



December 2008

Dear Member,

ABC Regional Publications Reporting Standards

Saxon House
211 High Street
Berkhamsted
Hertfordshire
HP4 1AD

+44 (0) 1442 870800

www.abc.org.uk
www.abce.org.uk

The ABC Council has ratified changes to the ABC Regional Publications Reporting Standards.

The latest Reporting Standards – 2008 version 7 incorporate the changes (which are all effective immediately) and are available to download from the ABC website www.abc.org.uk.

Multiple copy sales/Free pick up - capping

1. To avoid double counting of caps where two or more distribution outlets are used within a location that is already subject to its own cap, the following wording has been added to the introduction to appendix 2:
 - Caps cannot be 'double-counted' at a particular location that is already subject to its own cap. *For example if copies are distributed at a distinct retail outlet within a hypermarket as well as in the hypermarket itself then you cannot claim distribution up to the permitted cap for a retail outlet and in addition up to the permitted cap for a hypermarket as this would exceed the cap agreed for the hypermarket as a location.*
 - However if you do distribute to two or more distribution points at a particular location that already has its own cap, then you can still claim copies at those different distribution points as long as you restrict the total of the caps used to the quantity of the largest cap at that location. This will be achieved by deducting the smaller caps from the largest one. *In the example above where you distribute copies at a distinct retail outlet within a hypermarket as well as in the hypermarket you must restrict the total available cap to that of the hypermarket (250 copies). This can be done by deducting the retail outlet cap of 20 copies from the hypermarket's cap of 250 so the allowable caps are: Hypermarket 230, retail outlet 20. You would also have option of just using the 250 cap for the hypermarket and excluding the retail outlet in the hypermarket from the ABC claim.*
2. The ABC Regional Publications Reporting Standards Group has agreed a number of new caps and a small revision to existing caps. Please refer to appendix 2 for the latest agreed caps.

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Industry agreed measurement

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Full price multiple copy sales

The wording of one of the requirements relating to full price multiple copy sales (in the introduction to appendix 2) has been amended to clarify its meaning and avoid confusion:

[shading/struck-through text denotes changes]:

Multiple copy sales are normally sold at below cover price. However if for a particular deal you sell copies at full cover price and:

- there is advertising/promotional content or items involved in the transaction then you may claim ~~up to 100% of the agreed audience measurement type~~ copies supplied up to the relevant cap *(for example: for schools up to 6th form you may claim copies supplied up to a maximum of 15% of the number of pupils)*; or
- there is no advertising/promotional content or items involved then you may claim up to 100% of the publications supplied under the deal.

Reporting of advertising content and pagination

'Free publications' (defined as those whose newstrade, single copy sales and subscription sales represent less than 25% of its total average circulation) are required to report the average advertising content and average pagination on their certificate.

It has been clarified that the method of calculating average advertising content and average pagination is the same as previously stated in the VFD audit rules. The relevant bullet point in section Q3 of the Reporting Standards has therefore been amended to reinstate the original wording.

These changes were discussed and approved by the ABC Regional Publications Reporting Standards Group. If you would like the Standards Group to review any current reporting standard or if you would like more information about how the above changes affect you, please contact your ABC Account Manager, Eric Mayers (eric.mayers@abc.org.uk), Lynn Lacey (lynn.lacey@abc.org.uk) or Allison Conlon (allison.conlon@abc.org.uk).

Yours sincerely



Martin Hackett
Head of Compliance
martin.hackett@abc.org.uk