



Saxon House  
211 High Street  
Berkhamsted  
Hertfordshire  
HP4 1AD

+44 (0)1442 870800  
[www.abc.org.uk](http://www.abc.org.uk)

June 2020

## ABC Consumer Magazines Reporting Standards

This document details changes that have been agreed to the Reporting Standards for Consumer Magazines. You can view the updated ABC Reporting Standards (dated June 2020) on our [website](#).

Please note: This is a 'business-as-usual' change and not a temporary change as a result of the [Coronavirus situation](#).

### Have a suggestion or a query about a rule?

As an ABC member you can ask us to look at any aspect of the information we publish or the rules behind them. If you have any suggestions or comments please contact your ABC Account Manager, Charlotte Brown ([charlotte.brown@abc.org.uk](mailto:charlotte.brown@abc.org.uk)) or any member of the ABC team.

---

## Contents

### 1. Digital Editions - Multiple Copy Subscription Sales

You may now claim digital edition copies where a third-party subscriber has purchased multiple subscriptions for receipt by individuals.

Claimed copies are restricted to those individuals that have personally opted to receive/view the Digital Edition and may be claimed under either of the existing methods detailed in the Standards (reproduced below):

- Notification method
- Actively opened method

### 2. Digital Editions - Corporate Subscriptions

The Corporate Subscriptions category (copies purchased by an employer for their employees) has been withdrawn, as these copies may now be claimed as Multiple Copy Subscriptions.

The detail of the rule changes is shown below.

If you would like to discuss these changes, please contact your Account Manager, Charlotte Brown, [charlotte.brown@abc.org.uk](mailto:charlotte.brown@abc.org.uk).

trust in media

## **Digital Editions**

Shading denotes new text added and strikethrough deleted text.

### **DIGITAL EDITIONS – Requirements [Extract]**

#### **5. Digital Edition copies must meet requirements of the relevant print category except where varied by this section**

- i) Notification method
  - You must capture their name, postal address and email address.
  - You can only claim one Digital Edition copy per individual
  - You cannot claim the copy if you have provided a paid or free print copy to the same individual (where known).
  - You must send an email alert to the individual informing them that the issue is available for view/download.
  - You must exclude copies where the email alert generates a Hard Bounceback measured at least 24 hours after the email was sent. A Hard Bounceback is where an NDN (Non-Delivery-Notice) such as an SMTP 550 error or other hard bounceback error message is received.
  - You must be able to provide evidence of the emails sent and Hard Bouncebacks received.
  - Recipients may be contacted as part of the audit process.
- ii) Actively opened method:
  - Copies may be eligible for the categories **Multiple Copy Subscription Sales**, Controlled Free Circulation - individually requested (regular or sample as appropriate) and Membership Copies
  - Evidence of delivery to identifiable individuals must be demonstrated by the measurement of active openings of the copy
  - The delivery process/database must have a mechanism to minimise the risk of significant duplicates to the same individual within the distribution method
  - The auditor must have access to verify the claim in relation to the delivery process/database and measurement of active openings
- d) For ~~Corporate Subscription Digital Editions~~ **Multiple Copy Subscription Sales**:
  - ~~i) There must be a contractual arrangement between the purchaser (a third party employer) and the publisher for at least two issues.~~
  - ~~ii) The copies are purchased by the third party employer for its employees~~
  - iii) The claimed quantity must be restricted to those **employees individuals** that have personally opted to receive/view the Digital Edition. *For example: A company takes out a subscription for 100 of its customers. If only 40 of these personally register to receive/view the digital edition then only those 40 copies may be included on the ABC Certificate.*

### **DIGITAL EDITIONS - Reporting [extract]**

You will report total average Digital Edition copies as follows, which will be broken out on the ABC Certificate:

- 1. By geographical type:
  - a) United Kingdom and Republic of Ireland;
  - b) Other Countries
- 2. By circulation type:
  - a) As for print copies, in the same rate bands:
    - i) Paid Single Copies (Retail and Single copy sales)
    - ii) Paid Subscriptions (Single Copy Subscription Sales)
    - iii) **Paid Subscriptions (Multiple Copy Subscription Sales)**
    - iv) Paid Subscriptions (Requested Sponsored Subscription Sales)
    - v) Paid Multiple Copies (Multiple Copy Business Sales)
    - vi) Membership Copies
    - vii) Free Copies - Controlled Free Circulation (individually requested only)
  - b) Digital Edition specific:
    - i) All You Can Read Sales
    - ~~ii) Corporate Digital Edition subscriptions~~