

# Interactive Reports for the Consumer Magazine Sector



Setting the standard

## Your User Guide

[www.abc.org.uk/report/consumer](http://www.abc.org.uk/report/consumer)

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## What's New

**Welcome to your user guide for our newly enhanced Interactive Reports.**

We've updated these reports to reflect a number of changes made to our Reporting Standards over 2017/18, which has simplified how we present our data.

These changes were agreed following an in-depth consultation period with media buyer and owner representatives across the industry.

From 2018 we've introduced:

- New-look ABC certificates – clearer, simpler, more charts
- Primary circulation categories:
  - Paid single copies
  - Paid subscriptions
  - Membership copies
  - Paid multiple copies
  - Free copies
- Fewer rate bands for paid circulation categories
- Simpler presentation of free copies: regular or sample, gross or net
- New definition of Actively Purchased to include *all* copies purchased by an individual

This means that some of the terminology and breakdowns you're used to seeing in the Interactive Reports have changed too.

**This guide outlines the key features of the new-look Interactive Reports and answers some of the most commonly asked data questions we receive.**

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## Key Features

- As before, there are five ready-made report views for you to choose from.
- The two main reports are **Headline Data** and **Detailed Analysis**.
- Each report is pre-populated. This is the default view for that report.
- You can choose to view additional data at any time by clicking the following button at the top right of the screen:

A blue rectangular button with rounded corners, containing a white icon of a document with a checkmark and the text 'Choose data to display' in white.

- This will reveal a drop-down menu of data options.
- Data columns are added or removed from the report as you select and deselect them.  
You can then either close the options menu or scroll down to view your bespoke report.
- There is also the option to export your data as an Excel or CSV document, which is useful for further analysis and internal reporting.

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## Choosing Your Report View

When you open up the Consumer Magazine Report you'll see a choice of five ready-made reports to choose from. Each report offers a different default view and data column options:

A screenshot of a web interface titled "Consumer Magazines". Below the title is a paragraph of text: "We're pleased to announce updates to our reports. These enhanced reports are designed to provide a useful starting point for the most common types of ABC data searches. In all cases, additional data columns can be added or removed. Find out how to do this in our guide by clicking the help button in the report." Below this text is a list of report options, each in a grey box with a dropdown arrow on the right. The first option, "Headline data", is expanded to show a description: "The key trading data found on the first page of an ABC certificate. Includes Headline ABC Figures, % of Actively Purchased and the Primary Categories." To the right of this description is a blue button labeled "Headline data". The other options are "Detailed analysis", "Market Sector summary", "Media Owners summary", "Monthly / Issue analysis", and "Debut Titles".

**Consumer Magazines**

We're pleased to announce updates to our reports. These enhanced reports are designed to provide a useful starting point for the most common types of ABC data searches. In all cases, additional data columns can be added or removed. Find out how to do this in our guide by clicking the help button in the report.

- Headline data** ▲  
The key trading data found on the first page of an ABC certificate. Includes Headline ABC Figures, % of Actively Purchased and the Primary Categories. [Headline data](#)
- Detailed analysis** ▼
- Market Sector summary** ▼
- Media Owners summary** ▼
- Monthly / Issue analysis** ▼
- Debut Titles** ▼

The two reports you're most likely to use are **Headline Data** and **Detailed Analysis**. These are explained below.

