

# New ABC Standards for Regional Newspapers

This document summarises the changes to the Regional Publication Reporting Standards, effective from Reporting Periods ending December 2017.

## Key changes - Reporting

1. All publications to report average circulation by four 'primary' circulation categories:
  - Paid Single Copies
  - Paid Subscriptions
  - Paid Multiple Copies
  - Free Copies

2. You can choose to report the following additional information:

<u>Category</u>	<u>Optional</u>
Paid Single Copies	Full Rate/Below Full Rate, Cover Price of last issue
Paid Subscriptions	Subscription type (single, voucher, multiple)
Paid Multiple Copies	Overview Description, Consumer type (Airlines, Hotels etc.)
Free Copies	By Pick Up, Letterbox, Free Requested An overview description Pick Up: By regular and sample, capped and net Letterbox: By regular and sample, by postcode Free requested: By regular and sample

3. You can choose to report the following analyses:
  - Total circulation by month
  - Total circulation by Monday-Friday, Saturday
  - Total circulation by day of week averages for each month
  - Groups of daily averages for each month (e.g. Weds/Thurs/Fri)

These can optionally be further broken out by circulation type.

You can also chose to report any extra information that supports your business model, providing you can supply auditable evidence.

4. Editions reporting is amended as follows:
  - The circulation total only will be reported for editions
  - The word 'series' will be replaced with another indicator that the title has editions
  - Special & Sports Editions, if claimed, will be broken out on the editions analysis.  
Reporting additional detail for each Special Edition claimed will be optional
5. The following information will no longer be reported:
  - Publication format
  - Geographical region served
  - Pagination
  - Editorial content percentage
  - Free Pick Up variances for issues that vary greater than 10% from previous period
  - Free Letterbox – Multiple Residential Units (merged into Free Letterbox)

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## Key changes - Requirements

### 6. **Multiple Copy Sales – Capping of audiences removed**

- The requirement to apply caps to Multiple Copy Sales is removed and copies reported will be the gross supply. Note: The principle that claimed copies should not exceed potential demand remains.

### 7. **Free Pick Up Copies – Caps simplified**

- The number and types of caps have been rationalised and simplified – see point 20 below.
- The requirement for ABC to approve a request for an increased cap is removed and replaced with a requirement for publishers to claim a greater quantity if they have documentary evidence of commensurate demand (to be tested at audit). *[Note: increased caps previously agreed with ABC may continue to be applied].*
- The clause that caps may be restricted due to multiple publications being supplied at a location is removed.

### 8. **Free Pick Up Copies – Changes in permitted variations in distribution**

- If reporting regular Pick Up distribution (as opposed to Sample Free) the permitted variation threshold for an issue is increased from 10% to 25% compared to the previous period's average Free Pick Up supply.

### 9. **Free Pick Up & Free Letterbox – Notification of changes & Distribution Cycles**

- The requirement for ABC to pre-approve systems before being claimed is removed.
- The requirement to notify ABC of all changes in distribution method and distribution points to ABC is replaced with a requirement that you must be able to provide information on request.
- The facility/requirements regarding distribution cycles is removed.

### 10. **Special Editions**

- It is no longer a requirement that a Special Edition application must be submitted to ABC for approval in advance of being claimed (it will continue to be verified at audit).

### 11. **Editions**

The following requirements are removed - that, in relation to the main edition, the edition itself must:

- Have at least one common ROP ad
- Have a similar advertising/editorial ratio
- Not vary in pagination by more than 30%

Note: The other current requirements for an edition remain unchanged:

- Masthead carries generic name of main edition
- Branding and appearance must not give impression that it's a different publication
- Carries same cover date/issue identification
- Published on or about the same distribution date

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### 12. Retail Sales – Accounting for voucher promotions

- The ability to account for vouchers on a wash-through basis is widened to include titles reporting less-frequently than monthly.

### 13. Paid Subscriptions – Basic Annual Rates

- As there is no reporting by rate band for Paid Subscriptions the requirement to publish a Basic Annual Rate is removed along with associated rules relating to allocation of subs price.

