



Press Release

21<sup>st</sup> September

## **ABC breaks new ground with Targeted Household Distribution scheme**

ABC has today launched a new service, which for the first time certifies the quality as well as the quantity of a household distribution audience.

Using a new two stage process, ABC will verify the level of distribution to households and also report on the likelihood of those households to meet a set of defined targeting criteria using third party geo-demographic segmentation tools such as TGI, Mosaic or Acorn.

This scheme has been designed to serve the needs of advertisers and agencies interested in effectively targeting a specific profile type through free media. ABC's certification will help them to identify those titles best suited to delivering the audiences they want and give greater confidence and trust in using household distribution as an effective advertising channel.

Media owners can now demonstrate to their advertisers that their selected audience has been independently verified to ABC industry standards.

These new ABC standards have been developed for all sectors including magazines, newspapers and doordrop media, and are therefore open to any media owner planning to use household distribution.

**Mark Davies, Managing Director of Whistl Doordrop Media commented** "This is a welcome initiative that recognises our channel's ability to accurately target and deliver new products to valuable audiences without the circulation constraints of the newsstand."

**Mike Colling, CEO MC&C commented** "From an agency perspective, I welcome this move by ABC to establish an industry standard on the planning methodologies and data sources used to reach different audiences at a household level. This will bring Doordrop Media into the fold of gold standard media auditing. "

**Jan Pitt, Group Executive Director of Client Services at ABC, added:** "I'm thrilled to announce this new cross-sector ABC scheme and the development of a set of consistent industry agreed standards for this market. I look forward to working with the industry to bring the ABC stamp of trust to media properties for whom this method of distribution is important."



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### **About ABC**

ABC inspires confidence in the market across the media world by delivering a valued 'stamp of trust'.

ABC underpins the way billions of pounds worth of advertising budgets are traded across the converging media landscape in the UK and beyond. It has two roles:

- To bring the industry together to agree standards that define media measurement and determine best practice.
- To offer independent audit and compliance services, delivering certification which verifies that data and processes meet the industry-agreed Reporting Standards.

ABC is governed by the industry, for the industry. ABC's board consists of advertisers, media agencies, media owners and trade bodies. They represent the differing interests of the media industry and meet regularly to agree new standards and make strategic decisions as to how ABC is run. With Board consensus, ABC has the ability to provide certification for any platform. As advertising platforms develop, ABC continually innovates and evolves to ensure its portfolio of products and services delivers to the media industry's needs.

ABC UK was established in 1931 and is a founder member of the International Federation of ABC (IFABC), of which ABC UK CEO, Jerry Wright, is Secretary and an Executive Board member. Richard Foan, Group Executive Director of Communication & Innovation, ABC UK, also chairs the IFABC Web Standards Group, which works to deliver global standards and establish digital good practice across the world.

For further information please visit [www.abc.org.uk](http://www.abc.org.uk) or contact Isabel Napier-Wilson at Eulogy on 0203 077 2000/ [abc@eulogy.co.uk](mailto:abc@eulogy.co.uk)