

SUPERSEDED



ABC BYELAWS - 2007

BYELAWS

ABC BYELAWS**DEFINITIONS :**

ABC/Audit Bureau of Circulations/Bureau	Audit Bureau of Circulations Limited
ABC/VFD	Audit Bureau of Circulations/Verified Free Distribution
Advertising Rate Cards	Material in which a media owner lists the cost of advertising space in a publication/exhibition
Approved circulation auditor	Auditor appointed by the member and approved by ABC to conduct the audit in accordance with the relevant Audit Rules (as hereinafter defined)
Media packs	Promotional material relating to a Title/s in which a media owner makes claims in relation to a publication/exhibition
Official/Official of the Bureau/Official of ABC	Employee or other person acting for ABC in an official capacity
Permanent Information Form	Form on which data relating to the Title are submitted to the Bureau
Return	Form on which circulation/distribution/exhibition data for an audit period are reported to ABC for certification
Title	Publication, exhibition, other published media or list/database
Trade Press	Publications or other media which provide information for persons in relation to their employment or interest in the media industry

Headings and brief introductions to certain clauses (shown in Italics) are for convenience only, do not form part of the Byelaws and will not affect their interpretation.

1. CONSTITUTION

- (a) The constitution of the Audit Bureau of Circulations Limited (hereinafter referred to as the "Bureau") is contained in the Memorandum and Articles of Association of the Company. An up-to-date copy may be inspected by any member on application to the Company Secretary of the Bureau. The operation of the Bureau is governed by its Memorandum and Articles, by Byelaws made by the Council ("the Byelaws") and by the Bureau's Audit Rules approved by the Council and published from time to time ("the Audit Rules"). The Articles of Association govern a member's admission to and continuance of membership.
- (b) A member may not remain in membership of the Bureau if none of its titles is registered with the Bureau.
- (c) Membership of the Bureau is subject to compliance with the Audit Rules and Byelaws and a failure to comply shall be a ground for complaint in accordance with the procedure set out below.

2. IMPLEMENTATION

The following Byelaws shall be effective from 1 January 2005 and replace all previous Byelaws of the Bureau with effect from that date and all practices and procedures of the Bureau shall be subject to these Byelaws.

3. INSPECTION OF RECORDS*Introduction*

ABC's credibility relies on the accuracy of the data it certifies. Therefore it requires the following rights of access to records, in order that the accuracy of any data to be certified may be verified.

- (a) Within 10 working days of being so requested any authorised representative of the Bureau must be allowed access to all or any

of the member's records whether held by the member or a third party agent for the purpose of checking the accuracy of any Return.

- (b) Where a publisher appoints an independent distribution or third party agent to deal with part of his circulation or where the file of addresses for postal distribution of a publication is not in the control of the publisher member and is held by a specialised mailing house or third party agent whether in ownership of the publisher member or not, the publisher must provide a letter of confirmation from the agent to the Bureau that the records of the agent, the manual or computer address file or any necessary records and ancillary documents of the agent will be made available for inspection by a representative of the Bureau or the Approved Circulation Auditor within 10 working days of a request.

4. COMPLAINTS PROCEDURE*Introduction*

If a member of ABC or an Official of ABC wishes to make a complaint that another member is not complying with the ABC Byelaws or Audit rules, then this section sets out the procedure that should be followed. It is intended to allow both parties to the complaint the opportunity to make their representations and for ABC to ensure it has all the information required to make a fair and informed decision.

- (a) If a member of the Bureau or an Official of the Bureau (other than the Chief Executive or Chairman) ("the complainant") considers that another member ("the member complained of") has not complied with or is not complying with the Audit Rules or the Byelaws, he may make a complaint to that effect in accordance with this complaints procedure.
- (b) The complainant shall send to the Head of Compliance a written notification of complaint ("the notification of complaint") setting out the matters of which he complains accompanied by copies of any documents on which the complaint relies.

