



January 2019

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ABC Regional Publication Reporting Standards (UK)

Changes have 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 [website](#).

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 Account Manager Lynn Kendrick (Lynn.kendrick@abc.org.uk) or any member of the ABC team.

1. Consolidated auditing

To aid allocation of resources the following amendment to the standards for consolidated auditing allows publishers and ABC the flexibility to agree the annual audit may cover either:

- The two six month certificates in a particular calendar year; or
- The July to December certificate for one year and the January to June certificate in the subsequent year

Amendment

Shading denotes new text added, struck-through text removed

Return Form Submission, Audit, Certification [extract]

4. Each circulation claim is audited to verify it is in accordance with the applicable Reporting Standards

...

- c) Publications reporting on a mandatory basis every month may opt for a quarterly audit. Publications reporting 6 monthly may opt to ~~defer the audit of the January to June period anytime up until the audit of the July to December period~~ **for an annual audit**. Known as 'consolidated auditing' this enables the audit work for more than one certificate to be carried out at the same time. Note:

Setting the standard



- i) You must tell us in writing if you wish to use these options
- ii) As certificates are issued based on the member's claim any subsequent material errors identified at audit will require an updated certificate be issued that identifies the changes. This replaces the member's original Certificate and must be used in its place.
- iii) We may withdraw the option to utilise consolidated auditing if certificates are repeatedly re-issued to correct material errors in claims.

2. Free Pick Up Copies – Publications distributed with other products

Free copies packaged/distributed with other newspapers, magazines or products can be included as Free Pick Up or Sample Free Distribution. The packaged method of distribution will be identified in reporting. This includes the following examples:

1. A copy of a publication placed inside a goody bag with other items at an event
2. A copy of a publication poly-bagged with other publications for distribution at an event
3. A copy of a publication inserted in another publication for hand distribution
4. A free copy of a publication inserted in a retail multi-pack with other publications

Effective from periods ending January 2019.

Amendment

Shading denotes new text added:

FREE PICK UP [extract]

3. Copies are made available at the known distribution points for pick up or receipt by consumers

- a) You must be able to provide evidence, from the third party responsible, of the number of copies of the publication made available for pick up or receipt at each distribution point by consumers. Note:

...

ii) In the case of copies that are not distributed solus but are packaged with other free or paid publications, inserted in other publications or in goody bags you must be able to demonstrate the copies are distributed using that mechanic. *This may include providing evidence of insertion, packaging, sales etc. We recommend you contact us for advice on evidence required.*

- If free copies are distributed via a retail multipack with a paid publication the claim should be restricted to the paid publication's net sale. If at the time you submit your circulation claim unsold copies could still be returned or reported you must make an estimate of the final net sale. You must adjust your claim in the following period to reflect any difference between the estimated net sale and the actual net sale.

Reporting

Mandatory	Optional
<p>Average Free Pick Up per issue for the period [reported as Free Copies] analysed by:</p> <ul style="list-style-type: none"> i) Print <p>An analysis of total average Free Pick Up copies that are distributed packaged with other products (as opposed to solus). This will include quantity and description.</p> <p><i>For example:</i></p> <p><i>Packaged copies:</i> 500 copies distributed at hotels with XYZ magazine. 1,213 copies packaged with PQR magazine in a retail multipack</p>	<ol style="list-style-type: none"> 1. A verifiable overview description of the Free Pick Up claim 2. The average Free Copies claim analysed into: <ol style="list-style-type: none"> a. Regular: <ol style="list-style-type: none"> i. Free Pick Up (print only), optionally broken out by: <ul style="list-style-type: none"> o Capped distribution o Net Distribution ii. Free Letterbox (print only) iii. Free Requested b. Sample: <ol style="list-style-type: none"> i. Free Pick Up (print only), optionally broken out by: <ul style="list-style-type: none"> o Capped distribution o Net Distribution ii. Free Letterbox (print only) iii. Free requested 3. Analysis of Free Pick Up for the last issue in the period (ignoring excluded issues) showing for each distribution point type (e.g. hotels, train stations): <ol style="list-style-type: none"> a. the number of distribution points; and b. The number of copies claimed

SAMPLE FREE DISTRIBUTION [extract]

Mandatory	Optional
<p>Average Sample Free Copies per issue for the period [reported as Free Copies] analysed by:</p> <ul style="list-style-type: none"> i) Print ii) Digital Edition <p>An analysis of the total average Sample Free copies (Free Pick Up method only) that are distributed packaged with other products (as opposed to solus). This will include quantity and description.</p> <p><i>For example:</i></p> <p><i>Packaged copies:</i> 500 copies distributed at hotels with XYZ magazine. 1,213 copies packaged with PQR magazine in a retail multipack</p>	<ol style="list-style-type: none"> 1. A verifiable overview description of the Free Copies claim 2. The average Free Copies claim analysed into: <ol style="list-style-type: none"> a. Regular: <ol style="list-style-type: none"> i. Free Pick Up Copies (print only), optionally broken out by: <ul style="list-style-type: none"> o Capped distribution o Net Distribution ii. Free Letterbox (print only) iii. Free requested b. Sample: <ol style="list-style-type: none"> i. Free Pick Up Copies (print only), optionally broken out by: <ul style="list-style-type: none"> o Capped distribution o Net Distribution ii. Free Letterbox (print only) iii. Free requested