



December 2009

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Dear Member,

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[www.abc.org.uk](http://www.abc.org.uk)

### **ABC Regional Publications Reporting Standards**

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

The change is incorporated in the latest Reporting Standards – 2009 version 5 which are now available to download from the ABC website [www.abc.org.uk](http://www.abc.org.uk).

#### Free Requested Delivered Copies

From reporting periods commencing January 2010 onwards the requirement for free requested delivered copies to be sent to the same individuals each issue (or by day of week) is to be removed but the requirement that the number of copies delivered must be of a similar number from issue to issue (or similar number by day of week) remains.

Please see sections L2 and L4 of the Reporting Standards for the full wording of the change.

The change was 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 change affects you, please contact your ABC Account Manager, Eric Mayers ([eric.mayers@abc.org.uk](mailto:eric.mayers@abc.org.uk)), Lynn Lacey ([lynn.lacey@abc.org.uk](mailto:lynn.lacey@abc.org.uk)) or Allison Conlon ([allison.conlon@abc.org.uk](mailto:allison.conlon@abc.org.uk)).

Yours sincerely

Martin Hackett  
**Head of Compliance**



Industry agreed measurement

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