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- (c) If the complainant is the Head of Compliance then he shall send the complaint to the Chief Executive and references below in this process to the Head of Compliance shall be read as references to the Chief Executive and references to the Chief Executive shall be read as Chairman.
- (d) Unless the Head of Compliance considers the complaint to be manifestly ill founded, he shall send a copy of the notification of complaint and any related documents to the member complained of.
- (e) Within 10 working days of receipt of the notification of complaint, or within such further time as the Head of Compliance may allow, the member complained of shall send to the Head of Compliance a written statement of response setting out his response to the matters raised by the complainant accompanied by copies of any documents on which he relies. Where the Head of Compliance considers that a reply is required from the complainant, he will send the complainant a copy of the response if a reply is required from the complainant.
- (f) Within 10 working days of receipt of the statement of response, or within such further time as the Head of Compliance may allow, the complainant may send to the Head of Compliance a written statement of reply setting out his reply to the matters raised by the member complained of accompanied by copies of any documents on which he relies.
- (g) If it is contended expressly or by implication in the notification of complaint or response or reply that a decision by an Official of the Bureau (the "Official") is not in accordance with the Audit Rules or the Byelaws the Head of Compliance may refer the statement to the Official and the Official may send to the Head of Compliance and to the parties to the complaint his written comments within 10 working days (or within such further time as the Head of Compliance may allow).
- (h) After consideration of the notification of complaint, response and reply (if any) and any written comments by the Official, the Head of Compliance may require the complainant or the member complained of or the Official to provide further information or documents relating to the matters raised.
- (i) When the Head of Compliance considers that sufficient information and documents have been provided, he shall make a decision on the complaint and shall notify the complainant and the member complained of the same.
- (j) If the Head of Compliance decides that the member complained of has complied with the Audit Rules and Byelaws, he will notify the complainant and the member complained of. Both parties and ABC must keep all matters relating to the complaint confidential, including all correspondence and the fact that a complaint was even made. However if the Head of Compliance decides special circumstances require it, he may issue a ruling that the complaint has not been upheld and authorise the circulation of that ruling to other members and the Trade Press.
- (k) If the Head of Compliance decides that the member complained of has not complied with the Audit Rules or Byelaws, or that a decision by an Official was not in accordance with the Audit Rules or the Byelaws he may implement any or all of the penalties outlined at section 6.
- (l) Should the complainant or member complained of disagree with this decision, they will have the right to appeal to the Chief Executive for a review. This appeal must be made in writing within 5 working days of notification of the decision, the Chief Executive to respond within 10 working days of receipt of the request for a review, or within such further time as the Chief Executive may reasonably require.
- (m) Should the Head of Compliance believe that a penalty other than one set out in section 6 be applied, he may in addition and subject to the approval of the Chief Executive implement any or all of the actions detailed below:
- i. withdraw any Bureau certificate already issued and issue a corrected certificate;
 - ii. require the member complained of to submit or resubmit any returns;
 - iii. direct that the member complained of be expelled, suspended from membership temporarily and/or subject to the fulfilment of such conditions as the Head of Compliance may impose;
 - iv. direct that the registration of the title in question be cancelled or suspended temporarily;
 - v. direct that a reaudit take place by the member's Approved Circulation Auditor or ABC.
- (n) The decision on the complaint by the Chief Executive under section 4l or the Head of Compliance and Chief Executive together under section 4m shall not be carried into effect if within 5 working days of being notified of the decision, the complainant or the member complained of gives notice to the Chief Executive that he requires a complaints panel to be convened to reconsider the complaint.
- (o) If the Chief Executive receives such a notice he shall refer the complaint for reconsideration to a panel consisting of 3 members of the Council of the Bureau (not connected with the complainant or the member complained of or the matters raised) selected by the Chairman ("the complaints panel").
- (p) If they consider it appropriate, before reconsidering the complaint, the complaints panel may invite the complainant, the member complained of, or the Official to make further written representations, and may call on appropriate experts. The meeting of the panel must take place within 15 working days of the Chief Executive receiving the notice in accordance with 4n above, unless an extension of not more than 10 working days is agreed by all parties.
- (q) The complaints panel may confirm, reverse or vary the decision of the Chief Executive and/or Head of Compliance.
- (r) The decision of the complaints panel shall be of no effect unless and until it has been reviewed and approved by the Council. The review by the Council must take place within 10 working days of the panel's decision.
- (s) Until the completion of the complaints procedure, contents of the statement of complaint, the statement of response, the statement of reply and any other information and documents which have been provided shall be confidential to the complainant, the member complained of and the Bureau and neither the complainant nor the member complained of shall institute any legal proceedings against any person in respect of any matters referred to therein. If, as mentioned in section 4j above, the complaint is not upheld, both parties and ABC must keep all matters relating to the complaint confidential, including all correspondence and the fact that a complaint was even made. However if the Head of Compliance decides special circumstances require it, he may issue a ruling that the complaint has not been upheld and authorise the circulation of that ruling to other members and the Trade Press.

