

September 2002

Dear Member,

### **Business to Business Magazine rule changes**

The ABC Council has ratified changes to the Business to Business Magazine Standard audit rules.

**The changes have been incorporated into the latest rule book, which will be available shortly to download from the ABC website [www.abc.org.uk](http://www.abc.org.uk)**

The rule changes were discussed and approved by the Business Press Specialist Committee. If you would like the Committee to review any current rule, or to consider any area where the rules may need development, please contact your Account Manager or the Director of Business to Business, Jan Pitt.

#### **1. CD ROM/Electronic copies**

*CD Rom and other electronic copies are to be excluded from the circulation claim as it felt these should be certified separately from the print product. Effective for audit periods ending after 31 December 2002.*

*Note: Distribution of such electronic copies may still be audited and certified by ABCE.*

Remove struck through text and insert new bullet point under disallowed copies:

#### **5.8.1. Print/production evidence**

- Print/production invoices must be available for every issue of the publication distributed during the Audit Period. ~~This includes any CD-ROM/electronic media copies claimed.~~

#### **5.8.3 Journal evidence**

- One copy of every issue and edition of the publication distributed during the Audit Period must be available at the audit. ~~Where the publication is produced in CD-ROM/ other electronic media and printed versions, a copy of each version must be available.~~

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**5.3 DISALLOWED COPIES**

These are copies that may be mailed by the publisher but must not be counted in the final circulation claim as they are expressly excluded under ABC rules.

- Non-print copies such as those published on CD Rom or other electronic media. Electronic copies may only be included on a separate ABCE certificate.

**2. Requested by telephone – recording of request to receive publication and response to Personal Identifier Question**

*The current rules for controlled requested by telephone circulation stipulate that the telephone interview/script must include the personal identifier question and a question about whether the respondent wishes to receive the publication.*

*In case of doubt, this amendment is to clarify that the rule requires the responses to these questions to be recorded so that they can be verified at audit. Effective immediately.*

Insert shaded text to rule 12.6.4

**Telephone requests**

- The telephone interview/script must include a question such as ‘Do you wish to receive (continue to receive) a free copy of this Publication?’ A record of the response must be retained and be available at audit to enable verification.
- The telephone interview/ script must include an audit question to which the answer is likely to be known by the addressee and not the publisher. This is known as the personal identifier question or PIQ. A record of the response must be retained and be available at audit to enable verification.

**3. Subscriptions – method of despatch**

*The requirements for copies to be distributed by a third party distributor are detailed in rule 5.8.2 and this requirement remains unchanged.*

*However a reference under the subscriptions category, intended to refer to copies being despatched from publishers’ offices, has been removed to avoid any possible confusion over distribution requirements. Effective immediately.*

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**8.2 REQUIREMENTS FOR SINGLE COPY SUBSCRIPTIONS**

- The delivery must be on an every issue basis by the publisher or through a 3rd party mailing house.

3.

#### **4. Back issues**

*Clarification is needed that sales of back issues can only be included in the ABC circulation claim if they are bona fide newstrade, single copy sales, single copy subscription sales or multiple copy subscription sales bearing a cover date less than 12 months prior to the date of sale. Effective for audit periods ending after 31 December 2002.*

Amend as shown:

#### **5.3 DISALLOWED COPIES**

- Back issues. A back issue is any issue dated prior to the current issue. ~~Any single copy sales bearing a cover date more than 12 months prior to the date of sale must be excluded.~~ Only bona fide newstrade, single copy sales, single copy subscription sales or multiple copy subscription sales, bearing a cover date less than 12 months prior to the date of sale may be included in the ABC circulation claim. Sales or distribution of back issues of any other category or bearing a cover date more than 12 months prior to the date of sale must be excluded.

ABC's integrity depends on high standards in auditing practice and also its commitment to involving the industry in every aspect of the audit system. If you would like more information about how the changes affect you, please contact your Account Manager, Jan Pitt, or me.

Yours sincerely,



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