

# A Guide to Special Editions- Regional Publications



## Setting the standard

### Definition

Special editions are stand alone publications which you can publish 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 has to have at least 25% editorial content.

A special edition is normally on sale for longer than its parent paper. It's important to bear in mind that if a special edition's sales period overlaps the end of an audit period you may need to make a provision when calculating the sales figure. The sale is recorded in the audit period into which the publishing date of the special edition falls. (If you need any help on this just contact your account manager)

### Multiple Copy Sales of Special Editions

Multiple copy sales of special editions cannot be claimed as part of your circulation figure.

### Reporting Requirements

1. The front cover of the special edition has to carry a clear logo showing it to be an edition of the parent paper.
2. The date of the parent paper is 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 have to be carried in the special edition.
4. All advertisements that are carried in the special edition need an opt in form from the advertiser to confirm their approval of their advertisement appearing in the special edition.
5. A minimum of 70% of the ROP advertisers from your parent paper need to agree to advertise in the special edition.
6. Colour advertisements 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).
7. **Advertisements** that are carried into the special edition have to also account for at least 70% of the total **advertisers** in that day's R.O.P. advertising total.
8. Special editions have to be distributed within 7 days of the publication of the parent paper.
9. Notifications of special editions need to be sent to us within 14 days of the publication date. Forms for this are also available just ask your account manager.
10. Notification must include the following: -
  - The completed application form
  - A copy of the special edition and the parent paper.
  - A copy of your notification to retail outlets which details the on-sale period and terms.
  - Completed opt in forms
11. Only when an official acceptance has been received from us can special edition sales be included in your circulation figure.

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### ROP Points to Remember

- When calculating the total number of R.O.P. advertisements earpieces are included.
- House Ads, and advertisement features do not have to be included in the special edition.
- ROP advertisements lifted from the parent paper have to be the same size in the special edition.
- Separate advertising can be sold into the special edition.
- ROP advertisements from supplements in the parent paper must be carried in the special edition if the supplement is published four or more times in an audit period.

### Format and Price of Special Editions

- Special editions have to be published in the same format (e.g. tabloid, broadsheet) as the parent paper.
- Similar paper (e.g. newsprint) has to be used as the parent paper
- The cover price has to be the same or higher than the parent paper.
- The cover price cannot be discounted
- Special editions 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.

### ABC Publication of Figures

Special editions are included in your headline ABC figure and they are reported separately in the Concurrent Release and on your ABC certificate.

### More Information

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

*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.*