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- (t) Matters raised under this Complaints Procedure cannot also be subject to reviews or appeals under the Review Procedure in section 5 below.

5. REVIEW PROCEDURE*Introduction*

This section sets out the procedure for members who wish to contest a decision made by ABC because they believe it has not been made in accordance with ABC's own Audit Rules or Byelaws

- (a) If a member ("the member seeking review") considers that a decision by an Official of the Bureau ("the Official") is not in accordance with the Audit Rules or the Byelaws, he may apply for a review of the decision in accordance with this review procedure.
- (b) The member seeking review shall send to the Chief Executive a written request for review setting out the reasons why he contends that the decision was not in accordance with the Audit Rules or the Byelaws accompanied by copies of any documents on which he relies. This must be received by the Chief Executive within 5 working days of any written notification of intent to request a review.
- (c) If the Official whose decision is questioned is the Chief Executive, then he shall send the request for review to the Chairman and references below in this review procedure to the Chief Executive shall be read as references to the Chairman.
- (d) The Chief Executive shall send a copy of the request for review to the Official.
- (e) If the Chief Executive considers that the request for review directly affects another member or members ("the member(s) affected"), he shall also send a copy of the request for review to the member(s) affected.
- (f) Within 10 working days of receipt of the request for review, or within such further time as the Chief Executive may allow, the Official (and any member(s) affected) shall send to the Chief Executive written statement(s) of response setting out his/their response(s) to the matters raised by the member seeking review accompanied by copies of any documents on which he/they rely. The Chief Executive will send the statement(s) of response to the member seeking review.
- (g) Within 10 working days of receipt of the statement(s) of response, or within such further time as the Chief Executive may allow, the member(s) seeking review may send to the Chief Executive a written statement of reply setting out his reply to the matters raised by the Official (and any member affected) accompanied by copies of any documents on which he relies. If received, the Chief Executive will forward the statement of reply to the Official (and to any member(s) affected).
- (h) After consideration of the request for review, the statement(s) of response and the statement of reply (if any) the Chief Executive may require the member seeking review, the Official and any member(s) affected to provide further information or documents relating to the matters raised.
- (i) When the Chief Executive considers that sufficient information and documents have been provided, he shall make a decision concerning the request for review.
- (j) If the Chief Executive decides that the decision by the Official was not in accordance with the Audit Rules or the Byelaws, he may implement any or all of the actions below:
- i. issue a ruling to that effect and authorise the circulation of that ruling to other members and to the Trade Press;
 - ii. withdraw any Bureau certificate already issued and issue a corrected certificate;
 - iii. require the member seeking review or any member affected to submit or resubmit any returns;
 - iv. direct that a reaudit take place by the member's Approved Circulation Auditor or ABC.
- (k) The decision by the Chief Executive shall not be carried into effect if within 5 working days of being notified of the decision the member seeking review or any member(s) affected gives notice to the Chief Executive that he requires a review panel to be convened to reconsider the request for review.
- (l) If the Chief Executive receives such a notice he shall refer the request for review for reconsideration to a panel consisting of 3 members of the Council of the Bureau (not connected with the member seeking review or any member affected) selected by the Chairman ("the review panel").
- (m) If they consider it appropriate, before reconsidering the request for review, the review panel may invite the member seeking review, the Official and any member(s) affected to make further written representations, and may call on appropriate experts. The meeting of the panel must take place within 15 working days of ABC receiving the request for review.
- (n) The review panel may confirm, reverse or vary the decision of the Chief Executive.
- (o) The decision of the review panel shall be of no effect unless and until it has been reviewed and approved by the Council. The review by the Council must take place within 10 working days of the panel's decision.
- (p) Until the completion of the review procedure, the contents of the request for review, the statement(s) of response and reply and any other information and documents which have been provided shall be confidential to the member seeking review, the Bureau and any member affected and neither the member seeking review nor any member(s) affected shall institute any legal proceedings against any person in relation to any matters referred to therein. If the review concludes that the decision by an Official of the Bureau is in accordance with the Audit Rules or the Byelaws, then both the member seeking review and ABC must keep all matters relating to the review confidential, including all correspondence and the fact that a review was even requested. However if the Chief Executive decides special circumstances require it, he may issue a ruling that the review has not been upheld and authorise the circulation of that ruling to other members and the Trade Press.
- (q) Matters raised under this Review Procedure cannot also be subject to reviews or appeals under the Complaints Procedure in section 4 above.

