



ABC STATEMENT 4.12.09

JEMMA PUBLICATIONS LTD

ABC has been alerted to the fact that Jemma Publications Ltd is continuing to associate a number of its publications with ABC, either by claims to be ABC audited or claims of ABC membership and by using the ABC logo.

ABC would like to clarify that Jemma Publications Ltd ceased to be a member of ABC in June 2009 after its titles' ABC registrations were cancelled. ABC has not issued any circulation certificates in relation to any titles published by Jemma Publications Ltd for any audit periods after February 2008. This means Jemma Publications Ltd are not entitled to use the ABC logo in connection with any of its publications and may not make any claims that imply they are currently ABC audited or registered. They may only quote a certified figure for an historic period providing the dates of that period are stated.

ABC has taken the unusual step of issuing this statement in the interests of advertisers and ABC publisher members and will continue to seek the removal or amendment of any inaccurate or misleading material relating to ABC.

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About ABC & ABCe

ABC is a non-profit distributing organisation owned by the media industry, it promotes trust by providing robust currencies on which to trade media in the UK and Ireland. ABC certifies and provides audit services to verify the circulation figures of newspapers and magazines, attendance at exhibitions and performance data across a wide range of digital media (including websites and email) through ABCe.

The Republic of Ireland Advisory Committee meets to discuss the Reporting Standards for media in Ireland. They debate industry issues and propose any changes to the Reporting Standards. This group is made up of media owners, agencies, advertisers and representatives from the trade bodies; IAPI, AAI, NNI, Magazines Ireland and RNPAI.

ABCe's role is to manage standards for the online industry through its work with JICWEBS, the Joint Industry Committee for Web Standards, and to provide credibility, comparability and transparency for digital media. www.jicwebs.org

ABC was first established in the UK in 1931, is a leading founder member of the International Federation of ABC's (IFABC), and is one of the largest media audit bodies in the world. ABCe was established in 1996 and delivers global measurement standards for local markets through its work as Chair of the IFABC web standards group. www.ifabc.org

For further information please visit www.abcireland.ie