

A stylized silhouette of a superhero, similar to Superman, with a white chest emblem and red cape, set against a purple background.

# HOW TO BE AN AWESOME MEDIA BUYER

Warning: this leaflet contains media buying super power

# BE A GUARDIAN OF YOUR MEDIA GALAXY

In 2018, £1.7BN was spent on print 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 would you give away your clients' money based on guesswork and hearsay? Nope, we didn't think so!

That's why our robust, comparable trading data for printed media is your buying super power.

Every ABC figure is meticulously verified by our first class auditors. It means you can trust the data. It means you can ask the right questions. And it helps you become an awesome media buyer.



# RULES EVERY GOOD BUYER LIVES BY

## 1. Stay clear of Kryptonite

There's a lot of distrust in the world right now. Fake data is a media buyer's Kryptonite. But it's exhausting having to check if every 'fact' really is a fact. With published media and ABC, you don't have to.

## 2. Printed media = friend not foe

In this fight it's not just quantity that counts. Published media wins as one of the safest environments for your client's money. It's brand safe. It's fraud free. And it offers audience engagement levels other platforms can only dream of.

## 3. Have a sidekick

We're here to help you prove your decisions are accountable. If a publisher tells you, "6,000 copies were given away at this event," you can check ABC to see if it's true.

Some may wonder how you make such great buying decisions. But it's simple. You use ABC data.



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

Belinda Beeftink, Research Director, IPA



# WHAT YOU NEED TO KNOW

- Our data is a full count with audited facts and figures
- It creates a level playing field
- We give you quantitative and qualitative data
- We can audit any title in any sector, no matter how big or small

## 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 publishers to have an ABC audit is typically less than the cost of ONE page of advertising in ONE issue.

**So if a publisher is selling advertising, they can afford an ABC.**



**Remember, if audited data is important to you the power is in your hands! Whenever you trade, ask to see the publisher's ABC.**



**ABC data helps to underpin our media trading decisions.**

Greg Pipe, Print Ops Manager, All Response Media

# YOUR X RAY VISION

You need to know the trading metrics that would be invisible without ABC data. These supercharge your buying decisions across multiple 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 website users                            |
| <b>Page Impressions</b>              | The number of web pages viewed                        |
| <b>Visits Duration</b>               | How often the same user engages with a website        |
| <b>Visits 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



# YOUR WINNING TACTICS

## 1. Creating a client report

You want your clients to be reassured about your buying decisions. For this, you can 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

## 2. Getting ready to ask the tough questions

You'll also want to be fully prepared before you start negotiating with a publisher. So for each media title, 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



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Having easy access to independently verified ABC data is vital, as it allows us to negotiate and make media buying decisions based on information we can trust.

Charlie Vincent, Press Associate Director, m/Six

# YOUR SECRET WEAPONS

## 1. Certificates

Use these when 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)

## 2. Interactive ABC Reports (free of charge to IPA Member agencies)

Use to see a summary of data for a whole media sector.

- Choose the data relevant to your clients
- Access via our website

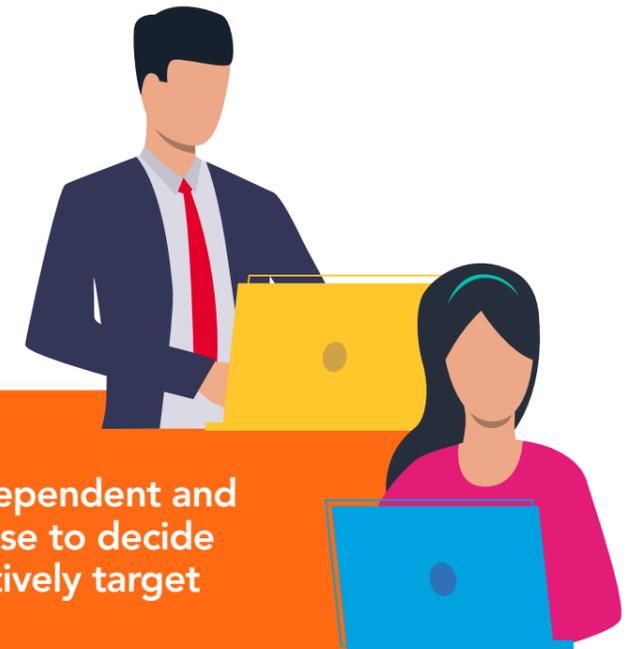
## 3. Other media planning & buying platforms, e.g. Mediatel

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

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ABC is one of the key independent and trusted data sources we use to decide if ad campaigns will effectively target our key audiences.

Steve Hare, Head of Publishing, Digital Trading & Cinema, Initiative



# HONING YOUR SKILLS

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Want to get up to speed on making great buying decisions using our data? We offer face to face and online training so you can build your knowledge bank. Book your training session today.

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**ABC's training sessions were extremely informative and have given me and my colleagues a greater understanding of how to access and use the trading data we need.**

Victoria Farley, Senior Publisher Planner/Buyer at PHD

“

**ABC's training was packed with useful insights. The team left with a much greater understanding of the value and accessibility of ABC data available to them.**

Nicola Gummer, Journey Activation Print Director, Wavemaker

## CONTACT US

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