

# SPECIAL EDITIONS – AN ABC GUIDE FOR REGIONAL PUBLICATIONS

## DEFINITION

Special Editions are stand alone publications produced by regional publications to cover a special subject.

The subject matter of Special Editions can be varied but cannot be Property, TV Listings, Jobs/Recruitment or Motoring. A Special Edition must comprise at least 25% editorial content.

A Special Edition is normally on sale for a longer period of time than its parent paper. It is, therefore, important to remember that if a Special Edition's sales period overlaps the end of an audit period and all unsold copies are not accounted for when the ABC return needs to be completed then a publisher will need to make a provision when producing the sales figure. The sale must be recorded in the audit period into which the publishing date of the Special Edition falls. (For help and advice on provisioning please contact ABC).

## MULTIPLE COPY SALES OF SPECIAL EDITIONS

Multiple copy sales of Special Editions cannot be claimed as part of ABC circulation figures.

## ABC REQUIREMENTS

ABC acceptance of Special Editions is governed by strict rules :-

1. The front cover must carry a clear logo showing it to be an edition of the parent paper.
2. The date of the parent paper must be carried on the majority of pages within the special edition.
3. 70% of all R.O.P. advertisements from the parent paper of that day must be carried in the Special Edition, an opt in form must be obtained from 70% of ROP advertisers to confirm their approval of their advertisement appearing in the Special Edition. Colour ads in the parent paper can only be carried in mono in the Special Edition if the advertiser gives the publisher a dispensation to do so. (Copies of suggested opt in agreements are available from your Account Manager at ABC).
4. **Advertisements** that are carried into the Special Edition must also account for at least 70% of the total **advertisers** in that day's R.O.P. total.
5. Special Editions must be distributed within 7 days of the publication of the parent paper.
6. Notifications of Special Editions should be sent to ABC for acceptance within 14 days of the publication date. Forms for this are also available upon request from your Account Manager or the ABC website [www.abc.org.uk](http://www.abc.org.uk)
7. Notification must include the following: -
  - The completed notification form
  - A copy of the special edition and the parent paper.
  - A copy of your notification to the trade, which details the on-sale period and the terms.
  - Opt in forms
8. Only when an official acceptance has been received from ABC can Special Edition sales be included in your ABC figure.



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



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

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## **R.O.P. – POINTS TO REMEMBER**

When calculating the total number of R.O.P. advertisements, ABC will include earpieces.

House Ads, and advertisement features are not included in the calculation.

ROP advertisements lifted from the parent paper have to be the same size in the special edition.

It is also permissible for separate advertising to be sold into the special edition.

## **FORMAT AND PRICE OF SPECIAL EDITIONS**

Special Editions have to be the same format (e.g. tabloid, broadsheet) and use similar paper (e.g. newsprint) as its parent paper and have the same cover price or higher of its parent paper. The cover price cannot be discounted and the Special Edition cannot be sold as a part of any promotional package with other products or publications.

Special Editions cannot be inserted into or distributed within the parent paper from which the ROP advertisements have been taken.

## **PARENT PAPER**

Special Editions cannot be produced using a sports edition as the parent paper (the sports paper already being a separate edition).

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## **ABC PUBLICATION OF FIGURES**

Although Special Editions are included on the baseline ABC figure, they are reported separately in the Concurrent Release and on an ABC certificate.

## **MORE INFORMATION**

If you would like more information about ABC, its standards and procedures please contact your Account Manager.

Industry agreed measurement



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



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