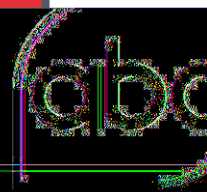


A Guide to Reporting Options for Newly Joining Consumer Magazines

Setting the standard



Overview

In order to decide which initial ABC reporting period is best for you a number of factors should be taken into account, including:

- How soon do you want your first ABC certificate?
- Is all your audit documentation available and compliant for the audit period in question?
- What do your advertisers demand and how often do your competitors report an ABC figure?
- What is the your circulation trend? Is it growing? Does it fluctuate throughout a year?
- Do you want your first ABC to appear on the Consumer Magazine Report?

There are several initial audit period options available to newly joining titles. This guide is to designed to help you decide which option to go for, if you have any questions or want to talk about your options in more detail your ABC Account Manager is happy to advise.

Initial reporting period options:

6 month audit

There are two mandatory 6 month reporting periods: January-June and July-December

- **January to June:** If your initial audit period is January to June, then this will be followed by the next 6 month consecutive period of July to December. For your 3rd audit period you can remain on a 6 month reporting cycle or change to 12 month reporting.

- **July to December:** If your initial audit period is July to December, then your second reporting period could be either 6 month January to June or a 12 month January to December.

12 month audit

There is one mandatory 12 month reporting period: January to December. The second audit may be for 12 months or 6 months.

3 month audit

If you want your ABC figure quickly and cannot wait until the mandatory period end or not all of your audit documentation is ABC compliant then you may want to consider having a 3 month audit which can be on any consecutive 3 month period.

If the initial 3 month certificate is to the period ending 30th June or 31st December then the second certificate will be for the next 6 month period.

For example:

1st reporting period: April to June 2012
2nd reporting period: July to December 2012

If the initial 3 month certificate is **not** to the 30th June or 31st December then it will be followed by a second, consecutive 3 month period, followed by at least two 6 month periods (three if the first 6-month period ends on the 30th June)

For example:

1st reporting period: February to April 2012
2nd reporting period: May to July 2012
3rd reporting period: July to December 2012

There may be some overlap in the second 3-month and first 6-month audits. For example:

1st reporting period: March to May 2012
2nd reporting period: June to August 2012
3rd reporting period: July to December 2011

Please note: The issues in an audit period are all issues on-sale/distributed between the 1st of initial month and last day in final month and are not determined by cover date. E.g. Jan-Dec audit period includes all issues on-sale/distributed between 1st Jan and 31st Dec.

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Retrospective audit

You may also choose to do a retrospective first audit this can be retrospectively for one audit period. This would mean that the second audit period would be the one that is current at the time of joining.

For example (for a title choosing 12 month reporting)

Registration approved	18 th January 2012
First audit period available	January to December 2011
Second audit period	January to December 2012

Newly Launched Publications - an additional option

You may want your launch issue audited and this is available if you are applying for membership *within 3 months of first publication*. This *must* be followed by a 3 month period (commencing on the 1st day of the month the launch issue was distributed), depending on when the second period end, the 3rd reporting period will either be for a second 3 month period or a 6 month period.

For example - when 2nd reporting period is a mandatory June or December end

1 st reporting period/launch issue:	October
2 nd reporting period:	October to December
3 rd reporting period:	January to June

For example - when 2nd reporting period is not a mandatory June or December end

1 st reporting period/launch issue:	September
2 nd reporting period:	September to November
3 rd reporting period:	December to February
4 th reporting period:	January to June

Additional Information:

Your first audit

Your first audit will take place before we issue the certificate. This means that we need to have your membership application in advance of the first period end, ideally at least 2 months in advance.

Obtaining your first certificate

If you opt to have an mandatory June or December end as your initial reporting period you have the option to include your ABC figure within the Consumer Magazine Report, which will mean your first ABC figure will be released earliest either mid August (June-end reporters) or mid February (December-end). This is dependent on all documentation being available and that we have been able to allocate an auditor to conduct your audit.

If you have an non mandatory initial reporting period then when you get your first ABC certificate will depend on how soon the audit takes place after the end of the audit period and that all documentation is available.

Changing reporting frequency

Subsequently to your first certificate being issued you may request to alter the frequency from 6 monthly to 12 monthly reporting your request should be submitted in writing prior to the end of the next period due to be reported. Publications must remain on 6 monthly reporting period for two years before they may change to 12 month reporting and may only change after a December-end period. 12-monthly reporters may change to 6 monthly at any time.

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 rules. In all cases where this guide and the rules differ, the rules prevail.