part of the audit process.

ii) Actively opened method:

- o Copies may be eligible for the categories Controlled Free Circulation - individually requested (regular or sample as appropriate) and Membership Copies
- o Evidence of delivery to identifiable individuals must be demonstrated by the measurement of active openings of the copy
- o The delivery process/database must have a mechanism to minimise the risk of significant duplicates to the same individual within the distribution method
- o The auditor must have access to verify the claim in relation to the delivery process/database and measurement of active openings

3. Paid Single Copies - banding overseas copies (Effective periods ending December 2018)

For simplicity you may allocate retail/single copies in other countries into rate bands by comparing the price paid against the UK Basic Cover Price. However if you wish you may continue to report copies against the relevant local cover price.

Amendment

Add new text as denoted by shading:

RETAIL SALES (SALE OR RETURN & FIRM SALE)/SINGLE COPY SALES [extract]

7. Reported by rate, comparing price paid by the consumer with the Basic Cover Price

...

- b) The default position is to use the UK Basic Cover Price. However you may opt to report other countries copies against the relevant local cover price.