

A Guide to Consumer Magazines distributed free at exhibitions and events



Setting the standard

Introduction

This guide is designed to help you understand how to claim magazines that you are taking to an exhibition or other event to be given free of charge to individual recipients. These copies may be claimed as Non Controlled Free Circulation.

You may sell copies of the current issue (and back issues less than 12 months old at the date of sale) providing they are sold for at least 20% of Basic Cover Price. You would also need to use a cash till which produces a till roll and is able to code purchases (so that which issue has been sold and for how much can be determined) and associated financial evidence of banking the cash.

If you would like further information, please contact your ABC Account Manager who will be able to advise.

Considerations when giving copies away free at exhibitions and events:

- Current issue only

You may only give away copies of the current issue that is on sale. If you are giving away any historic copies, no matter how recent they may be, these may not be claimed on your ABC certificate.

- Single copies only

You may only include single copies supplied free. If an individual is supplied two or more free copies, regardless of whether he/she has requested two or more free copies, only one may be claimed, the second and subsequent copies in all cases must be excluded.

- Disallowed copies

Copies given away with entry tickets may not be included at all. See "A Guide to selling Consumer Magazines in conjunction with event entry tickets."

Documents required for audit:

- You will be required to provide auditable proof of distribution for each copy given away.
- Delivery of the bulk supply to the event venue.

In all cases if you intend to supply copies free at any exhibitions or events, ABC strongly recommends that you submit the final form you intend to use for advice PRIOR to use.

The purpose of these requirements is to ensure that the person receiving the free copy has independently confirmed that they have received the copy. It is also intended to provide evidence that they have specifically requested a copy of the magazine rather than any other product and, where products are offered, that they had the ability to reject or accept the magazine.

For each copy which you intend to claim you must obtain a receipt document which must include the following:

- Full Name and Address* of the person receiving the copy;
- Signature of the person receiving the copy, which must be dated by the recipient. The signature and date sections must appear in a clearly delineated box containing the statement: "ONLY SIGN HERE if you wish to receive/have received a free copy of this publication".
- Publication name and issue identifier

**in some cases it is acceptable to gain sufficient information to allow this detail to be sourced. An example of this is some computer software that will provide full address details from a telephone number and post code. If such a system is to be used, the onus is on the publisher to retain a full address list of recipients, and to reconcile this to source documents held.*

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Example 1.
For a copy of a magazine only:

Please complete this form if you wish to claim your free copy of ABC Monthly

Combination forms

If the form is also to be used for other purposes such as a free prize draw entry or similar, then two clearly delineated signature and date boxes must be used each stating clearly what is being signed for.

Goody bags

Copies given away with 'goody bags' or similar are required to follow the same procedure as with combination forms.

Example 3

Please complete this form if you wish to claim your free copy of ABC Monthly and if you wish to be entered into the free PRIZE DRAW

NAME :

ADDRESS :

(BLOCK CAPITALS PLEASE)

I hereby confirm receipt of one copy of the issue of ABC Monthly

SIGNATURE : DATE :

ONLY SIGN HERE if you wish to receive a free copy of this publication

YES! please enter my details into the PRIZE DRAW

SIGNATURE : DATE :

ONLY SIGN HERE if you wish to be entered into the PRIZE DRAW

How To Get More Information

The Consumer Magazine Reporting Standards are available from the ABC website www.abc.org.uk. If you need to discuss any aspect of ABC please contact an ABC Account Manager (01442 870800)

This outline is intended as a brief user-friendly guide to the topic. It is not intended as a replacement for, or interpretation of, the relevant ABC Reporting Standards. In all cases where this guide and the Reporting Standards differ, the Reporting Standards will prevail.