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ABC Business Magazines Reporting Standards

This document details changes that have been agreed to the Reporting Standards for Business 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) or Lynn Kendrick (lynn.kendrick@abc.org.uk), or any member of the ABC team.

Summary

1. Flexibility in selection of the Audit Issue (effective immediately)

- **Previous requirement:** The Audit Issue is the issue distributed nearest to the first day of the last month in the Reporting Period (which also falls within the Reporting Period).
- **New option:** You may opt to select as your publication's Audit Issue, the issue distributed either immediately prior or immediately after the default Audit Issue, providing the selected issue's distribution date falls within the last 3 months of the Reporting Period.

2. Publication of cover price in the magazine (effective immediately)

- **Current requirement:** If you report retail and/or single copy sales you must publish a cover price in the magazine.
- **New:** This requirement is removed (i.e. is at your option)

3. Digital copies - All You Can Read Sales (effective from periods ending June 2023)

- **New circulation category:** Already available in other ABC sectors, this category of circulation allows you to report digital copies where the consumer has paid and viewed a copy as part of a multi-publication offer.

Please see below for additional information on these changes.

1. Flexibility in selection of the Audit Issue (effective immediately)

Without making the potential variation so great as to affect comparability, we've recognised that some flexibility in the selection of the analysed Audit Issue would be beneficial, in particular to help address operational issues such as changing distribution schedules.

- The default Audit Issue criteria (the issue distributed nearest to the first day of the last month in the Reporting Period) is not changed.
- However you may now select as your publication's Audit Issue, the issue distributed either immediately prior or immediately after the default Audit Issue, providing the selected issue's distribution date falls within the last 3 months of the Reporting Period.

Standards amendments

Shading denotes text added, strikethrough text deleted

GENERAL PRINCIPLES [EXTRACT]

...

5. There is a designated Audit Issue

- a) The Audit Issue is a designated issue in the Reporting Period for which the Reporting Standards specify certain information is required to be retained or reported.
- b) The Audit Issue is **by default** the issue distributed nearest to the first day of the last month in the Reporting Period, which also falls within the Reporting Period. ~~(Note: Due to the possible effect of the Spring Bank Holiday on retail sales, weekly publications reporting to a June Reporting Period end may choose to report the subsequent issue).~~
 - ~~i. If two issues are equidistant from this date then you may choose either as the Audit Issue.~~
 - ii. **You may opt to select as your publication's Audit Issue, the issue distributed either immediately prior or immediately after the default Audit Issue, providing the selected issue's distribution date falls within the last 3 months of the Reporting Period.**

2. Publication of cover price in the magazine (effective immediately)

As retail and single copy sales are not broken out into price bands in the Business Magazine sector, a published cover price is no longer a mandatory requirement for ABC reporting purposes.

You may of course continue to publish a cover price and report this on your publication's ABC certificate should you wish.

Standards amendments

Remove struck-through text from all retail sales and single copy sale sections:

RETAIL SALES/SINGLE COPY SALES [EXTRACT]

...

~~3. Cover price must be published on or inside front or back cover of the publication~~

Continued/...

3. All You Can Read Sales (effective from periods ending June 2023)

These are copies typically offered and accessed via third-party providers, such as Apple News Plus, Cafeyn and Readly, who will have a contract to purchase the copies from the publisher and provide the data and analytics required for the audit.

As the claim is based on copies actively opened, there is no requirement to provide the consumer's name/address details and de-duplicate them against other circulation categories. If you would like advice on claiming these copies please contact your ABC Account Manager.

Standards amendment

The following new section has been added.

ALL YOU CAN READ SALES (Digital only)

DEFINITION

A Digital Edition copy that a consumer has purchased and viewed as part of a multi-publication package.

REQUIREMENTS

1. Copy is paid for and viewed by the consumer

- a) The consumer has paid for the right to view the copy as part of a multi-publication package. *Note: Although the consumer may subscribe to the multi-publication package for a contracted period, the copies are claimed on a single-issue basis when viewed.*
- b) 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*).
- c) Only one view per device per issue can be claimed
- d) There is no requirement to de-duplicate it against other circulation categories
- e) Back issues up to 12 months old can be claimed against the issue current at the time it is viewed

*Publication Active View:

1. Definition: A single copy of a publication actively opened by a device for viewing.

2. Principles:

- a. A minimum of one page of an issue opened/served on/to a device.
- b. Distinct action/event by the end user to view.
Note: a single action/request which results in both the content being downloaded/made available and the automatic opening of a page of the publication is not considered a distinct action/event. A further distinct action would be required such as opening a second page.
- c. The view request must be on an issue by issue basis.

Note: A device may make a number of active views of an issue, either together or at different times. Only one active view per device per issue can be claimed and reported

2. There must be a contractual arrangement between any third-party intermediaries/sellers and the publisher to purchase the copies

- a) Where third-parties are used you must be able to provide:

- i) Evidence of payment to the publisher and between any other intermediaries for the copies claimed
- ii) Evidence of the contractual arrangements between the publisher and any other intermediaries to measure, report and pay the publisher for the copies claimed.

3. If the final paid for and viewed figure is not known then estimates can be made

- a) If at the time you submit your circulation claim you have good reason to believe further copies will be paid for and viewed (for example based on historical trends) then you may make an estimate of final sales.
- b) You must adjust your claim in the following period to reflect any difference between the estimated claim and the actual figure

REPORTING

You will report All You Can Read Sales as follows, which will be broken out on the ABC Certificate:

- 1. Audit Issue by geographical type:
 - a) United Kingdom
 - b) Other Countries