



July 2017

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ABC Business Magazines Reporting Standards (UK)

Changes have been agreed to the ABC Business 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 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 Andy Flint (andy.flint@abc.org.uk), any member of the ABC team or the [ABC Business Media Reporting Standards Group](#).

Contents

1. Demographic reporting: We have simplified the options for reporting demographic data
 2. Digital Editions: You may claim Digital Edition copies in the Controlled Non-Requested category.
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1. Demographic reporting

The following changes have been made to simplify the reporting of demographics on your ABC certificate:

- The branding of, and distinction between, Profile Certificates and Standard with Demographics have been removed.
- Demographic analyses are simply reported as an option on the ABC certificate
- The fee sheet is simplified with a standard cost per demographic table

These changes are effective from periods ending July 2017 onwards.

Amendment

New text is denoted by shading and removed text by strikethrough.

DEMOGRAPHIC ANALYSIS

DEFINITION

You can choose to report demographic information about your circulation on your ABC certificate ~~an optional Standard Certificate with Demographics or a Profile certificate.~~

PRINCIPLES

1. **There are different types of demographic analyses**
- ~~2. Demographic analyses are reported on an optional certificate~~
3. **Demographic details must be supported by third party evidence that is less than three years old**

REQUIREMENTS

1. **There are different types of demographic analyses**
 - a) Each demographic analysis is a census of the analysed data for the Audit Issue (i.e. not sample based or extrapolated).
 - b) If you cannot or choose not to report data for a copy, it will be identified as not analysed. Note: Non-controlled free circulation must be reported as not analysed for any demographic except the geographical analysis.
 - c) Analysis tables will be one of the following types:
 - i) Single Response Table: There is only one response included for each analysed copy.
 - ii) Multiple Response Table:
 - There may be more than one response included for each analysed copy, unless data is re-grouped when only one response per individual can be counted within a regrouped category.

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- We will add a footnote indicating there are multiple responses for each copy and add the percentage of the Audit Issue total circulation that is analysed.
 - We may require additional explanatory notes if deemed necessary for clarity.
- iii) Cross Analysis Table:
- One demographic is cross referenced against another. *For example: Job Title against Number of Employees.*
 - We will add a footnote indicating the number of copies analysed and add the percentage of the Audit Issue total circulation that is analysed.
 - We may require additional explanatory notes if deemed necessary for clarity.
- d) We will calculate for each demographic claimed its percentage of the Audit Issue total circulation and add this to the table. You can request the percentages be removed ~~from all tables except mandatory tables on a Profile Certificate.~~
- e) Any descriptions of grouped data must be representative of the data grouped and not lead to ambiguity about the category in which a demographic could be claimed. *For example having Sales Managers and, IT Managers may be grouped together under one heading 'Managers' (assuming no other Managers).*
- f) **Analysis by job title (if claimed):** Where more than one type of a particular job title appears on a demographic table, any generic use of that title must be preceded with the word 'other'. *For example: Sales Managers 1,400, Technical Managers 3,200, Other Managers 2,200.*
- g) **Analysis by site (if claimed):** Site analysis demonstrates the number of establishments that the publication is distributed to:
- i) A site is defined as "An establishment or separate business location primarily engaged in one economic activity at a single location. *For example in the motor trade a chain with five body shops at different addresses would constitute five sites.*
 - ii) Site numbers are shown as an additional column ~~on the Geographical Analysis and Company Activity as a minimum and any other selected demographic tables as an option.~~
 - iii) Only places of work must be analysed, not home addresses.
 - iv) ~~You must report a site duplication level as a percentage on each table that includes a site analysis. If it exceeds 5% then a site analysis will not be allowed. Note:~~
 - ~~A site duplication is defined as two or more occurrences of the same company name at the same address undertaking the same economic activity.~~
 - iv) For demographics, which relate to the Company not the individual (*for example: Industry / Business / Sector, Number of Employees*), you must apply the company level demographic to all individuals at a site regardless of the individual's response.
 - vi) For individual-level demographics, *for example: Job Title, Purchasing Influence:*
You must analyse sites according to the individuals' demographic responses

The total in the sites column may exceed the total number of sites, as different categories may occur at the same site. For this reason we will not total the number of sites on the table and add an explanatory note.

