



April 2017

Saxon House
211 High Street
Berkhamsted
Hertfordshire HP4 1AD

+44 (0)1442 870800
www.abc.org.uk

ABC Regional Publication Reporting Standards (UK)

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

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), Jo Bland (jo.bland@abc.org.uk), any member of the ABC team or the [ABC Regional Publication Reporting Standards Group](#).

Local bank holiday exclusions amended to local public holiday exclusions

Up until now you have been able to exclude an issue of a paid for publication from the ABC average circulation if its sales were significantly affected by the occurrence of a local bank holiday and you could demonstrate banks were closed or had reduced opening hours.

Due to changes in bank operations, demonstrating and auditing this condition is no longer relevant or practical. We have therefore amended this rule to allow issues of paid for publications to be excluded from the average circulation due to a local public holiday, which you can demonstrate either by its publication on an official local authority website or by virtue of a longstanding custom/tradition that we have previously recognised.

Amendment

Shaded text overleaf indicates new text and struck-through text has been deleted.

Setting the standard



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Issues to be included/excluded [extract]

[For publications whose Retail, Single Copy and Subscription sales 75% or more]

You can apply for an ABC granted exclusion if:

ii) You can demonstrate there is a shortfall in the Normal Net Sale* greater than 5% because of the occurrence of a ~~Local Bank Holiday (only recognised regionally or locally) and you have evidence the banks were closed or had restricted opening hours~~ local public holiday, that is evidenced either:

- By publication on an official local authority website; or
- By virtue of a long-standing custom/tradition previously recognised by ABC

*[Normal Net Sale is defined as individually purchased sales and is compared against the last 4 equivalent issues e.g. last 4 Mondays]

Setting the standard

