

A Guide to Exclusions- Regional Publications



Setting the standard

Definition

This guide is to help you understand the circumstances for an issue to be excluded and how they are recorded and reported. Our industry recognises that there are certain circumstances outside of the publisher's control that can affect the circulation of an issue. So for the sake of a true comparison issues can be excluded under these circumstances.

Daily Newspapers

National Bank Holidays

ABC Reporting Standards allow daily newspapers to exclude all official bank holidays as an option i.e. without applying to ABC. This means all official Bank Holiday Mondays plus Good Friday, Christmas Day, Boxing Day and New Years Day. Easter Monday is not an official bank holiday in Scotland and Good Friday is not an official bank holiday in the Republic of Ireland so these days cannot be taken as optional exclusions there. There are Regional National Bank Holidays e.g. St Patrick's Day that can be claimed as an optional exclusion.

Local Bank Holidays

We recognise that there are local Bank Holidays that differ from area to area. These can be excluded providing that evidence exists that they are bona fide local Bank Holidays. A publisher must apply to ABC and prove a 5% shortfall of the normal average net sale. (See publisher requested exclusion notes below)

Christmas/New Year Optional Exclusions

The Christmas/New Year holiday period allows additional optional exclusion days. Daily publications can exclude any of the days between Christmas Eve and up to and including the second official working day after the 1st January and the 2nd January in Scotland. You don't have to obtain any further documentation from us to exclude these days. You will need to report these dates in the correct exclusion category on your ereturn, i.e. Christmas and New Year. If your paper was not published on any day in this period then show the exclusion as Not Published on your ereturn

Bank Holiday Exclusions & Your ABC ereturn

All Bank Holidays that you choose to exclude from your circulation average need to be reported on your ereturn in the correct category i.e. under Official National Public Holidays. If you didn't publish on that day then just simply choose the Not Published option from the drop down menu on your ereturn.

Non Daily Publications

National/Local Bank Holidays

Non daily publications cannot claim National Bank Holiday exclusions as optional exclusions because their selling period is over a longer period than daily titles. If a non daily publication wishes to exclude an issue published in a week containing a Bank Holiday they can apply to us in the way described later in this guide. The exception to this is at Easter. You have the option to exclude either the week including Good Friday or Easter Monday. Easter Monday is not an official Bank Holiday in Scotland and Good Friday is not an official Bank Holiday in the Republic of Ireland so issues published in these weeks cannot be taken as optional exclusions there.

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Christmas/New Year Optional Exclusions

You can exclude any two of the three issues published in the three weeks preceding the first Sunday after New Year's Day.

You will need to report these exclusions in the correct category on your ereturn which is Christmas and New Year. However if your paper is not published then use the Not Published category from the drop down menu on your ereturn. Non Published issues do not count as one of the optional exclusions allowed for the Christmas and New Year period.

All Publications

Publisher Requested Exclusion Note

Apart from optional exclusions, you can request the exclusion of any issue for which the circulation has been adversely affected. The circumstances that caused the delay/shortfall must be due to an occurrence that is beyond your control and this would normally be a production or distribution problem. The shortfall has to be by more than 5% due to a late distribution for paid titles* and 10% due to a gross distribution shortfall for free titles** compared to their average circulation figure. These exclusions are called ABC Granted exclusions. The average circulation figure is calculated on the previous 4 comparative week's figures, using only single copy sales for paid titles and actual gross distribution for frees. Any optional exclusions falling in the previous 4 weeks are not included in calculating the average but ABC Granted exclusions are. The affected issue is then compared to this average and if the above criteria are met the issue can be excluded.

Requests for exclusions have to be made to us within 28 days of the date of the issue you wish to exclude. There is an ABC Exclusion Application Form that needs to be completed. Your account manager can provide you with this.

All exclusion requests are checked by us and researched if necessary. You can only exclude the issue when we have issued you with a formal exclusion note. The exclusion will then show on your ereturn.

All excluded issues are shown on your ABC certificate and any ABC data. Any ABC granted exclusions are emailed to regional press buyers at advertising agencies, posted on the ABC website and included on the ABC eAlerts system.

More Information:

For more information about ABC Reporting Standards and procedures please contact your account manager.

*Paid Title

A paid title is defined as one whose newstrade, single copy and subscription sales represent 75% or more of its total average circulation.

** Free Title

A free title is defined as one whose newstrade, single copy and subscription sales represent less than 75% or more of its total average circulation.

This outline is intended as a brief user-friendly guide to the topic. It is not intended as a replacement for, or interpretation of the relevant ABC Reporting Standards. In all cases where this guide and the reporting standards differ, the reporting standards will prevail.