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## ABC Bulk Distribution Reporting Standards

This document details a clarification that has been agreed to the Reporting Standards for ABC Bulk Distribution. 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 our Commercial Director Jan Pitt ([jan.pitt@abc.org.uk](mailto:jan.pitt@abc.org.uk)), me or any member of the ABC team.

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## Excluded issues

### Planned level of distribution – ABC granted exclusions

Under current Standards, if you've printed an issue but due to circumstances outside of your control, you fail to distribute the publication to outlets by a quantity greater than 10% of the planned distribution, this will meet the requirement for you to apply to exclude that issue from your average distribution figure.

However a situation may arise where you have advance notice of a possible event that you reasonably believe will affect the planned distribution, but for which you cannot determine whether the distribution is likely to be curtailed by the point at which you have to make a decision on print and distribution quantities. This can challenge the concept of what is the 'planned level of distribution'.

We previously introduced a clarification in another sector to help avoid the situation where a publisher might feel forced to print the normal quantity of copies, suspecting that a significant portion might never be distributed, purely in order for the issue to qualify to be excluded from the average circulation figure.

Whilst this type of situation is expected to be rare, it has been agreed to add the same provision to the exclusion rule for the ABC Bulk Distribution standards. This is indicated by the shaded text below.

## ISSUES TO BE INCLUDED/EXCLUDED [extract]

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### 2. Published issues that are allowed to be excluded according to this section may be removed from the average circulation

- a) There are certain circumstances under which you may exclude an issue from the reported circulation. The circumstances and information surrounding any exclusion are subject to audit.
- b) **Daily Publications - ABC granted exclusion:** You may exclude an issue for which we have issued an exclusion note. You can apply for an ABC granted exclusion if:
  - i) Due to circumstances outside your control:
    - The distribution of an issue fails to achieve the planned level of distribution and that shortfall is greater than 10% of the planned distribution\*; or
    - The planned level of distribution is achieved but delivery is severely delayed, resulting in a shortfall in net distribution and that shortfall is greater than 10% of the average distribution of the previous four equivalent issues (e.g. for a Monday compare to Mondays etc). Note:
      - o If one or more of the last four issues are excluded because of an official National Public Holiday or Christmas/New year trading period exclusions then do not use this as one of the four comparable issue but go back one further issue.
      - o If one or more of the last four issues are excluded because of an ABC Granted Exclusion then it will be counted as one of the four comparable issues.

\*If there is a potential event, about which you have advance notice and that you reasonably consider has a strong possibility of curtailing the planned distribution of an issue by greater than 10%, then you may apply to exclude that issue, with an appropriate reduction in print quantity to account for that expected reduction in distribution. This is to avoid the commercial and environmental cost of printing copies that you do not consider will ever be distributed. If possible, please submit the exclusion application in these circumstances ahead of your print order, in order that we can confirm if it's approved or not before you commit. You should be able to:

1. Demonstrate, with reference to previous issues, that the initial planned level of distribution declared is bona fide; and
2. Provide evidence of the potential event that threatens disruption to your distribution.