



December 2009

Dear Member,

## Consumer Magazine ABC Reporting Standards

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The ABC Council has ratified changes to the Consumer Magazine ABC Reporting Standards. The latest Reporting Standards - 2009, Version 5 – incorporate these changes and are available to download from the ABC website [www.abc.org.uk](http://www.abc.org.uk).

### 1. Date of Distribution (newstrade copies)

The ABC definition of distribution date for newstrade copies has been amended to the on-sale date (rather than the date they were delivered to the distributor). As the distribution date determines the reporting period in which an issue is claimed, this brings this into line with the way issues are reported under the optional monthly circulation/issue analysis.

Effective from reporting periods ending December 2009, the revised rule is as follows:

#### **5.7 DATES OF DISTRIBUTION**

The date of distribution of an issue will be the date when the majority of the copies entered the distribution chain.

- For mailed copies the date to be used to determine the distribution date is the date when the courier (e.g. Royal Mail) accepts the copies for mailing.
- For newstrade copies the date to be used to determine the distribution date is the issue's first official on-sale date.
  - Therefore for publications where the majority of their circulation is newstrade, the distribution date is the on-sale date.
  - Should the actual on-sale date vary materially from the first official on-sale date, ABC reserves the right to re-determine the period in which the issue is reported.

#### Monitored Free Distribution - reporting

For reporting periods starting from July 2010 onwards it has been agreed to introduce an analysis of monitored free distribution copies by distribution point type. A new rule has been added as follows:

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Industry agreed measurement



**15.3.4 Analysis by distribution point (effective for reporting periods starting from July 2010 onwards)**

- You must report on the return form an analysis of the average monitored free distribution quantity per issue by distribution point type. This analysis will appear on the certificate.
- The distribution point types to be analysed are as follows:
  - Airports/ Airlines
  - Cruise ships/ ferries
  - Educational establishments
  - Hotels
  - Leisure centres/ clubs
  - Medical establishments
  - Offices
  - Retail outlets
  - Street
  - Trains
  - Other

The changes to the Reporting Standards were discussed and approved by the ABC Consumer Magazines 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 might affect you, please contact the Director of Magazines Jan Pitt ([jan.pitt@abc.org.uk](mailto:jan.pitt@abc.org.uk))

Yours sincerely



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