



	<b>Scenario/requirement</b>	<b>Practical example</b>
1.	If ABC data quoted then latest data must be included, unless the context means this is not relevant or appropriate, as soon as practical.	A website claim quoting ABC data that is aimed at advertisers for trading purposes should include the latest data. However a journalistic piece analysing historical figures for a given period need not include the latest data. <i>All ABC figures must be dated.</i>
2.	No requirement to quote total average net circulation ABC figures	"The subscriptions for magazine X for the Jan – June 2013 period, are X"
3.	ABC figures can be interpreted or adapted:	
	a) Two or more certificates can be added together and referenced to ABC (as long as it's made clear what the data represents).	If a Paid newspaper ABC headline is 100,000; and a Free newspaper ABC headline is 8,000 then you could quote: "The ABC combined paid and Free newspaper for ( <i>period</i> ) is 108,000"
	b) Sub-sets of different certificates can be added together and referenced to ABC (as long as it's made clear what the data represents and the data relates to the same reporting period) e.g. subscriptions from print and web.	If ABC print subscriptions are 20,000 and ABC Web subscriptions are 1,000 then you could quote: "The ABC combined Print and Web subscriptions for ( <i>period</i> ) are 21,000"
	c) Digital edition and print figures can be added together and referenced to ABC (as long as it's made clear what the data represents and the data relates to the same reporting period).	If ABC Print total is 70,000 and ABC Digital Edition is 3,000 then you could quote: "The ABC combined print and Digital Edition circulation for ( <i>period</i> ) is 73,000.
	d) A monthly certificate can be compared to a 6 monthly certificate in a more like for like fashion (e.g. compare December to December, or July to Dec vs. July to December).	Newspaper A, a Regional Newspaper reports 6 monthly, and a monthly analysis is on the certificate. Newspaper B, a Regional newspaper reports monthly. "ABC average total for May 2012 was X for Newspaper A, and Y for Newspaper B.
5.	Less restriction on what new products registering with ABC can say – (not just 'registration approved'). They are free to say what they wish as long as it is factually correct and not likely to mislead.	A publisher may say "We have joined ABC and will be reporting our first period January to June 2013"
6.	Products where 18 months has elapsed since the end of the period covered by their last certificate must stop using the ABC logo	Currently this is open ended, being restricted to 18 months. Most pertinent to web traffic certificates where it is not mandatory to have continuous or annual audits, but products can remain in ABC membership. This will stop people using the ABC logo beyond 18 months, until they have had another audit.