



May 2023

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ABC Reporting Standards change

This document details a change that has been agreed to the Reporting Standards for National Newspapers. 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 ABC's Commercial Director, Jan Pitt (jan.pitt@abc.org.uk) or any member of the ABC team.

Reporting Daily Variances - effective immediately

The table showing the variance of the day-of-week averages from the total average circulation will now be reported once a year instead of twice a year, with the variances being calculated over the previous 12 months.

The data will be included in the December Confidential ABC Monthly Report. This means the next variance data will be available with the report for December 2023, covering the period January to December 2023.

Amendment

Changes to the Standards are shown below, with shading denoting text added and strike-through text deleted.

Reported Data [extract]

...

- b) For each ~~126~~-month period (January ~~to June and July~~ to December) you must report a percentage variance of each day of week average UK and Republic of Ireland circulation across the ~~126~~-month period against the total average circulation for the ~~126~~-month period as follows:
 - i) The ~~January to June period~~ ~~variances~~ will be reported in the ~~June ABC Report and the July to December period~~ in the December ABC report.
 - ii) The percentage variance will be reported separately for the UK and Republic of Ireland geographical areas detailed above.