



August 2015

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ABC Bulk Distribution Reporting Standards (UK)

A change has been agreed to the ABC Bulk Distribution Reporting Standards. We have updated the latest Reporting Standards – 2015 Version 2 – to incorporate this change and you can now view or download these from our Standards website www.abcstandards.org.uk.

Contents

Sample Free Distribution - new category

Sample Free Distribution – new category

The rules for the existing free distribution categories in the ABC Bulk Distribution sector (i.e. Free Pick Up) require distribution to follow a regular and consistent pattern. Until now any free sample distribution in one-off or irregular patterns to reach different audiences has not been allowed for ABC purposes.

This change will allow you to claim such distribution in the ABC figures under a section called Sample Free Distribution. This distribution:

- Will be separately broken out in the data and analysed by each issue to enable the distinction from regular distribution to be identified.
- Must follow the existing Free Pick Up Distribution requirements other than those relating to issues being distributed on a regular and consistent basis
- Must still be agreed by ABC in advance
- Must comprise copies that are broadly similar to an existing edition claimed on the certificate.

You will be able to claim Sample Free Distribution from reporting periods ending September 2015 and from issues in the September 2015 reporting month. This means copies cannot be claimed retrospectively.

Amendments

The following section has been added to the rules:

Setting the standard



SAMPLE FREE DISTRIBUTION

DEFINITION

Free copies distributed, on an irregular basis, to specific locations for collection by the end user.

PRINCIPLES

1. **Distribution uses an existing ABC Free Distribution method, without the need for a regular and consistent basis.**
 - a) The requirements of the relevant ABC Bulk Free Distribution category apply, with the exception that distribution may be of a single issue.
 - b) Requirements relating to distribution across issues being on a regular and consistent basis and changes from previous certificates are ignored.
2. **Prior notification of distribution details to ABC**
 - a) You must obtain ABC's agreement in advance of the distribution, having provided full details of timings, delivery locations etc as stipulated in the relevant Free Distribution category. This is to enable audit work to be conducted at the appropriate time, including real time testing where appropriate.
3. **Distribution must be of an existing edition claimed on the certificate**
 - a) The copies must be broadly similar to an existing edition being claimed on the certificate. Therefore a certificate cannot comprise copies claimed in the Sample Free Distribution category alone.
4. **Reported by distribution type**
 - a) Sample Free distribution will be reported by distribution type category.
 - b) The same statements and breakouts reported for the constituent Free Distribution categories will be reported on an issue by issue basis.

REPORTING

You will report Sample Free Distribution as follows, which will be broken out on the certificate:

1. By total average Sample Free Distribution of the issues for the period
2. For each issue claimed:
 - a) The total Sample Free Distribution
 - b) The total analysed by distribution type, i.e. *Free Pick Up*,
 - c) The relevant breakouts for each distribution type. i.e. *Free Pick Up Copies by distribution point type, by net and/or capped distribution, Method of Distribution Statement*.

[Sample Free Distribution category added as another category included in the total average distribution for the period – shading below denotes new text added].

REPORTED DATA SECTION

1. Total Average Distribution and selected normal issue Total Distribution

- a) You must report the total Average Distribution per issue.
 - i) Copies claimed in the following categories will be included in the total Average Distribution figure:
 - Free Pick Up Copies
 - Retail and Single Copy Sales, including:
 - Retail Sales (Sale or Return)
 - Retail Sales (Limited Sale or Return)
 - Single Copy Sales
 - Single Copy Subscription Sales
 - Free Requested Delivered Copies
 - Sample Free Distribution
 - ii) Digital Edition copies are reported separately to the print copies
- b) You must report the Total Distribution for the selected normal issue analysed in the same categories as above.

The ABC Bulk Distribution Reporting Standards Group approved this Reporting Standards change. If you would like the Standards Group to review any current reporting standard or if you would like more information about how the above changes affect you, please contact your ABC Account Manager, Lynn Kendrick (lynn.kendrick@abc.org.uk).

Setting the standard