### Headline Data Report

- In this report, the default view you're presented with contains the main trading data you'll find on the front page of an ABC certificate, as below:

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Delivering a Stamp of Trust for the Media Industry

abc December end 2017 Consumer Media report - Headline data Help Report menu Export

[Choose data to display](#)

Filter the below data

Product/Title Media Owner Market Sector Platform Brand Report Search:

Product/Title	Media Owner	No. of Issues	ABC Total	[UK/RO] Actively Purchased percent	Paid Single Copies	Paid Subscriptions	Membership Copies	Paid Multiple Copies	Free Copies
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- When you click on the blue **Choose data to display** button (top right of the screen), you can add comparisons against the previous Year and previous Period ABC figures – as well as other data as shown below:

**1. Select Platform:**

- Print Edition & Digital Edition combined
- Print Edition & Digital Edition separated
- Show all

**2. Selling Groups:**

- Show individual titles
- Show selling groups
- Show all

**3. Choose the data you want to display:**

- Key Data
  - ABC Total
  - Total - UK & RoI
  - Total - Other Countries
  - Actively Purchased copies
  - Actively Purchased percent
  - UK & RoI Actively Purchased copies
  - UK & RoI Actively Purchased percent
- Primary circulation categories
  - Paid Single Copies
  - Paid Subscriptions
  - Membership Copies
  - Paid Multiple Copies
  - Free Copies
- Year on Year comparisons (YoY)
  - ABC Total - copies change
  - ABC Total - percent change
  - Total - UK & RoI - copies change
  - Total - UK & RoI - percent change
  - Actively Purchased - copies change
  - Actively Purchased - percent change
  - UK & RoI Actively Purchased - copies change
  - UK & RoI Actively Purchased - percent change
- Period on Period 6 month comparisons (PoP)
- Product information
  - Row number
  - Certificate link
  - Platform
  - Media Owner
  - Market Sector
  - Number of Issues in period
  - Months in Period
  - Period Start
  - Period End
  - Period description
  - Brand Report
  - ABC product reference

## Detailed Analysis Report

- This report allows you to drill down into more detail.
- The default view shows only Product/Title, Media Owner and the current ABC headline figure. You'll need to make some initial decisions about the data you're viewing and then select the metric columns you need.

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- For example, the choices below will show the combined Print Edition & Digital Edition figures and will not show a breakdown by country (See **Select Platform** and **Select Region** options on the left:)

December end 2017 Consumer Magazine report - Detailed Analysis

Help Report menu Export

Choose data to display

**1. Select Platform:**

- Print Edition & Digital Edition combined
- Print Edition & Digital Edition separated
- Show all

**2. Select Region:**

- Overall Total
- United Kingdom & Republic of Ireland
- Other Countries

**3. Select Metrics:**

- Total
- Actively Purchased
- Paid Single Copies
- Paid Subscriptions
- Membership Copies
- Paid Multiple Copies
- Free Copies (by type)
- Free Copies (by method)

**4. Additional data:**

- Media Owner
- Market sector
- Platform
- Cover Price
- Subscription Rate
- Period dates
- Period description
- Multipack details
- ABC product reference

**5. Selling groups:**

- Show individual titles
- Show selling groups
- Show all

Filter the below data

Product/Title Media Owner Market Sector Platform Search:

Product/Title Media Owner ABC Total

- Under the **Select Metrics** heading, some categories can be expanded as denoted by the + sign. This allows you to add more detail, such as the percentage or quantity of Actively Purchased copies, and particular price bands for Paid Copies.

The other available reports have not changed. In summary, these are:

- **Market Sector Summary**  
Totals by market sector (e.g. women's lifestyle/fashion).
- **Media Owner Summary**  
Totals by media owner.
- **Monthly/ Issue Analysis**  
Shows monthly breakouts.

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## Frequently Asked Questions:

We'll now walk through the most commonly asked questions we receive from report users.