6. PUBLICITY RULES*Introduction*

This section contains fundamental rules on how members may promote their links with ABC and in particular their circulation/distribution/attendance data. The intention is to avoid users of the data being misled because of how the data is presented.

Applicant

- (a) An applicant for membership of the Bureau may not make any reference to Bureau membership until the Bureau has notified the applicant that the application has been approved. The penalty for non-compliance may be a six-month delay to the application approval.
- (b) After receiving the formal notification of acceptance, the member may only state Bureau application approved and the month of application approval. No other reference to the Bureau may be published or used in publicity statements, and the statement may not be used alongside unaudited figures or other circulation / distribution / attendance data.

After certification

Media Packs/Rate Cards

- (c) A member must include a copy of the latest Bureau certificate with all Advertising Rate Cards and Media Packs distributed OR, if approved by the Bureau, a member may include the data on the Advertising Rate Cards providing all certified data and the audit period are reported.
- (d) If media packs/rate cards are on a website there must be a hypertext link to the ABC website and ABC must have access to the website without payment.

Use of Bureau data

- (e) Any figures sourced to the Bureau quoted on any material must include the latest average total net circulation / distribution / attendance figures certified by the Bureau (as soon as practical) and the period of certification must be stated. Note:
 - i. for this purpose "material" includes any media in which figures are published and includes editorials, sales presentations and websites.
 - ii. if there are two Certificates with the same end date e.g. 12 months to 31 December 2002 and 6 months to 31 December 2002, then the mandatory Certificate will be deemed the latest.
 - iii. single issue and 3-month Certificates co-exist with the latest 6 or 12-month certificate. Therefore if the single issue or 3-month figure is quoted it must always be accompanied by the total average net circulation figure for the most recent 6 or 12-month certificate issued.
- (f) The term "readership" or "reader" may not be used in conjunction with any Bureau data.
- (g) All published data must be sourced and presented in such a way that it is clear which information has and which has not been certified by the Bureau.
- (h) Non-Bureau data must be sourced as "Publisher's Statement" or other appropriate source and must be accompanied by the latest average total net circulation / distribution / attendance figures certified by the Bureau and the period of certification must be stated, in accordance with Byelaw 6e.
- (i) Publicity statements or claims relating to data certified by the Bureau must be factually correct. Where publicity statements or claims are contradicted by ABC data but the member uses data from another source to support those statements or claims, then that alternative source must be clearly identified.

Use of the Bureau logos

- (j) The Bureau logos must not be positioned in such a way as to imply non-audited data has been audited.

- (k) The Bureau logos may not be used in relation to a registered title until receipt of the first certificate.
- (l) A member may not publish a claim of Bureau membership or the Bureau logos in a Supplement, unless that Supplement is either bound into the entire print run of an issue of a registered title or is separately certified.
- (m) A member may not publish a claim of Bureau membership or the Bureau logos in a title not registered with the Bureau.

Comparisons

- (n) Where a comparison is made with the Bureau certified figure(s) of (another) title(s), the audit periods must be shown and the same audit periods must be compared if available. In every case the figures must be the latest certified by the Bureau.
- (o) Comparisons must be on a like for like basis.
- (p) If a member compares data extracted from the certified circulation analysis, it must be clear that data has been extracted.
- (q) If the publishing frequencies of the publications being compared are different, the comparison must include their respective frequencies.
- (r) If the comparison is between a publication that has primarily paid circulation and one that has primarily free circulation, a fair and clear distinction between the respective types of circulation must be shown.
- (s) A member may not compare unaudited data with ABC/VFD data.
- (t) A member may not compare data for an unaudited title with ABC/VFD data.
- (u) A member may not compare a single-issue audit figure with an average net circulation figure.

Implied involvement of ABC

- (v) Statements used in publicity material must not imply the involvement of the Bureau or its rules and procedures in any way unless such statements have been certified by the Bureau.
- (w) A member may not alter an ABC advertisement, nor publish an advertisement, which purports to be from or authorised by the Bureau.

Concurrent release

- (x) A member with title(s) in a concurrent release of ABC data may not breach the release date and time set by the Bureau.

