

# Business Media – Preparing your Audit Issue



## Setting the standard

### What is an audit issue?

This is a designated issue in your Reporting Period for which certain information is required to be retained or reported.

### What is my standard audit period?

Every title in membership reports to a mandatory 12 month period (January to December or July to June) – this is market sector dependant and advised to you by us on registration.

### How do I identify my audit issue?

The Audit Issue is the issue distributed nearest to the first day of the last month in your Reporting Period, which also falls within the Reporting Period.

### Are there other periods I can report?

Yes, beyond the mandatory 12 month period you can choose any consecutive month combination up to 12 months (i.e. two, four, six etc) where the audit issue will be the issue distributed nearest to the first day of the last month of your chosen period. There is an additional fee per audit.

### In what format should the mailing list be supplied?

A simple csv or separated file, such as an Excel spreadsheet will suffice. Please remember to always include:

- Each addressee should be clearly identifiable (one per line)
- Addressee details should be separated into different columns
- The mailing list should include a postcode column *and* a country column
- Categories of circulation should be clearly identifiable, including different subscription rates
- Age of request date should appear in the following format: dd/mm/yyyy
- Don't forget to remove duplicate records from your mailing list

This list should be emailed to [mailinglists@abc.org.uk](mailto:mailinglists@abc.org.uk) once you have submitted your eReturn. Alternatively, we can set up an FTP account to handle your files.

### Help! I'm new to the ABC audit!

Join us on one of our “Completing your Business Media eReturn and Audit Preparation” training courses. Understand the audit process and how it applies to you, work through live examples of how to complete your eReturn. In addition, learn (amongst other things) how to promote your certificate for maximum sales benefit.

Contact: [alden.arnold@abc.org.uk](mailto:alden.arnold@abc.org.uk) for more information on the 2014 courses and how to book!

### How to Get More Information

The Business Media Reporting Standards are available from the ABC website

<http://abcstandards.org.uk>

If you need to discuss any aspect of ABC please contact either Alden Arnold: +44 (0) 1442 870743, [alden.arnold@abc.org.uk](mailto:alden.arnold@abc.org.uk)