



January 2019

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ABC Republic of Ireland Consumer Magazines Reporting Standards

Changes have been agreed to the Republic of Ireland Consumer Magazine Reporting Standards. We have updated the latest Reporting Standards to incorporate these changes and you can now view or download these from 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.

Monitored/Sample Free Distribution - Magazines distributed with other products (Effective from January 2019)

Free copies packaged/distributed with other magazines or products can now be included as Monitored or Sample Free Distribution. The packaged method of distribution will be identified in reporting. This includes the following examples:

- A free magazine distributed as part of a retail multipack
- A free magazine inserted within, or packaged with, other free or paid publications
- A free magazine distributed within a goody bag (e.g. a carrier bag distributed at an event that includes an assortment of gifts/handouts)

Amendment

New text denoted by shading:

MONITORED FREE DISTRIBUTION [extract]

3. Copies are made available at the known distribution points for pick up or receipt by consumers

- a) You must be able to provide evidence, from the third party responsible, of the number of copies of the publication made available for pick up or receipt at each distribution point by consumers. Note:

...

iv) In the case of copies that are not distributed solus but are packaged with other free or paid publications, inserted in other publications or in goody bags you must be able to demonstrate the copies are distributed using that mechanic. *This may include providing evidence of insertion, packaging, sales etc. We recommend you contact us for advice on evidence required.*

- If free copies are distributed via a retail multipack with a paid publication the claim should be restricted to the paid publication's net sale. If at the time you submit your circulation claim unsold copies could still be returned or reported you must make an estimate of the final net sale. You must adjust your claim in the following period to reflect any difference between the estimated net sale and the actual net sale.

Setting the standard



Reporting [extract]

4. By total average Monitored Free Distribution for the following distribution point types, analysing copies by those distributed solus or packaged with other products:

- a) Airports / airlines
- b) Cruise ships / ferries
- c) Other travel points
- d) Educational establishments
- e) Food and drink outlets
- f) Hotels
- g) Leisure centres / clubs
- h) Medical establishments
- i) Offices
- j) Retail outlets
- k) Street
- l) Other

A breakdown of the total average Monitored Free Distribution packaged copies broken out by a description of the accompanying product and distribution mechanism.

For example:

Packaged copies:

500 copies distributed at hotels with XYZ magazine.

1,213 copies packaged with PQR magazine in a retail multipack

SAMPLE FREE DISTRIBUTION [extract]

Reporting

3. For each issue claimed an analysis as follows:

- a) Distribution type. *E.g. Net distribution – by hand, Net distribution – other, Gross*
- b) A statement describing how and where the copies are distributed (covering both the geographical location and type of distribution point and, if the copies are packaged the accompanying product).
- c) The number of copies

Illustration of data required for Sample Free Distribution - Monitored Free Distribution

Issue	Distribution Type	Distribution Point Type Statement	Distribution Quantity
March 2019	Gross Distribution	Gyms in London – copies made available for pick up by users	300
March 2019	Gross Distribution	Gyms in Birmingham copies made available for pick up by users	250
April 2019	Gross Distribution	Hotels within the M25: copies made available for pick up by guests	500
May 2019	Net Distribution – by hand	Wimbledon Tennis Championships - copies handed to visitors inside the venue.	1,527
May 2019	Gross Distribution	Home Furnishing Show, NEC: copies made available to visitors in goody bag	2,300
June 2019	Net Distribution – other	Retail Multipack with XYZ magazine	4,226

RETAIL SALES (SALE OR RETURN & FIRM SALE)/SINGLE COPY SALES [extract]

1. Single copy knowingly paid for by the consumer to the retailer

...
c) Multipacked (or banded) magazines

A magazine is defined for ABC purposes as being sold as part of a Multipack (i.e. where it is packaged or banded together as a unit with other issues or publications) only if two or more publications in that pack are included in an ABC circulation claim.

...
ii) **Two or more publications claimed**

- Sales of Multipacks must be separately and clearly identified on newstrade reports and documentation.
- If a magazine in the pack is a back issue or is at all promoted as 'free' then it cannot be claimed as a sold copy for ABC purposes

Note:

- If the publisher has removed the normal cover price from a publication (to prevent resale for example) or reduced the cover price for that issue the Basic Cover Price must still be applied for this purpose.
- For ABC rate classification purposes the Multipack price must be allocated to each magazine included in an ABC circulation claim on a pro-rata basis using their individual Basic Cover Prices.
- A free publication (or one promoted as free) included in the multipack may be eligible to be claimed under Monitored Free Distribution or Sample Free Distribution. Please refer to those sections for requirements and reporting. If a publication is claimed as a free copy within a retail multipack it must be detailed on the multipack breakout for the paid publication.

REPORTING

You will report retail sales as follows, which will be broken out on the ABC Certificate (note: the term Full Rate will replace full or Basic Cover Price for reporting purposes):

...

4. The issues that include copies sold as a part of a multipack must be reported, identifying the other publication(s) included in the multipack (only those that are themselves included in an ABC circulation claim - which could be as Retail Sale or Monitored/Sample Free) and the quantity and percentage of each issue's Paid Single Copies figure (total of retail sales and single copy sales) that is sold as part of a multipack.