MYTHS AND MISCONCEPTIONS

Setting the standard

Some common myths about ABC…

"Our title is too new – we can't audit yet"

- You can register your title at any point – in advance of the launch if required. In addition to the mandatory twelve month audits, launch issue and short term audits (ANY combination of months) are possible for the title's first ABC audit.

"Why does ABC make these complicated rules?"

- We do not make the rules. The rules are debated and agreed by your Business Media Reporting Standards Group. This group is made up of elected publishers, advertisers and agency representatives. Proposed rule changes are then ratified by the ABC Board.
- Therefore…the ABC rules are the industry agreed standards…
- …ABC audits are there to ensure that the standards agreed by the industry are being complied with.

"ABC is too expensive"

- For a magazine with a Standard audit, annual ABC costs are around £1,500 – an annual membership fee of £527 and an annual audit fee of £1,018. These audit fees haven't changed for two years.
- We are a not for profit member-owned organisation and therefore represents excellent value for money.
- Why not compare the annual cost of ABC membership for a title to the rate for a page of advertising in that title. In most cases the sale of just one page of advertising would more than pay for the title's annual ABC fees.

"Our circulation is too small; ABC is only for the big players"

- No No! ABC certificates for Business Media titles focus on one set issue - the audit issue. This puts the emphasis on the quality of the title's circulation not the quantity. Plenty of audited titles have circulations of 10,000 or less. Publishers will use their ABC to support their claim that they are sending copies to the key decision makers in their market, rather than sending out a larger number of copies to less targeted recipients.
- FACT: The largest audited Business Media title circulation is 413,500 and the smallest is 1,508
- Approx 25% of Business Media publisher members publish 5 titles or less.

"We only have a couple of issues in a year"

- It doesn't matter! We can audit annual publications, titles that are published twice a year, quarterly, monthly, fortnightly, weekly right through to titles that distribute daily.
- The top line 'ABC figure' certified is always the average net circulation of all issues distributed within the audit period, regardless of how many issues.
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"ABC is there just to try and catch us out"

- We have the same objectives as you - we want to ensure the market is given accurate circulation figures first time.

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- We want to work in partnership with you to help you get it right.

How To Get More Information

The Business Magazine Reporting Standards are available from the ABC website
http://abcstandards.org.uk
If you need to discuss any aspect of ABC please contact an ABC Account Manager (01442 870800)

This outline is intended as a brief user-friendly guide to the topic. It is not intended as a replacement for, or interpretation of, the relevant ABC Reporting Standards. In all cases where this guide and the Reporting Standards differ, the Reporting Standards will prevail.