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## ABC Business Magazines Reporting Standards (UK)

You may be aware we are consulting on a number of significant changes to our requirements and reporting for Business Magazines. This is ongoing and we will confirm in due course.

In the meantime this separate communication is to advise you of a change that has already been agreed and comes into effect from periods ending June 2018.

### Digital Editions

The change means you may claim Controlled Company-Requested Digital Edition copies - treating them consistently with company requested print copies. The same requirements as to de-duplicating against print copies, email alerts and removing copies where the email alert bounces apply.

### **Amendment**

Shading denotes new text

## 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 **from the individual** in the following circumstances:
  - i) If they are claimed in the Society, **Controlled Company-Requested** and Controlled non-requested categories of circulation

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### REPORTING

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

### 2. By circulation type:

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- a) As for print copies, in the same rate bands (and aggregated in the total figures):
  - i) Single copy sales
  - ii) Single Copy Subscription Sales
  - iii) Paid and Controlled circulation
  - iv) Society circulation
  - v) Controlled Free Circulation – individually requested, **company-requested** and non-requested

Setting the standard