### 1. How do I view Year on Year (YoY) and Period on Period (PoP) changes?

- Open Headline Data report
- Open up the additional column options by selecting 'Choose data for display' (top right)

Choose data to display

- Select the type of **Year on Year comparisons (YoY)** you need from the options available (see below in the centre:)

The screenshot shows a configuration interface for data display. It is divided into three main sections:

- 1. Select Platform:**
  - Print Edition & Digital Edition combined
  - Print Edition & Digital Edition separated
  - Show all
- 2. Selling Groups:**
  - Show individual titles
  - Show selling groups
  - Show all
- 3. Choose the data you want to display:**
  - Key Data:**
    - ABC Total
    - Total - UK & RoI
    - Total - Other Countries
    - Actively Purchased copies
    - Actively Purchased percent
    - UK & RoI Actively Purchased copies
    - UK & RoI Actively Purchased percent
  - Primary circulation categories:**
    - Paid Single Copies
    - Paid Subscriptions
    - Membership Copies
    - Paid Multiple Copies
    - Free Copies
  - Year on Year comparisons (YoY):**
    - ABC Total - copies change
    - ABC Total - percent change
    - Total - UK & RoI - copies change
    - Total - UK & RoI - percent change
    - Actively Purchased - copies change
    - Actively Purchased - percent change
    - UK & RoI Actively Purchased - copies change
    - UK & RoI Actively Purchased - percent change
  - Period on Period 6 month comparisons (PoP):** (This section is currently collapsed)
  - Product information:**
    - Row number
    - Certificate link
    - Platform
    - Media Owner
    - Market Sector
    - Number of Issues in period
    - Months in Period
    - Period Start
    - Period End
    - Period description
    - Brand Report
    - ABC product reference

- For period on period (PoP) changes, click on the + sign next to the **'Period on Period 6 month comparisons (PoP)'** heading (You can find this under the Year on Year comparisons options.) Then select the type of comparison you want to see.

### 2. How do I view separate print and digital figures?

- Open Headline Data report

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- Open up the additional column options by selecting 'Choose data for display' (top right)

Choose data to display

- Go to **1) Select Platform** (top left) and choose **Print Edition & Digital Edition Separated**
- There's also the option to select **Show all** if you want to view combined and separate figures for print and digital editions at the same time.

### 3. How can I sort by titles that only report annually?

- Open Headline Data report
- Open up the additional column options by selecting 'Choose data for display' (top right)

Choose data to display

- Go to the **Product information** heading on the right and select **Months in Period**:

1. Select Platform:

- Print Edition & Digital Edition combined
- Print Edition & Digital Edition separated
- Show all

2. Selling Groups:

- Show individual titles
- Show selling groups
- Show all

3. Choose the data you want to display:

- Key Data
  - ABC Total
  - Total - UK & RoI
  - Total - Other Countries
  - Actively Purchased copies
  - Actively Purchased percent
  - UK & RoI Actively Purchased copies
  - UK & RoI Actively Purchased percent
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  - Actively Purchased - percent change
  - UK & RoI Actively Purchased - copies change
  - UK & RoI Actively Purchased - percent change
- Product information
  - Row number
  - Certificate link
  - Platform
  - Media Owner
  - Market Sector
  - Number of Issues in period
  - Months in Period
  - Period Start
  - Period End
  - Period description
  - Brand Report
  - ABC product reference

- Close the column options box using the 'x' in the top right corner, then sort the data by clicking on the 'Months in period' column header - now visible on the right.

### 4. How can I view the top 10 or 20 results of a search at a glance?

- Open Headline Data report

Choose data to display

- Open up the additional column options by selecting 'Choose data for display' (top right)



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- Go to the **Product Information** heading on the right and select **Row number**. There will now be a column on the left hand side numbering each row.
- If you want to see the top 10 or 20 of a particular data column (e.g. Actively Purchased percent), simply click on the column to sort by those figures.

## 5. How do I filter columns, e.g. by Title/ Media Owner/ Market Sector?

- There are a number of filter options as shown below: (these vary slightly for each of the five report views)

abc December end 2017 Consumer Media report - Headline data

Filter the below data

Product/Title [v] Media Owner [v] Market Sector [v] Platform [v] Brand Report [v]

Product/Title	Media Owner	No. of Issues	ABC Total	[UK/ROI] Actively Purchased percent	Paid Single Copies	Paid Subscriptions
---------------	-------------	---------------	-----------	-------------------------------------	--------------------	--------------------

- Use these lists to remove or add the data that is relevant to your search.

