



# HOW TO BE AN AWESOME MEDIA BUYER

# YOU HAVE THE POWER

In 2021, a record £31.9BN was spent on advertising in the UK alone\*. That's a lot.

It's also a big responsibility when you're the one spending a chunk of it. So are you giving away your clients' money based on guesswork and hearsay? Nope, we didn't think so!

Our robust, comparable trading data for published media gives you the power to trade confidently.

ABC figures are meticulously verified by our expert auditors. It means you can trust the data. It means you can ask the right questions. And that makes you the type of media buyer clients want to work with.



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# RULES GOOD BUYERS LIVE BY

## ▶ Avoid the fake

There's a lot of distrust in the world right now. The fake data out there doesn't help either. But it's exhausting having to check if every 'fact' really is a fact. Not to mention time consuming. With ABC data for published media, you don't have to.

## ▶ Recognise quality

It's not just quantity that counts. Published media wins as the safest environment for your clients' money. It's brand safe. It's fraud free. It has engagement levels other platforms can only dream of. And that's what your clients are searching for.

## ▶ Stay accountable

Your clients want to know your buying decisions are based on solid evidence. That's why we're here. For instance, if a media owner tells you, "We gave out 6,000 copies at this event," you can check it's true just by hopping on our website. Easy.

Following these rules naturally leads to great buying decisions. Some may wonder how you do it. But it's simple really. You use ABC.

**ABC data is about accountability, transparency and trust. It's gold standard data.**

Belinda Beeftink, Research Director, IPA

\*Source: AA/WARC Expenditure Report, April 2022

# WHAT YOU NEED TO KNOW

- Our data is a full count with audited facts and figures
- It creates a level playing field
- It includes quantitative and qualitative data
- We can audit any title in any sector, no matter how big or small – **so if you want audited data, ask the media owner**

## Audited? What's that about?

It means we ask each media owner to show us evidence to support their claims. We then perform a variety of checks to make sure their facts and figures comply with our Standards.

## And another thing...

The annual cost for media owners to have an ABC audit is typically less than the cost of ONE page of advertising in ONE issue.

So if a media owner is selling advertising, they can afford an ABC.

ABC data helps to underpin our media trading decisions.

Greg Pipe, Head of Press & Radio, All Response Media

# THE MAGIC OF METRICS

OK, so ABC data is totally trustworthy and available to any media brand. But what does it look like to you? The answer; metrics. Here are the main ABC metrics that will guide your buying decisions across print and digital platforms.

## Newspapers and Magazines

<b>Paid Single Copies</b>	A single copy purchased by a consumer, usually at a retailer
<b>Paid Subscriptions</b>	Copies sold and distributed to an individual or an organisation for a contracted period
<b>Paid Multiple Copies</b>	Copies purchased by a third party from the publisher and delivered to a location so they're available for pick up or receipt by the consumer
<b>Free Copies</b>	Copies that are given to consumers for free. Further detail of the targeting of free copies is contained within the data and certificates

## Websites, Apps and Digital Editions

<b>Unique Browsers</b>	A measure of individual website users
<b>Page Impressions</b>	The number of web pages viewed
<b>Visits</b>	How often the same user engages with a website
<b>Visit Duration</b>	How long the same user spends engaging with a website
<b>Publication Active View (PAV)</b>	A publication actively opened by a device for viewing

ABC has worked closely with the industry to simplify its reporting whilst retaining the robust gold standard that we associate with its stamp of trust.

Adam Crow, Head of Publishing, MediaCom

## IN YOUR DAY TO DAY

You'll probably use our data in lots of buying scenarios. Here are two common ones we hear about...

### ▶ Client reports

Not surprisingly, clients like to be reassured about how you're spending their budgets. So share data like:

- Year on Year (YoY) changes
- Period on Period (PoP) changes
- UK/Other Country breakdowns
- Extra detail on how/where free copies are distributed

### ▶ Asking the tough questions

When you're about to negotiate, be prepared. For each media brand use ABC to check:

- Actively Purchased figures
- Free distribution strategy
- Geographical analysis
- Circulation breakdown by print and digital editions
- Multipack information
- Any relevant additional analyses

## YOUR ABC DATA SOURCES

### ▶ Our Certificates

Useful if you're considering buying space from a specific media brand. Our certificates:

- Show both headline data and breakdowns
- Are available for any media product the publisher chooses to audit (print, digital, events)
- Can be found using the search bar at [www.abc.org.uk](http://www.abc.org.uk)

### ▶ Our Data Hub (free of charge to IPA member agencies)

An interactive website tool where you can view, sort and export data for all audited media brands.

- Includes current and historic ABC data
- Easy access to monthly, six monthly and annual sector reports
- Can be found at [www.abc.org.uk/data](http://www.abc.org.uk/data)

### ▶ Other media planning & buying platforms e.g. Mediate1

Use when you want to view ABC data alongside other trading data (e.g. PAMCo, ROUTE)

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ABC provides a robust and trusted measurement, something that both agencies and advertisers value.

Alex Smith, Investment Director - Publishing, Manning Gottlieb OMD

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ABC is so useful to our print planning in particular. I rarely trust circulation figures for publications which aren't audited by ABC.

Rosie Yates, Senior Associate Director, MediaCom

# HONE YOUR SKILLS

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Want to find out how to make great buying decisions using our data? Book your face to face training session today, or plug into our online learning.  
Email [suzy.saker@abc.org.uk](mailto:suzy.saker@abc.org.uk)

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The training made it clear to my teams that there's a huge amount of trusted ABC information available to help them trade.

Craig Smith, Head of Publishing, GroupM

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Our session was packed with useful insights. The team left with a greater understanding of the value and accessibility of ABC data.

Nicola Gummer, Journey Activation Print Director, Wavemaker

## CONTACT US

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