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ABC Business Magazines Reporting Standards

This document details changes agreed to the Reporting Standards for Business Magazines. The latest Reporting Standards incorporate these changes and you can now view or download these from our [website](#). Please note - these changes come into effect from 2021, so do not affect submissions for the upcoming period ending December 2020.

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) or any member of the ABC team.

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1. Digital only issues and Digital only magazines [effective from periods ending January 2021]

From 2021 you may report an issue (or issues) comprised of solely digital copies on a Business Magazine certificate (i.e. an issue does not need a 'print parent').

2. Free Requested Delivered Copies [effective from periods ending January 2021]

From 2021 you will be able to claim copies in a new category of circulation, called Free Requested Delivered Copies. Already available in other ABC sectors, this category allows you to claim free copies requested by individuals, without the additional information required currently for a requested copy to be claimed under Controlled Circulation.

trust in media

1. Digital only issues and Digital only magazines [effective from periods ending January 2021]

You may report an issue (or issues) comprised of solely digital copies on a Business Magazine certificate (i.e. an issue does not need a 'print parent').

- This enables magazines with a mixed print/digital distribution strategy throughout the period to report all issues together on one certificate.
- This enables a digital only magazine to be reported on a Business Magazine certificate.
- As currently with print, if you claim any digital issues, you must include all digital issues published in the period (i.e. cannot be selective).
- If a magazine has different editions of a digital only issue, then the different digital editions should be sufficiently similar to the Digital Parent edition (in terms of content, advertising etc).

Standards amendments

Shading denotes new text added:

Digital Editions [extract]

2. Digital Edition is sufficiently similar to be considered the same product as the print parent edition

- a) A Digital Edition must be identified as an edition of a publication reported on the ABC Certificate (the Parent Edition). This means it must carry a logotype/masthead incorporating the generic name of the Parent Edition and be consistent with the general appearance of the Parent Edition.

- i) **From periods ending January 2021:** You may report an issue (or issues) comprised solely of digital copies. This enables a publication with a mixture of print and digital issues, or a completely digital publication to be reported on one certificate. In this case there is no requirement for a print parent, and references below to parent edition will should be read as 'digital parent edition' where two or more different digital editions are reported.

2. Free Requested Delivered Copies [effective from periods ending January 2021]

This new category enables you to claim copies where:

- The copy is requested by a known individual
- You can demonstrate the copy has been delivered to them

This category can be used for print and digital copies, and is an alternative to Controlled Requested copies without the requirement to prove an individual meets a declared Terms of Control criteria.

Please note that digital copies claimed in this category must meet the existing requirement that the individual is sent an email alert notifying them when each issue is available to view/download.

Standards amendments

A new section is added to the Standards for the category, and amendments to other sections denoted below by shading:

FREE REQUESTED DELIVERED COPIES [from periods ending January 2021]

DEFINITION

A single free copy requested by and distributed to a known individual.

PRINCIPLES

1. **Single copy per issue, distributed to a known individual**
2. **Individual has personally requested to receive the publication**

REQUIREMENTS

1. **Single copy per issue, distributed to a known individual**
 - a) You must be able to demonstrate the copy is distributed to the individual.
 - b) You must retain a list of individual recipients for one designated issue each reporting period (the Audit Issue – see General Principles and Record Keeping section). In addition, you must be able to recreate a list of any issue in the reporting period on request.
 - c) You cannot claim distribution of back issues.
2. **Individual has personally requested to receive the publication**
 - a) You must have third party evidence that the individual has, within the last five years, made a clear request to receive the publication before you send it to them.

REPORTING

You will report free requested delivered copies as follows, which will be broken out on the ABC Certificate:

1. Audit Issue by geographical type:
 - a) United Kingdom
 - b) Other Countries
2. Audit Issue analysis by the age of the requested copies from the date of the distribution of the Audit Issue in the following bands:
 - a) 0 - 1 year
 - b) 1 - 2 years
 - c) 2 - 3 years
 - d) 3 - 4 years
 - e) 4 - 5 years

Digital Editions [extract]

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

1. By geographical type:
 - a) United Kingdom
 - b) Other Countries
2. By circulation type:
 - a) As for print copies, in the same categories (and aggregated in the total figures):
 - i) Paid Single Copies (Retail and Single Copy Sales)
 - ii) Paid Subscriptions (Single Copy Subscription Sales)
 - iii) Membership Copies
 - iv) Controlled Free Circulation – requested (individual and colleague), and non-requested
 - v) Free Requested Delivered Copies
 - b) Digital Edition specific:
 - i) Corporate Digital Edition subscriptions

Reported Data [extract]

2. Total Audit Issue Circulation

You must report the total Audit Issue Circulation analysed into UK and Other Countries, unless you choose to report the international circulation option, in which case you must report a geographical analysis of the Audit Issue circulation instead. The Audit Issue Circulation must be broken out by Print and Digital Edition (as applicable) as shown below:

Primary categories	Circulation categories eligible	Breakdown of copies	Additional analysis
Free Copies	Controlled Free <u>Other Free</u> Free Requested Delivered Copies Non-Controlled Free Monitored Free Distribution Sample Free Distribution	Requested (individual) Requested (colleague) Non-Requested (name) Non-Requested (job)	Age of requests Age of requests - Monitored Free Distribution: Net by hand Net Other Gross - Sample Free Distribution By issue
Membership Copies	Membership Copies (formerly Society)		Name of Society
Paid Single Copies	Retail Sales: Sale or return Limited Sale or Return Firm Sale Single Copy Sales		
Paid Subscriptions	Single Copy Subscriptions Multiple Subscriptions Corporate Subs (digital only)	Individual Multiple Copy Corporate	