



April 2018

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ABC National Newspapers

A change has been agreed to the ABC National Newspapers Reporting Standards. We have updated the latest Reporting Standards incorporating 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 ABC's Commercial Director, Jan Pitt (jan.pitt@abc.org.uk) or any member of the [ABC National Newspaper Reporting Standards Group](#).

Excluded issues

The criteria for applying to exclude issues affected by reasons outside the publisher's control are revised as follows:

1. The threshold for affected sales is amended from 10% to 5%
2. It is clarified this type of exclusion is for exceptional circumstances and that the reason for exclusion is the effect on sales as a result of changes to planned distribution (e.g. print or distribution problems)
3. The deadline to submit exclusion applications to ABC is amended from within 7 days of the issue, to within 7 days of the end of the relevant Reporting Period

This change is effective from the March 2018 reporting period. This means you must send us any applications to exclude an issue reported in March's figures by 8th April 2018.

Setting the standard



Amendment

Shading denotes new text added and strike-through text removed:

ISSUES TO BE INCLUDED / EXCLUDED [extract]

2. Published issues that are allowed to be excluded according to this section may be removed from the average circulation

- a) There are certain circumstances under which you may exclude an issue from the reported circulation. The circumstances and information surrounding any exclusion are subject to audit.
- b) **ABC granted exclusion:** You may exclude an issue for which we have issued an exclusion note. You can apply for an ABC granted exclusion if:
 - i) Due to circumstances outside your control:
 - You can demonstrate a shortfall in the UK and ROI normal net sale (i.e. excluding Multiple Copy Sales) and that shortfall is at least ~~5%~~ 10% or more of the average normal net sale of the previous four equivalent issues (e.g. for a Monday compare to Mondays etc). Note:
 - o The shortfall must have arisen because of the exceptional circumstances outside of your control resulted in the planned level of distribution not being achieved, or the planned level of distribution being achieved but it was severely delayed or withdrawn from sale prematurely. For example: machinery breakdown or severe adverse weather significantly affecting reducing or delaying distribution.
 - o If one or more of the last four issues are excluded because of an official National Public Holiday or Christmas/New year trading period exclusions then do not use this as one of the four comparable issue but go back one further issue.
 - o If one or more of the last four issues are excluded because of an ABC Granted Exclusion then it will be counted as one of the four comparable issues.
 - ii) You submit your application to us using an ABC Exclusion Note Request Form within 7 days of the end of the relevant Reporting Period cover date of the affected issue.