



HOW WE HELP MEDIA OWNERS

Our logo stands for quality and trust in media,
empowering our industry to trade with confidence

ABOUT US

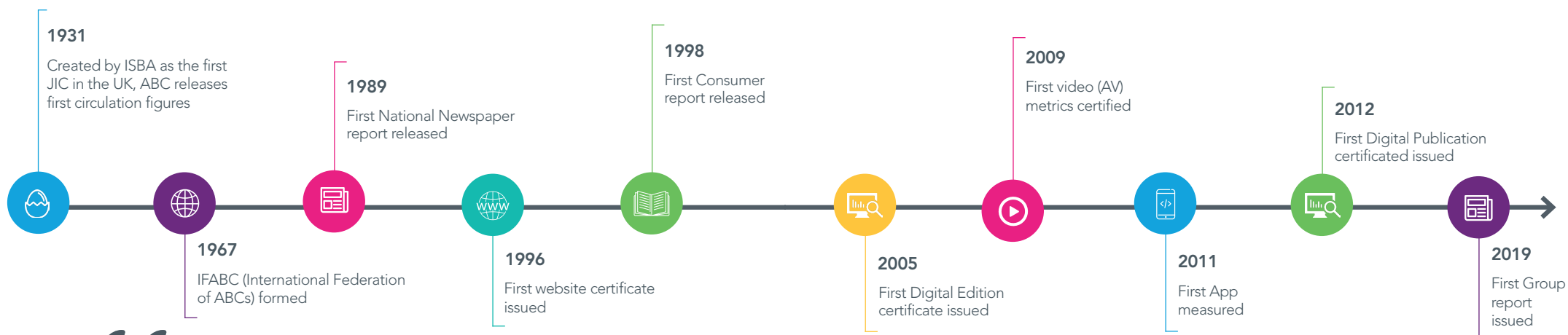
ABC was the first Joint Industry Currency (JIC) to be created in the U.K. Being a JIC means that we're owned and developed by the media industry – Advertisers, Agencies and Media Owners - who work in concert to deliver credible and objective trading currencies for each medium.

Our role is therefore to release data for the UK and ROI media industry to use when trading print, digital and event advertising.

Since 1931 we've worked with media buyers and sellers to set impartial, industry-agreed measurement standards. The figures we publish are prepared to these standards, audited, and provide a transparent count of total activity.

HOW WE HELP

- Being ABC'd puts you on the map for buyers as a serious contender for their ad spend.
- Our data shows how your brands get to market, providing trusted insights into how recipients value your content.
- Our data is released at different points in the year, providing publicity for your product and sector.
- We cover all published media regardless of size or sector, meaning advertisers can compare data from a wide range of brands.
- Importantly, our data gets you in the door and it saves time because people trust it, i.e. it helps everyone trade more efficiently.



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

Belinda Beeftink, Research Director, IPA



ABC allows a simple and effective demonstration, to agencies and clients, of our ability to sell magazines.

Albert Read, MD, Conde Nast

OUR DATA

As a JIC we provide transparent and objective measurement data for print, digital and event media. Our data is a full count with audited facts and figures i.e. no modelling or research methods are used.

It can be **quantitative** in nature e.g. the number of digital editions circulated, or unique browsers visiting a site, or **qualitative** e.g. how much someone spends on a subscription, or how free copies are targeted.

We generate our data through three key steps:

1. We consult with you to ensure you have the right evidence to comply with the relevant ABC Standards.
2. You'll submit your figures to us, claiming for the metrics you wish us to certify.
3. We then work with you to perform an audit to validate your numbers.



ABC data helps to underpin our media trading decisions.

Greg Pipe, Print Ops Manager, All Response Media

OUR STANDARDS

Our standards enable you to report your brand reach and engagement in an accurate and comparable way. They ensure the data we release is based on consistent, factual evidence.

They're developed by over 60 experienced practitioners representing both buyers and sellers, all voluntary members of our Reporting Standards Groups.

Our standards:

- Provide clear metric definitions and requirements.
- Detail what data must be publicly reported and any additional reporting options.
- Adapt to allow new routes to market to be measured and reported.

We're here to help you understand the requirements, the types of evidence auditors need to see and how to make the most of your products' attributes, so you can present your credentials underpinned by our stamp of trust.



ABC data provides a granularity that can't be found elsewhere, enabling us to demonstrate our full global reach to engaged audiences.

Marina Haydn, EVP & Managing Director
Circulation, The Economist



OUR AUDIT

Being able to say that your figures have been ABC audited sends a powerful message to media buyers that you can be trusted.

But we understand that for many, the thought of being audited sends shivers down the spine! So we aim to turn the process into a positive experience, something that runs as smoothly as possible and helps your business processes as well as your marketing messages.

You can audit a variety of platforms and metrics with us, covering for example print, web, mobile, apps, digital editions, events and social media.

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We've always found ABC's auditing services to be highly professional, with support and clarification available from the team whenever needed. The audit also gives us insights into our internal processes and training, enabling us to further enhance these areas, which has proved invaluable.

Martin Lydon, Insight Manager, Financial Times

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Overall the ABC audit provides an excellent service and every auditor I have worked with over the last 15 years has been very professional and there to make things run as smoothly as possible.

Martin Hoskins, Head of Newstrade Marketing, Immediate Media

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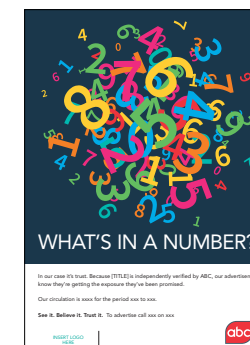
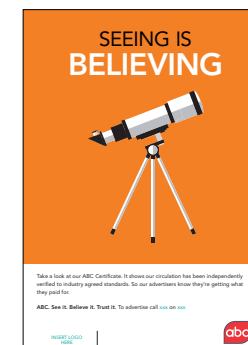
From the initial chat to the auditor being at our office, I only have positive things to say about my experience with ABC staff.

David Robinson, Senior Marketing Executive, Media 10

MAKING GOOD USE OF YOUR ABC

We want you to get the most out of working with us and once you've been certified, it's definitely something to celebrate and shout about! We can help you do this by arming you with a few tools...

- **The ABC logo:** once your certificate is live on our site you're welcome to download and use our logo - the industry's stamp of trust - in your marketing activities.
- **Banner adverts:** our house ads have been designed to help you promote your certification and remind people why it's important for advertisers to use audited data. You can customise the artwork with your logo, sales team contacts and ABC figures.
- **Advertiser messaging:** our 'Be wise when you advertise' letter is for those who want to get a direct message to their advertisers. This letter is penned by us and contains all the key messages you'd want your clients to hear. All you need to do is insert your personal details.
- **PR support:** we're always happy to help our clients promote their success and this includes providing PR support when needed. If you're planning a press release and would like to check messaging or get a supportive quote please contact Suzy Saker, our PR Manager, at: suzy.saker@abc.org.uk or on 01442 200762.



OUR PROMISE TO YOU



We'll be easy to deal with

Our consultative approach and expertise means you benefit from high quality support and advice from start to finish.



You'll have the expertise you need to hand

With a 45+ strong audit department, we're well resourced, providing flexibility and the ability to deliver to tight schedules when required.



You'll get a business partner, not just an auditor

You'll be assigned your own account manager and audit manager who'll be there to provide advice and guidance along the way.



We offer first class training for you and your clients

Our range of training services are here to help you before, during and after your audit. We also train agencies throughout the year so they know how to find your ABC data.



Our longest standing customers have been with us for over 80 years

CONTACT US

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