



April 2018

Saxon House
211 High Street
Berkhamsted
Hertfordshire HP4 1AD

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

ABC Consumer Magazines Reporting Standards (UK)

Changes have been agreed to the ABC 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 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, Charlotte Brown (charlotte.brown@abc.org.uk), any member of the ABC team or the [ABC Consumer Magazines Reporting Standards Group](#).

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1. All You Can Read Sales

Due to potential delays in establishing final copy counts of Digital Edition copies in the All You Can Read category this change means you can submit your claim using estimates of final sales/views.

2. Monthly reporting

Publishers may choose to report monthly figures on an ongoing basis.

Setting the standard



Audit Bureau of Circulations Ltd (by guarantee) Registered in England Number 259647
Registered Office, 211 High Street, Berkhamsted, Hertfordshire HP4 1AD VAT No. 804 8760 20

1. All You Can Read Sales - effective immediately

Due to potential delays in establishing final copy counts of Digital Edition copies in the All You Can Read category, this change means you can submit your claim using estimates of final sales/views.

Any subsequent difference identified between the estimated sale and final figure must be adjusted in the following period, using the same process as for paid single copies.

Amendment

Add shaded text as follows:

ALL YOU CAN READ SALES [EXTRACT]

...

1. Copy is paid for and viewed by the consumer

- a) The consumer has paid for the right to view the copy as part of a multi-publication package. *Note: Although the consumer may subscribe to the multi-publication package for a contracted period, the copies are not treated as subscriptions but claimed on a single issue basis when viewed.*
- b) Copies can only be claimed if they have been viewed by a consumer. This will be demonstrated by meeting at least the definition of a Publication Active View (a single copy of a publication actively opened by a device for viewing. See full definition*)
- c) Only one view per device per issue can be claimed
- d) There is no requirement to de-duplicate it against other circulation categories
- e) Back issues up to 12 months old can be claimed against the issue current at the time it is viewed

2. There must be a contractual arrangement between any third-party intermediaries/sellers and the publisher to purchase the copies

- a) Where third-parties are used you must be able to provide:
 - i) Evidence of payment to the publisher and between any other intermediaries for the copies claimed
 - ii) Evidence of the contractual arrangements between the publisher and any other intermediaries to measure, report and pay the publisher for the copies claimed.

3. If the final paid for and viewed figure is not known then estimates can be made

- a) If at the time you submit your circulation claim you have good reason to believe further copies will be paid for and viewed (for example based on historical trends) then you may make an estimate of final sales.
- b) You must adjust your claim in the following period to reflect any difference between the estimated claim and the actual figure.

2. Reporting frequency - effective immediately

This change allows publishers to choose monthly reporting on an ongoing basis without the need to issue 6 or 12 month certificates.

Amendment

Shading denotes new text, strike-through denotes text removed:

REPORTING PERIODS [EXTRACT]

...

1. You must report a continuous series of Reporting Periods on a mandatory frequency

- a) Once we have issued a publication's first ABC Certificate for a mandatory reporting period we must continue to issue Certificates for subsequent consecutive mandatory Reporting Periods (i.e. so there is no gap in certification) while the publication remains registered.
- b) The mandatory Reporting Period will ~~either~~ be one of the following:
 - i) 12 months: 1st January to 31st December
 - ii) 6 months: 1st January to 30th June and 6 months, 1st July to 31st December
 - iii) Monthly: calendar months
 - iv) For annual publications (1 issue per year) the distribution period (the entire date range over which the claimed copies have been distributed) or a single principal distribution date (the date by which more than 50% of the claimed distribution has occurred).