

Business Media: Preparing your Audit Issue



Setting the standard

What is my standard audit period?

You have 2 audit period options, they are either:

- January – December
- July – June

What is an audit issue?

We verify the circulation of all your issues within your standard 12 month audit period. However, one issue is audited in detail and includes a breakdown by categories of circulation on your certificate. This issue is your audit issue and a mailing list of this issue must be supplied to ABC for the audit.

How do I identify my audit issue date?

You can use the table below to identify your audit issue:

Circulation frequency	Reporting Period	
	January – December	July – June
Weekly/fortnightly	Last issue cover dated November	Last issue cover dated May
Monthly	Cover dated November	Cover dated May
Any other frequency	Cover date includes November e.g. Oct/Nov	Cover date includes May e.g. May/Jun

What if there is no cover with a May or November cover date?

If (and only if) there is no issue with May (July – June) or November (January – December) on the cover, the audit issue will be the one distributed closest to the 31st May (July – June) or 30th November (January – December).

In what format should my mailing list be supplied?

A simple, comma-delimited or separated file such as an Excel spreadsheet, with the following details;

- Each addressee should be clearly identifiable (one per line).
- Addressee details should be separated into different columns.
- The mailing list should include a 'Postcode' and 'Country' column.
- Categories of circulation should be clearly identifiable, including different subscription rates.
- Age of request date should appear in the following format dd/mm/yyyy.
- Remove duplicate records from your mailing list

Are you new to ABC audit?

Join us on one of our Completing a Business Magazine eReturn training courses, and learn the ropes. Understand the audit processes, work through examples of how to complete your eReturn and learn how to promote your certificate for maximum sales benefit. Please visit www.abc.org/training to view our training schedule and to book a course.

Should you have any other questions do not hesitate to contact your account manager.