



NEW PUBLICITY BYELAWS - EFFECTIVE 1st FEBRUARY 2013

3. PUBLICITY RULES

ABC Association

- a) Any claim associating an organisation, product, data or information with ABC must be a statement of fact and not be likely to materially mislead.
 - i. You can only make claims of ABC membership while a product is registered with ABC.
 - ii. You must not make inaccurate or misleading statements relating to relevant Reporting Standards, procedures or decisions, either expressly or by implication.
 - iii. Statements must not mislead by omitting information or presenting it in an unclear or ambiguous manner. Whether or not statements are likely to mislead may depend on the context and medium.

ABC Logo

- b) You can only use the ABC Logo when we have authorised you in writing to do so, in relation to Registered Products with a published ABC Certificate.
 - i. You cannot use the ABC Logo in relation to a Registered Product until we have published that product's first ABC Certificate.
 - ii. If a product ceases to be ABC registered you must stop using the ABC Logo immediately.
 - iii. If more than 18 months has elapsed since the end of the period covered by your last published ABC certificate then you must stop using the ABC Logo.
 - iv. You must stop using the ABC Logo if we instruct you to do so in writing because a product has ceased to comply with the requirements of an ABC scheme.
 - v. You must not use or position the ABC Logo in a manner that might inaccurately or misleadingly associate an organisation, product, data or information with ABC.

ABC Advertisements

- c) Any use of ABC Advertisements must not be likely to convey a misleading association with ABC.
 - i. You may only publish ABC advertisements in Registered Products which have a published ABC certificate, unless we have agreed otherwise in writing.
 - ii. You must not alter an ABC Advertisement or publish an advertisement which purports to be from or authorised by us, unless we have agreed otherwise in writing.

Use of ABC Data or Information

- d) ABC Data or Information must be presented in a clear and reasonable manner that is not likely to mislead.

In relation to any data or information sourced or attributed to ABC:

- i. The data or information must have been published by us.



- ii. The nature of the data or information must be clear and not be likely to mislead. *For example if it is an extracted figure or subset of a total.*
- iii. Any description of the data or information must be accurate. *For example: 1) Copies distributed must not be described as readers. 2) When quoting a subset circulation figure, such as subscriptions, or a Monday to Friday figure, this must be stated.*
- iv. Latest ABC data or information must be included, unless the context means this is not relevant or appropriate, as soon as practical. *For example: A webpage quoting ABC circulation figures that is aimed at advertisers for trading purposes should include the latest ABC certified figure and period. However a journalist's article analysing historic figures for a given period need not include the latest data.*
- v. You must make it clear to which period the data or information relates.
- vi. If you interpret or adapt ABC Data or Information and source or attribute this to ABC, you must make clear how this has been done and what the data or information represents. *For example: If ABC certified circulation or web traffic data is aggregated in a manner that is not certified by ABC you must make clear what has been combined.*
- vii. Different data can only be aggregated if it relates to the same period. *For example you cannot combine print subscribers from the July to December 2012 period with digital edition subscribers from the January to June 2013 period. You could however combine print subscription sales for January and February and source these to ABC as relating to this period.*
- viii. You must not release or publicise any data (or trends in data) or information relating to a product that is included in a concurrent release of data, or published report, before the official release date and time set by us.

Use of non-ABC Data or Information

- e) If you quote non-ABC Data or Information, this must not be presented in a manner that means it could be mistaken as or confused with ABC Data or Information. Whether this is the case may depend on the context and medium.

Claims and Statements

- f) Claims or statements based on ABC Data or Information that are attributed to ABC must be factually correct.
 - i. Where a claim appears to be contradicted by ABC Data or Information but you are using data or information from another source to support the claim then you must identify that alternative source.

Comparisons

- g) Comparisons using ABC Data or Information must be objective, fair and not be likely to materially mislead.
 - i. You must compare ABC Data or Information on a like for like basis or, if this is not possible, the differences must be made clear. *For example if two newspapers are being compared, one of which reports monthly and one of which reports 6 monthly but which has monthly breakouts, then either the monthly figures or six monthly figures for each must be compared, not a 6 month for one against the 1 month figure for the other.*
 - ii. The conditions under Use of ABC Data or Information section 3(d) and Use of non-ABC Data or Information section 3(e) above, also apply to comparisons.

Reporting Standards and other publicity requirements

- h) You must comply with any further publicity requirements stipulated under relevant ABC Reporting Standards, other publicity requirements notified by ABC or as a result of specific ABC decisions.