

Mailing list format



Setting the standard

A number of different elements will be required in the file for audit purposes. The closer the mailing list complies with these guidelines, the more efficient the audit process will be.

Element	Explanation
Name	This can either be split into three fields (title, first name, surname) or be in one field (full name)
Job Title	Present and distinct from the 'name' field. This is especially important where 'not by name'/'by job title' circulation is claimed.
Company Name	Field is present and is a sortable field*
Address	Split so that regional elements are consistent (e.g. town, postcode, county and country) in defined fields, and are also sortable fields. As a minimum, one of these regional elements must be in a consistent and sortable field.
Geographical Region	Coding or wording defining where the addressee is analysed in the geographical analysis (if claimed on the certificate). A code list must be provided if codes are used.
Reader References	Your own reader reference, batch codes, and source codes (to allow you to easily locate sample selections). If not needed to locate sample selections, then not required.
ABC Circulation type coding	Using the ABC defined codes on the following page (or your own coding which you have defined to the same degree of detail), every addressee is coded to show where it is claimed on the certificate. If only one type of circulation is claimed then coding is not needed.
Number of Copies	Field required when addressees receive more than one copy of the audit issue.
Dates	Request dates must be provided for Controlled Requested addressees. Source dates for Controlled Non-Requested addressees. Subscription period dates for Subscriptions. All dates in a consistent format, preferably dd/mm/yyyy
Notes: Sortable fields – these are fields that can be used to sort the data, primarily for the duplication test. Fields of this type will be Surname, Company Name, County, Country or any other clearly defined regional code. To be defined as a sortable field, at least 98% of the addressees must have complete and appropriate data in that field.	

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Other things to note: -The mailing list must:

- Be specific to a **single publication**.
- Be in excel, csv (comma delimited or separated) or ASCII format. Word documents are not acceptable
- Include a **header line** containing the names of each field.
- Be comprised of **separate fields** that hold address details and other codes relevant to each addressee.
- Have each addressee **on a single line** with a circulation type code included.
- Include dates for **all** requested circulation, in consistent dd/mm/yyyy
- Single files are preferred but if there is more than one, please ensure the format is **consistent**.
- Be one complete list with codings to differentiate between circulation types. An explanation of the
- coding system used should be included.

Lists should be submitted at the same time as the ABC e-Return. Email is preferred – mailinglists@abc.org.uk, but CD-ROMs, PC formatted disks and ZIP files are also acceptable

How To Get More Information

The Business 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.