### 14. Digital Editions

- The threshold at which the requirement to capture individuals' details (copies purchased below 20% of print price) is lowered to zero. I.e. all paid copies can be claimed if have evidence of purchase. Free copies require individuals' details to allow de-duping.
- Requirement for postal & email address for free copies changed to just email address
- Ability to claim both print and Digital Edition copy when bought together as a package (for more than 20% above print price) is removed.
- 20% minimum threshold for Gift subs for Digital Editions removed (maximum of 12 copies per subscriber remains)

### 15. Excluded issues

- ABC must no longer approve requests for exclusions in advance of the claim. This will instead all be tested at audit. This means exclusion notes will not be issued or published and the information on exclusions will be found on the certificate. *[The publisher may of course still request advice/guidance before excluding an issue].*
- Where an issue is excluded because of a reason that requires the demonstration of a shortfall in circulation – the shortfall will be assessed on Paid Single Copies and Paid Subscriptions (previously retail, single copy sales and single copy subs)

### 16. Basic Cover Price

- The set process for notifying ABC if a cover price is not published is removed. These will be handled on a case by case basis.

### 17. Reporting Periods

- For those reporting on a 12 month frequency the concept of being required to report two 6 month certificates of there is a sustained significant change in free distribution in the January to June period is removed.
- The option to have single issue certificates for newly-registered titles is removed. This was required previously because only whole month Reporting Periods were available. Now Reporting Periods based on weeks are available (minimum consecutive 4 weeks) a newly-registered title can report from the launch issue or from any issue – the single issue certificate is therefore not required.

### 18. Consolidated auditing

- The consolidated auditing option is added, allowing two six month certificates to be audited together. This option can be withdrawn if certificates issued prior to audit are repeatedly corrected for material errors.

### 19. ABC reports – titles not included

- The 'certificate pending' and 'not reported' references for titles not appearing in the ABC report is be removed.

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### 20. Free Pick Up Copies - Caps

Audience type	New Cap from Dec 2017	Existing Cap - Audience Type	Existing Cap - measurement
Transport (airside/airline, train, ferry, cruise ship, coach, bus)	No. of seats (based on 1 journey per issue per transport method/location)	Airline	75% of seating capacity (based on average no. of journeys per day)
		Trains	50% of seats (by day by class)
		Ferries	33% of seats
		Cruise Ships	65% of cabins
		Coaches	50% of seats
Train/Bus Station / Park & Ride	150 copies	Buses	40 copies per bus
		Train station	150 copies per outlet
		Bus station	50 copies
Hotel/Apartment block	No. of rooms/residences	Park & ride car parks	50% of no of spaces
		Hotels	No. of rooms: 80% London, 65% elsewhere
		Blocks of flats/apartment blocks	75% of no. of residences
Sports Event / Exhibition	33% of attendance	Sports Events	33% of attendance
		Events/Exhibitions	33% of attendance
Business / School / College	33% of no. of staff/students	Schools	15% no. of pupils up to 6 <sup>th</sup> Form
		Universities/colleges	33% of no. students
		Business/Offices	33% of no. staff
Hospital / Residential home / Prison	50% of no. of beds	Hospitals	50% of no. of beds
		Nursing/residential homes	50% of no. of beds
		Prisons	15% of number of cells
Supermarket / Major store / Petrol station / Motorway Services	250 copies	Supermarket/Hypermarket (food/household goods and >300sqm)	250 copies per outlet
		Major store (>300sqm)	100 copies per outlet
		Petrol station (4 or more pumps)	150 copies per outlet
		Motorway service station	20 copies per outlet
Managed shopping centre / retail park	Sum of individual outlet caps	Managed shopping centre/retail park	Sum of individual caps
General retail / customer service location	50 copies	Newsagent	50 copies per outlet
		Convenience store selling newspapers	50 copies per outlet
		Retail outlet not otherwise defined	20 copies per outlet
		Food/Beverage Outlets	80% of seating capacity
		Estate Agent	50 copies per outlet
		Meals on wheels	50% of no. of meals
		Job centres	80% of no. of seats
		Car hire & commercial vehicle/van hire /minicab firms	50% of no. of cars/vehicles
		Privately owned gym	50 copies
		Public Service Location (e.g. council offices)	50 copies per outlet
		Theatres/cinemas/Bingo Halls	15% of seats
		Bowling Alley	5 copies per lane
		Betting shops	80% of no. of seats