Penalties

- (y) In cases where a member is found to have breached either one or more publicity rules set out in this Section 6 or one or more rules in the ABC rulebook for the relevant sector, the Head of Compliance:
 - i. may issue a ruling to that effect
 - ii. may authorise the circulation of that ruling to other members and/or to the Trade Press.
 - iii. will decide on the required method to correct the information in the marketplace

In cases where a member is found to have breached publicity rule/s on more than one occasion in a 12-month period, the Head of Compliance may, subject to the approval of the Chief Executive, decide to cancel or suspend temporarily the registration of the title/s concerned.

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7. AUTHORISATION AND PAYMENT OF FEES

- (a) Annual subscription and other fees shall be approved by the Council and are binding on all members. The payment of subscription and other fees should be made within 30 days of the invoice date.
- (b) If fees remain unpaid after 60 days of the invoice date the Bureau has the right to cancel the registration of the title to which the outstanding fees relate.
- (c) Annual subscriptions are not refundable.

8. AUDITS

- (a) All Bureau audits will be governed by the current Audit Rules in force for the particular membership sector.
 - (b) Except where the Bureau conducts the audit, the circulation or distribution return form must be filed with the Bureau by an approved auditor who must be a member of either The Institute of Chartered Accountants in England and Wales (ICAEW), Institute of Chartered Accountants of Scotland (ICAS), Institute of Chartered Accountants in Ireland (ICAI) or Association of Chartered Certified Accountants (ACCA), unless previously approved by the Bureau following application by the member setting out exceptional circumstances.
 - (c) A letter of engagement between the member and the auditor must include the standard terms specified in the Audit Rules and should be filed with the Bureau prior to the commencement of the audit. Any member changing his auditor is required to submit details of the new audit firm to the Bureau for approval. The Bureau cannot process the return for certification until it holds the valid letter of engagement.
 - (d) Where the audit is to be conducted by the Bureau, the respective duties and responsibilities of the Bureau and the member are detailed in a Terms of Audit letter.
 - (e) ABC reserves the right to audit or inspect any return before issuing the certificate.
 - (f) In the event that a return of net circulation / distribution / attendance is not submitted to the Bureau by the standard deadline for the registered audit period, the Bureau must implement the following standard procedure:-
 - i. a letter must be sent to the member requiring that the return be submitted and the penalty fee for late submission be paid within 10 working days of the date of the letter and invoice.
 - ii. if the member does not submit the return and pay the penalty fee by the due date, the Bureau has the right to cancel the registration of the title.
 - iii. a title may not be re-registered with the Bureau until 12 months from the date of the cancellation.
 - (g) Audits for titles outside the UK or Republic of Ireland must be conducted by ABC staff auditors, unless otherwise agreed by ABC. All records required for audit purposes must be in English.
- 9. APPLICATION FOR MEMBERSHIP AND REGISTRATION**
- (a) A non-member may apply to the Bureau for membership and for registration of any title. The applicant must complete a Membership Application Form and Permanent Information Form and submit or make available any other documentation which may be required for inspection by the Bureau. The fees for title registration and annual

subscription are not refundable and must be paid before the application can be approved by the Bureau.

- (b) A member may apply to register additional titles by completing a Permanent Information Form and submitting or making available any other documentation which may be required for inspection by the Bureau. The fees for title registration and annual subscription must be invoiced but need not have been paid before the application is approved by the Bureau.
- (c) If the Bureau is not able to issue the first circulation/distribution certificate within 12 months from the date of application the Bureau can cancel the title's registration.
- (d) The Bureau may approve an application to register a title prior to the publication of the launch issue provided that the requisite registration and annual subscription fees are paid in advance.

10. TRANSFER OF A TITLE TO ANOTHER MEMBER

The Bureau may cancel the registration of a title unless within 30 days of the transfer of a title to another member the following terms have been fulfilled:-

- i. the previous owner has notified the Bureau of the transfer. This requirement may be waived if the Bureau is satisfied that there are reasons why the previous owner is unable to notify the Bureau of the transfer.
- ii. all outstanding fees or subscription charges have been paid to the Bureau.
- iii. the new owner has completed a Permanent Information Form, agreed to maintain the title in continuous Bureau certification and paid the relevant subscription fee that is applicable for the appropriate period. The new owner is then required to comply with all the terms of Section 6 relating to publicity. The onus is on the new owner to ensure that the records specified by the Audit Rules for the membership category exist for the whole audit period and will be available for audit/inspection.

