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April 2022

## 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 on our [website](#).

### 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.

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## Contents

### 1. Print Editions with changed advertising [effective immediately]

We've amended the criteria relating to changes to an edition's advertising as follows:

- **Previous requirement:** At least 70% of the advertisements in the Main Edition must appear in an edition, for that edition to be able to be included on the same certificate.
- **New requirement:** If less than 70% of the advertisements in the Main Edition appear in an edition, you may include that edition on the same certificate providing you report an edition breakout by primary circulation category (i.e. by single copies, subscriptions, multiple copies and free).

### 2. Paid Multiple Copy Business Sales (Digital only) [effective immediately]

A Paid Multiple Copy Business Sale is a digital copy that has been purchased by a third-party and viewed by a consumer.

- **Previous requirement:** Only current issues can be claimed.
- **New requirement:** You may now claim back issues up to 12 months old, reported against the issue current at the time it is viewed.

Please see below for additional information on these changes.

## 1. Print Editions with changed advertising [effective immediately]

The standards stipulate a number of criteria that must be met for an Edition of a magazine to be reported on the same certificate (and therefore included in the headline figure) as the Main Edition.

These include carrying the same masthead, generic name, similar branding, same cover date, distributed on or about the same date etc. These aspects have not changed.

What has changed is the options where a print Edition doesn't carry at least 70% of the advertisements appearing in the Main Edition:

- Previously this would require the Edition to be reported on a separate ABC certificate, providing transparency of the circulation type for this Edition.
- You may now include this Edition on the same ABC certificate as the Main Edition, providing an additional breakout of Editions by primary circulation type is included (i.e. by single copies, subscriptions, multiple copies and free).

This retains the transparency of circulations across Editions but gives you the option not to publish additional certificates for your publication in this scenario. Of course, if you wish to report the Editions on separate certificates you may still do this.

We don't see many publications with this level of advertising change between Editions, but this revision will provide greater flexibility for those that do.

For the avoidance of doubt, the requirements for Digital Editions have not changed.

### Standards amendments

Shading denotes text added, strikethrough being text deleted, green being text moved:

## EDITIONS [extract]

### DEFINITION

An Edition is a version of an issue of the publication that varies from the Main Edition (the UK and/or ROI version that has the largest circulation), usually for reasons of geography, timing or content. How it has varied from the Main Edition will affect how or whether it can be included on the same ABC Certificate.

### REQUIREMENTS

#### 1. An Edition must be in keeping with the overall issue to be reported on the same ABC Certificate

- a) The Edition must carry a logotype/masthead incorporating the generic name of the Main Edition.
- b) The branding and appearance of the Edition must not give the impression that it is a different publication than the Main Edition. For the avoidance of doubt a change in format alone (such as a change in publication size) will not infringe this requirement.
- c) The Edition must carry the same cover date/issue identification as the Main Edition.
- d) The Edition must be published and distributed on or about the same date as the Main Edition.
- e) ~~At least 70% of the advertisements in the Main Edition must appear in the Edition. Note:~~
  - i) ~~Advertisements are defined as all advertising including ROP, display, classified and advertorials.~~
  - ii) ~~Advertisements that have been changed in the Edition but are from the same advertiser are treated as appearing in the Edition for this purpose.~~

- ef) The Edition must have a similar advertising / editorial ratio to the Main Edition.
- fg) The Edition's pagination must not change by more than 30% from the Main Edition.
- gh) The addition of a wrap-round ('wrap') to copies of an issue can be ignored for ABC purposes (i.e. will not be considered part of the publication) providing:
  - i) The wrap consists of multiples of 4 pages.
  - ii) The wrap is not included in the issue's page numbering.
  - iii) The normal publication including masthead remains intact inside the wrap.
  - iv) The front page of the wrap carries branding/masthead consistent with the publication inside, sufficient for the consumer to identify the publication

## 2. Changes to an Edition may require a breakout on the ABC Certificate

- a) Where there are any advertising changes, you must report the total average circulation for that Edition, which will appear on the Certificate.
- b) Where an Edition carries less than 70% of the advertisements that appear in the Main Edition, you must report an additional breakout of Editions by primary circulation type (i.e. by single copies, subscriptions, multiple copies and free), which will appear on the certificate.

Note:

- Advertisements are defined as all advertising including ROP, display, classified and advertorials.
- Advertisements that have been changed in the Edition but are from the same advertiser are treated as appearing in the Edition for this purpose.
- Advertising changes are ignored for ABC purposes if:
  - They are made solely because their inclusion would, in the opinion of the publisher, the advertiser or their agency render the publication illegal in a particular territory. Note: This opinion must be judged reasonable by the auditor and ABC.
  - The advertisement has changed but it is the same advertiser.
- c) Where the Edition is in a different format than the Main Edition *for example A5 rather than A4*, you must report the average print percentage for each format, based on the number of copies printed for each issue in the Reporting Period. This will appear on the Certificate. *For example: Average print run: Standard Edition 73%, Travel Edition 27%.*
- d) If you do need to breakout an Edition then the Main Edition will be broken out as well.

## 2. Paid Multiple Copy Business Sales (Digital) [effective immediately]

We've amended the criteria relating to this category so that you may now claim a back issue up to 12 months old, against the issue current at the time it is viewed.

This change aligns this category's treatment of back issues with that for All You Can Read Sales, both of which are typically handled by the same digital suppliers.

### Standards amendments

Shading denotes text added, strikethrough text deleted:

## Paid Multiple Copy Business Sales (Digital) [extract]

### 2. Copy is viewed by the consumer

- a) Copies can only be claimed if they have been viewed by a consumer. This will be demonstrated by meeting at least the definition of a Publication Active View (a single copy of a publication actively opened by a device for viewing. See full definition\*).
- b) Only one view per device per issue can be claimed.
- c) There is no requirement to de-duplicate it against other circulation categories.
- d) ~~You cannot claim back issues.~~ Back issues up to 12 months old can be claimed against the issue current at the time it is viewed.