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ABC Regional Publication Reporting Standards

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

Summary

1. Editions – circulation breakouts (effective from periods ending June 2023)

- **Previous requirement:** You must report a breakout of the title's average circulation for the period by each edition.
- **New requirement:** Reporting a breakout out of the average circulation by edition is optional.
 - Note: The mandatory requirement to breakout totals for Special Editions and Sports Editions remains unchanged.

2. Free Pick Up Copies – Removal of Caps (effective from periods ending June 2023)

- **Current requirement:** Free Pick Up Copies reported for non-daily publications and for all publications distributed airside and on trains must be restricted according to set caps.
- **New requirement:** Where caps previously applied, the gross distribution may now be claimed.
 - The claim must still adhere to the principle that the copies distributed should not exceed potential demand by intended consumers.
 - For the avoidance of doubt, daily titles must continue to report net outside of airside, on trains or ships.

Please see below for additional information on these changes.

1. Editions – circulation breakouts (effective from periods ending June 2023)

Due to the reduction in editionalised advertising, the demand for circulation breakouts by edition has decreased. Taking this into account with the effort required to collate and report circulation figures by edition, it has been agreed to make reporting edition breakouts optional. Please note:

- Should you wish to continue reporting edition breakouts for a title, you may do so.
- If you include Special Editions or Sports Editions in a publications claim, these must still be broken out.
- The names of any editions included in a publication's circulation will still need to be declared and will appear on the certificate, as these identify the product claimed.

Standards amendments

Shading denotes text added, strikethrough text deleted

Editions [extract]

REPORTING

Mandatory	Optional
<p>The name(s) of each edition included in the average circulation for the period.</p> <p>If Special Editions or Sports Editions are claimed, then you must report the average total circulation per issue for the period broken out by:</p> <p>a) Each edition Total for all editions excluding Special Editions and Sports Editions b) Total for all Special Editions c) Total for all Sports Editions</p>	<p>The average total circulation per issue for the period broken out by each edition</p> <p>For each Special Edition claimed:</p> <p>a) Its cover date b) Its cover price c) The number of copies claimed</p>

2. Free Pick Up Copies – Removal of Caps (effective periods ending June 2023)

Following the removal of caps from Multiple Copy Sales a number of years ago, these are now being removed from the Free Pick Up circulation category.

The main reasons are:

- The cost of large-scale free distribution means the quantity distributed and risk of oversupply has greatly reduced.
- Publishers are often using outsourced distribution operators who monitor supplies and returns.

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The key aspects of the change are:

- Free Pick Up Copies previously reported as capped will be reported as gross (i.e. supply).
- The requirement for daily titles to report net (except for airside and trains) remains unchanged.
- To align with ABC magazine rules, ships have been added to airside and trains, for the types of circulation for which daily titles will report gross.
- The claimed circulation will still need to adhere to the principle that it should not exceed potential demand by intended consumers, and this will be covered by a review of changes to distribution locations and quantities at audit.

Standards amendments

Shading denotes text added, strikethrough text deleted.

Free Pick Up Copies [extract]

4. Quantity claimed should not exceed potential demand by the intended consumers

a) Your ABC pick up claim must be reported as a minimum as follows:

- i) Daily publications (except copies distributed airside, ~~and~~ on trains or ships): must be reported on a net basis (i.e. those made available less copies not picked up by consumers).
- ii) Non-daily publications, and all publications distributed airside, ~~and~~ on trains or ships, must be reported on a capped gross (i.e. supply) basis. ~~This means the number of copies claimed will be limited to designated caps – see Caps by Supply Type section for details.~~
- iii) In the case of copies distributed to third party distributors for onward distribution to airlines (for airplanes and/or lounges) and trains or ships:
 - Copies may be claimed as gross distribution providing ABC is given full and free access to the distributor’s contractual arrangements, invoices and documentation to enable verification of the onward supply.
 - The gross distribution claim must be restricted to the quantity verified as onwardly distributed to the airlines, trains or ships and not the quantity supplied to the distributor.

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REPORTING

Mandatory	Optional
<p>Average Free Pick Up per issue for the period [reported as Free Copies] analysed by:</p> <ol style="list-style-type: none"> i) Print <p>An analysis of total average Free Pick Up copies that are distributed packaged with other products (as opposed to solus). This will include quantity and description.</p> <p><i>For example:</i></p> <p><i>Packaged copies:</i> 500 copies distributed at hotels with XYZ magazine. 1,213 copies packaged with PQR magazine in a retail multipack</p>	<ol style="list-style-type: none"> 1. A verifiable overview description of the Free Pick Up claim 2. The average Free Copies claim analysed into: <ol style="list-style-type: none"> a. Regular: <ol style="list-style-type: none"> i. Free Pick Up (print only), optionally broken out by: <ul style="list-style-type: none"> ○ Gross Capped distribution ○ Net Distribution ii. Free Letterbox (print only) iii. Free Requested b. Sample: <ol style="list-style-type: none"> i. Free Pick Up (print only), optionally broken out by: <ul style="list-style-type: none"> ○ Gross Capped distribution ○ Net Distribution ii. Free Letterbox (print only) iii. Free requested 3. Analysis of Free Pick Up for the last issue in the period (ignoring excluded issues) showing for each distribution point type (e.g. hotels, train stations): <ol style="list-style-type: none"> a. the number of distribution points; and b. The number of copies claimed

Caps by supply type – free pick up copies - Remove entire section