



## **ABC STATEMENT 8.12.09**

### **BUSINESS EYE**

ABC has been alerted to the fact that the ABC logo has appeared in recent issues of Business Eye magazine, published by Buckley Publications.

ABC would like to clarify that Business Eye ceased to be registered with ABC in July 2009, the last circulation certificate issued being for the period July 2007 to June 2008. This means Buckley Publications are not entitled to use the ABC logo in connection with Business Eye but may quote a certified figure for an historic period providing the dates of that period are stated.

Buckley Publications have assured ABC that the ABC logo will not appear in future issues of the magazine, until such time as it is entitled to do so. However ABC has taken the step of issuing this statement to ensure the market is aware of the magazine's current status in relation to ABC.

**- ENDS -**

### **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.

ABC is governed by a Council of permanent and elected representatives including media owners, media buyers, advertisers and representatives from industry trade bodies. Any changes to Reporting Standards are instigated and agreed on by these industry representatives including ISBA, IPA, PPA, NS and NPA, to ensure the needs of the media industry are met.

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](http://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](http://www.ifabc.org)

For further information please visit [www.abc.org.uk](http://www.abc.org.uk)