~~2. Demographic analyses are reported on an optional certificate~~

- a) ~~The first option is a Standard Certificate with Demographics which will include;~~
 - i) ~~Up to four single or multiple response tables.~~
 - ii) ~~No cross-analysis tables, site analysis or graphics.~~
- b) ~~The second option is a Profile Certificate of Circulation which will include:~~
 - i) ~~Four mandatory single response tables:~~
 - ~~— Job Title or Primary Job Function~~
 - ~~- Company Activity~~
 - ~~— Geographical Analysis by type of circulation (see ABC website for details)~~
 - ~~— Sources and Ages of Records supporting free Society and Controlled Circulation (analysed by age banding 0 – 1 year, 1 – 2 years and 2 – 3 years and non-requested copies optionally by source type).~~
 - ii) ~~At your option other analyses including single response, multiple response or cross analysis tables, site analysis or graphics.~~
- c) ~~Once issued, a Standard Certificate with Demographics or a Profile Certificate replaces the original Standard Certificate, if already issued, for the same period.~~

2.3. Demographic details must be supported by third party evidence that is less than three years old

- a) At the date you distribute a copy you must have evidence to support the claimed demographic that meets the requirements of the evidence required under the Controlled Circulation section. Note:
 - i) The Audit Issue Mailing list must include against each addressee all demographic data included in your claim. You must ensure your coding system and any grouping of codes into demographic categories is explained clearly.
 - ii) If you have evidence from more than one source (which may be contradictory) you may choose which demographic and evidence you use to support your claim.
 - iii) If you group or convert the data from its original format on source documentation to the format on your database and/or claim then you must retain a record that explains the link between them.

2. Digital Editions – Controlled Non-Requested copies

Media owners may have a well-researched controlled circulation database, where individuals have opted in to receiving information and services from the publisher but not specifically the Digital Edition of the magazine.

Whilst you may succeed in obtaining a specific request for the Digital Edition from some individuals we hear that it can be difficult obtaining this further opt-in for some, meaning they cannot be included in your ABC circulation.

It has therefore been agreed to allow Controlled Non-Requested Digital Edition copies to be claimed, treating them consistently with non-requested controlled print copies. The same requirements as to de-duplicating against print copies, email alerts and removing copies where the email alert bounces apply.

Effective from the December 2017 reporting period.

Amendment

New text is denoted by shading and removed text by strikethrough.

DIGITAL EDITIONS [extract]

3. Digital Edition copies are opted in

- a) The individual must have either specifically purchased the Digital Edition, or requested to receive/view it.
- b) Free Digital Edition copies do not need a specific request in the following circumstances:
 - i) If they are claimed in the Society **and Controlled non-requested** categories of circulation
 - ii) If they are Corporate Digital Edition Subscription copies where the individual is sent an email alert informing them that the issue is available for view/download.
 - iii) If you are converting an existing recipient of a free requested print copy to a Digital Edition copy in accordance with the following:

You notify the recipient in advance of your intention to change the supply of their copy to a digital edition, and provide the recipient with the opportunity to opt out of receiving the digital edition before it is served. You have not received an opt-out from the individual.

You retain copies of the notifications of change and any opt-outs received for audit.

The date of the original request (not the notification of change to digital) will remain the date of the request for ABC purposes.

You identify on the mailing list supplied for audit (e.g. via a code) those individuals who have been converted from a print to a digital requested copy together with the date of the conversion.

REPORTING

You will report total Digital Edition copies for the Audit Issue as follows, which will be broken out on the ABC Certificate:

1. By geographical type:
 - a) United Kingdom
 - b) Other Countries
2. By circulation type:
 - a) As for print copies, in the same rate bands (and aggregated in the total figures):

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- i) Single copy sales
 - ii) Single Copy Subscription Sales
 - iii) Paid and Controlled circulation
 - iv) Society circulation
 - v) Controlled Free Circulation – individually requested and non-requested
- b) Digital Edition specific:
- i) Corporate Digital Edition subscriptions