



October 2009

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Dear Member,

www.abc.org.uk

Consumer Magazine ABC Reporting Standards

The ABC Council has ratified a clarification to the Consumer Magazine ABC Reporting Standards. The latest Reporting Standards - 2009, Version 4 – incorporate this clarification and are available to download from the ABC website www.abc.org.uk.

Short period subscriptions

It is clarified that paid subscriptions taken out for a period less than the minimum required for inclusion in the single copy subscriptions category can be reported in the category 'newstrade and single copy sales'.

Section 7.1 of the Reporting Standards has been amended to reflect this.

New Personal Identifier Question for 2010

A new Personal Identifier Question (PIQ) has been set for 2010, which is valid from 1 January 2010. The PIQ is used as a means of audit verification for telephone, internet and e-mail registrations for controlled free circulation on Consumer Magazines.

It must be asked, the answer recorded and the information retained for audit for telephone, internet or e-mail requested controlled free circulation obtained by these means. Please refer to section 13 the Reporting Standards for more information.

The question for 2010 is:

- What is the *month* of your birth? – recorded numerically (1 – 12)

For example: 'August' would be '8'. It is suggested that if asking the question on an internet form a drop down menu/box could be used.

Continued/...



Industry agreed measurement

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The clarification to the Reporting Standards was 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 clarification might affect you, please contact the Director of Magazines Jan Pitt (jan.pitt@abc.org.uk)

Yours sincerely

A handwritten signature in black ink, appearing to read "Martin Hackett", with a small horizontal line at the end.

Martin Hackett
Head of Compliance
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