



ABC Digital Editions and Digital Publications

Both

- Must have a beginning and an end (unlike a website).
- Can be available on multiple devices and formats (tablets, mobile, online, apps, PDF).
- ABC measures paid and free circulation.



Digital Publications

- Does not need a corresponding print edition.
- Can have dynamically served ads.
- Optional metrics include active views and downloads.
- Has own ABC certificate.

Digital Editions

- Must have a corresponding print edition.
- Editorial and advertising must be similar to print edition (although can be reformatted for different devices).
- Incorporated within print ABC certificate.

Find out more...

Visit www.abc.org.uk or contact info@abc.org.uk.