11. TRANSFER OF A TITLE TO A NON-MEMBER

- (a) Registration shall cease immediately upon the transfer of a title to a non-member.
- (b) The right to use a Bureau logo ceases at the date of the transfer of a title to a non-member.
- (c) The non-member may apply for membership and registration of the title in accordance with Section 9.
- (d) ABC can decide whether a short period audit must be undertaken in addition to the normal audit.
- (e) When an application has been approved, the publicity rules in Section 6 relating to an applicant will apply.

12. MERGER OF TITLES OR CHANGE IN THE NAME OF A TITLE

The Bureau may cancel the registration of a title unless within 30 days of the merger of two titles or a change in the name of a title the following terms have been fulfilled:-

- i. the merger or change in name has been notified to the Bureau on a Permanent Information Form.
- ii. the member has agreed to maintain the title in continuous Bureau certification and paid the subscription fee applicable for the time being.

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13. RE-LAUNCH INVOLVING MATERIAL CHANGE TO A TITLE

In cases where there is a re-launch involving a material change to a registered title during an audit period, the Bureau may permit the member to undertake up to two consecutive short period audits of the title in addition to the normal audit. For the purposes of this paragraph, a material change means a change in:

- i. geographical distribution;
- ii. frequency;
- iii. circulation/distribution size by more than 50% of the latest Bureau certified figure;
- iv. target market.

14. RESIGNATION

- (a) The Bureau will allow a member to resign a title from registration provided that the following terms have been fulfilled:
- i. the member notifies the ABC of the resignation before the expiry date of the current certificate
 - ii. there is no complaint in process against the title
 - iii. the audit of the current certificate has been completed
 - iv. there is no inspection outstanding against the title
- If any of these terms are not fulfilled, the Bureau will cancel the registration of the title.
- (b) Where the terms in 14 (a) have been fulfilled and a member has resigned a title from registration, the member ceases to have the right to use the ABC logo on any material connected with the title from the date when the resignation has been accepted by the Bureau, but is entitled to use the current certificate until its expiry date.

15. RE-REGISTRATION

- (a) A member or non-member may apply at any time for a title to be re-admitted for registration provided that all outstanding Bureau invoices have been paid and any certificate issued prior to resignation required no further inspection or audit.
- (b) If the Bureau has cancelled registration of a title in accordance with the Byelaws, the title cannot be re-registered until 12 months from the date of the cancellation and cannot apply for a retrospective audit.
- (c) The Bureau may impose such prior conditions as to reports, inspections and otherwise as it thinks fit and the Council shall re-admit such member upon compliance with such conditions to the satisfaction of the Bureau.
- (d) Any member who re-registers a title with the Bureau following cancellation for non-payment of fees must pay the monies previously outstanding before the Bureau can accept the registration. Payment of the audit fee prior to audit shall also be required by the Bureau.
- (e) In cases where the same media owner re-registers a title for certification, the first audit must be undertaken within 6 months of the application being approved.

16. COPYRIGHT OF CERTIFICATE AND BUREAU DATA

The copyright of the Bureau Circulation Certificate of a Title rests jointly with the owner of the title and the Bureau. The Bureau shall

be free to use and publish the information provided to it by a member without restriction. The Bureau will provide copies of circulation certificates to all enquirers.

17. NOTICES AND COMMUNICATIONS

Every communication or notice given under these Byelaws (including under the Complaints Procedure) shall be served in a manner consistent with the Articles of Association. In particular, any such communication or notice communication addressed to the Bureau shall be served either personally by leaving the communication or notice at the Bureau's registered office during working hours at Saxon House, 211 High Street, Berkhamsted, Herts HP4 1AD or by sending it through the post in a first class prepaid letter to that address. A communication or notice to be given by the Bureau shall be served either personally on the member by leaving the communication or notice at its address as appearing on the Register of Members or by sending it through the post in a prepaid letter to such address. Any member described in the Register of Members by an address not within the United Kingdom who shall have supplied the Bureau with an address within the United Kingdom shall be entitled to have communications and notices served upon him at such address either by personal delivery or by postal delivery. Any communication or notice served personally shall be treated as served on the day of service. Any communication or notice, if sent by first class post, shall be deemed to have been served on the day following that on which the letter containing the same is put into the post, and in proving such service it shall be sufficient to prove that the letter containing the communication or notice was properly addressed and posted as a prepaid letter.



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