

2 March 2006

Dear Member,

Business to Business Magazine rule changes

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

The latest rule book – 2006 Version 2 – incorporates these changes and is available to download from the ABC website 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.

Controlled Requested Circulation – age of requests

From audit periods ending December 2006 both individually requested circulation and company requested circulation must be separately analysed into the three age bandings (under 12 months, 13-24 months and 25-36 months). Please see rule 12.4.1.

Controlled Non-Requested Circulation – website sources

The use of data from an un-dated website in support of controlled non-requested circulation is currently prohibited. This rule change offers publishers the option of using such data by purchasing an optional validation service from ABC.

Publishers must apply to ABC and have an engagement letter detailing the provision of this service in place prior to the distribution of the Audit Issue for which the source will be used. Please refer to rule 12.8 and the Sources and Ages table in Section 12 of the rulebook for more information.

Controlled Non-Requested Circulation – internet forms and enquiries

Currently data captured from internet forms and enquiries requires the use of ABC's Personal Identifier Question (PIQ).

This rule change will allow the requirement for the capture of the PIQ to be waived if the publisher has advanced written approval from ABC. Written approval is conditional on the successful completion of an advance systems audit at an additional charge.

Any web data capture systems must record an auto-generated date stamp for each enquiry/entry and be sufficiently secure so as to provide a robust audit trail for ABC sourcing purposes. Only sources collected after completion of the advance systems audit may be claimed using this exemption. This change can be found in the Sources and Ages table in Section 12 of the rulebook.

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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 or the Director of Business to Business, Jan Pitt.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Martin Hackett', with a horizontal line extending to the right.

Martin Hackett
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