## 6. How do I sort the data by a particular column?

- Click on any column to sort the data by that metric. Click again to reverse the order.

## 7. How do I close the column options box?

- Simply select the light grey 'x' in the top right corner or click on the 'Choose data to display' button again:

Help Report menu Export

Choose data to display

[x]

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### 8. I can't see the additional columns I've selected! Where are they?

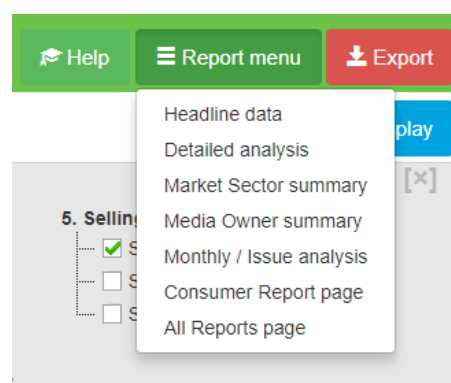
- If you've added a large number of additional columns, these may not be immediately visible in your screen view.
- To check, use the second horizontal scroller on the far right of the screen to scroll to the bottom of the page.
- If columns have been added but are not visible, a horizontal scroller will be visible here. This can be used to view additional columns. These three scrollers are visible in the example below (bottom right):

st	General Interest: Miscellaneous	3	Magazine	129,803	+28,814	+29%	+32,573	+34%	6%	4,096	4,093			121,614
any	Sports: Athletics	14	Magazine	18,733			-1,451	-7%	100%	4,680	14,053			
)	Women's Interests: Home interests	6	Magazine	68,426	-3,963	-6%	-3,743	-5%	100%	46,636	21,790			
g	Leisure Interests: Aviation	12	Magazine	21,791			-829	-4%	100%	14,334	7,457			

Displaying 345 rows

### 9. How do I reset the report to its default view/ choose a new report?

- To reset the original report view, go to Report menu (top right) and click on the correct report.
- You can also use this menu to choose a new report view from the options, or return to one of the report pages on our website.



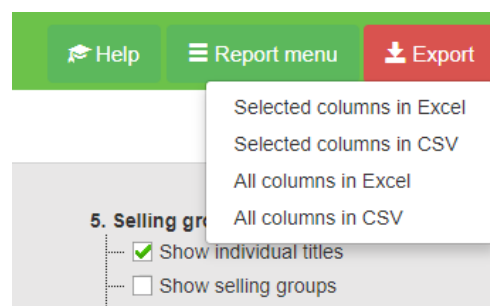
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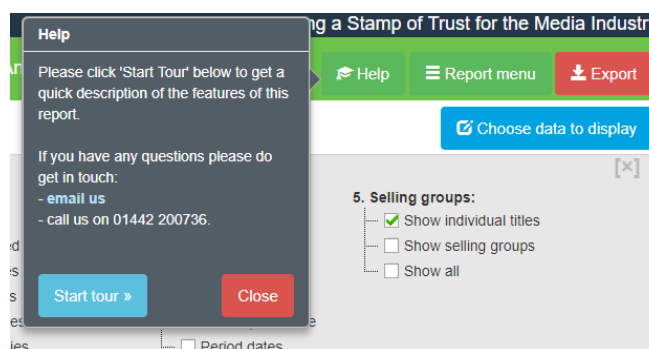
### 10. How can I export the data to Excel or CSV?

- In any report, simply click the red **Export** button (top right) and choose the file type you want to export to (Excel or CSV).
- From these options, you can decide if you want to export the entire report or just the columns you have selected.



### 11. Is there a quick reminder about the main features of the report?

- In any report, click on the help button (top right) to start our **Tour**, which takes you through the main functions of the report.
- You'll also find our contact details here, so you can easily get in touch if you're having any difficulties.



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