



23rd May 2018

Important changes for Business Magazines (UK)

This document details significant changes to the Business Magazine Reporting Standards, **effective from periods ending June 2018**

Aims

- Simplify without sacrificing quality
- Review level of detail
- Clearer and more accessible presentation of data

Key changes

- New certificate design – clearer, simpler, more charts ([view example certificate](#))
- Standardise reporting across sectors with four high level categories:
 - Free Copies
 - Membership Copies
 - Paid Single Copies
 - Paid Subscription Copies
- Extended age limit on Controlled Circulation requests and sources
- New routes to market – Monitored Free Distribution category added
- Other bulk distribution replaced by Sample Free Circulation and included in average
- Reporting paid circulation into rate bands becomes optional
- Remove little-used categories (paid and controlled, sponsored)

Please refer to the following pages for details of specific changes.

If you have any queries regarding the changes please do not hesitate to contact ABC enquiries@abc.org.uk



1. Controlled Circulation – allow longer ‘refresh rate’ of supporting data

- a. Extend current three year age limit on supporting evidence and age of requests to five years (retain request age analysis by year), i.e.

Current age of request	From June 2018 period
0 - 1 year	0 – 1 year
1 - 2 year	1 – 2 year
2 - 3 year	2 – 3 year
	3 – 4 year
	4 – 5 year

- b. Rename ‘Company request’ as ‘Colleague request’

2. Non-Controlled Circulation

- a. Cease breaking out this category into ‘By name’ and ‘Not by name’ and instead just report one row.

3. Monitored Free Distribution & Sample Free Distribution – new routes to market

- a. Introduce Monitored Free Distribution category (exists in Consumer Magazines) to allow regular free targeted copies, available for pick up from specified locations, to be included in the headline figures. For example a plumbing magazine made available for pick up in Plumbers’ Merchants
- b. Introduce Sample Free Distribution category (exists in Consumer Magazines) – as Monitored Free Distribution but allows irregular or one-off targeted distribution. This would replace the existing ‘Other Bulk Distribution’ standalone analysis and be included in the headline figure, as well as itemising the number of copies by each type of distribution by issue.

4. Membership Copies – simplify reporting

- a. Rename the Society category as ‘Membership Copies’
- b. Cease reporting the three categories (Paid Optional, Unpaid Requested, Non-Optional). This information could be reported as a separate analysis at the publisher’s option.

5. Retail sales – remove breakout by price

- a. Cease reporting copies analysed into ‘Full Rate’ and ‘Below Full rate’ (i.e. just one row for Paid Single Copies, comprising Retail Sales and Single Copy Sales)
- b. Publisher has option to report cover prices
- c. Remove reporting of average retail sales figure



6. Single Copy Subscriptions – remove breakout by rate bands

- a. Cease reporting copies analysed into the following rate bands:
 - Full Rate
 - 50-100% of Full Rate
 - 20-50% of Full Rate
 - 10-20% of Full Rate
 - Less than 10% of Full Rate

I.e. there will be just one row for Individual Subscriptions.

- b. The publisher has the option of reporting information on prices paid for subscriptions and/or subscription package information

7. Multiple Subscription Sales – remove breakout by rate bands

- a. Cease reporting copies analysed into five rate bands (i.e. there will be just one row for Multiple Subscriptions)

8. Paid and Controlled - remove

- a. Remove this category
- b. Copies would still be eligible under Paid Subscription Copies
- c. If the publisher wished to report additional information about copies meeting the Terms of Control this could be included as an optional analysis

9. Sponsored Subscription Sales - remove

- a. Remove this category
- b. Copies will still be eligible under Paid Multiple Subscriptions
- c. If the publisher wishes to report additional information about sponsor details/prices this can be included as an optional analysis

10. Digital Editions – remove restrictions related to pricing

- a. We have dropped the concept of higher and lower rate Digital Editions. Treatment of all paid copies is the same. This means you no longer need to capture the individual's details (name, email, postal address) for copies sold at less than 20% of cover price/subs rate.
- b. Where a print and Digital Edition is sold as a bundle to the same individual, the publisher can claim either print or digital but not both. There is no longer an option to claim print and digital should an individual pay more than 20% above the price.
- c. You may optionally report a statement of the total number of Digital Edition copies (or total print copies) circulated for the Audit Issue where some of them have not been claimed because they represent a duplicate copy to the same individual.
- d. The requirement to capture a postal address for free digital editions has been dropped. However if you do not capture the postal address you must have a common means of de-duplicating all individually distributed copies where details of the individual are required (for free and paid print copies and other free Digital Edition



copies). An example of how to achieve this would be by collecting an email address for all print and Digital Edition copies that require the individual to be known.

- e. Remove minimum price restriction (20% of subscription rate) for Digital Edition gift subscriptions.

11. Demographic tables

- a. Standard presentation will be simplified with a single column of data against the demographics analysed rather than broken out between different types of circulation.

12. Digital Licenses

- a. Cease reporting licenses analysed into paid rate bands. These will be reported as paid or free

13. Duplication Level – change way duplicate copies treated

- a. Remove the requirement to report a percentage duplication level on the ABC certificate
- b. Circulation claimed will reflect one copy per individual (i.e. duplicate copies must be excluded) except in defined multiple categories or where the individual is not known (e.g. retail or Paid Multiple Subscriptions)

14. Issue analysis

- a. If a title publishes 18 or more issues a year then rather than listing each issue individually we will report:
 - i. The number of issues distributed in each month
 - ii. The average circulation of the issues distributed in each month
- b. The reporting of percentage issue variances greater than 10% from the average will be dropped for those titles publishing fewer than 18 issues a year (as individual issue circulations are reported)