

# A Guide to Editions – Regional Publications



## Setting the standard

### Definition

This guide is to help you with the ABC Reporting Standards requirements for titles with editions.

For identification purposes, ABC classifies all titles with separate editions as a “series” and the average circulation figure for each edition is then reported on your ABC Certificate.

Editions can be timed or geographical, or a mixture of both. They usually contain changed editorial pages to reflect either breaking news stories or relevant stories for specific circulation areas. They can also include changed advertisements between editions.

### Mastheads

All constituent parts of a series need to be identifiable as being part of the series.

All editions need to carry the same generic name and be consistent in style e.g.

Anytown Post ... North Edition            or            North Post

Anytown Post... South Edition           or            South Post

Anytown Post.... West Edition           or            West Post

### General

The parent publication is the edition with the largest circulation

All editions have to have at least one generic ROP advertisement common with the parent publication (and the common ROP advertisement cannot be a house advertisement)

Editions must have a similar editorial to advertising ratio as the parent publication

Within any one particular edition all advertising (including ROP, classified and supplements) must be the same.

Pagination may change between editions by up to 30% from that of the parent publication but pagination may not change within an edition.

You will also need to report an analysis by type of circulation.

### More Information

Copies of the ABC Regional Publication Standards can be downloaded from our website **[www.abc.org.uk](http://www.abc.org.uk)** If you would like more information about ABC Standards or procedures please contact your Account Manager:

*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.*