

A Guide to selling Consumer Magazines in conjunction with event entry tickets



Selling the standard

Introduction

This guide is intended to illustrate how to claim copies that you **sell** magazine copies as part of an exhibition entry ticket offer.

If you are planning to give copies away **free** please refer to 'A Guide to Consumer magazines distributed free at exhibitions or events'. However, it must be noted that copies given away with entry tickets are specifically disallowed for ABC purposes.

Considerations when selling copies in conjunction with event entry tickets:

- Wording of the offer:

Please pay particular attention to the wording of the offer to ensure that the copies will meet the requirements to be claimed as Single Copy Sales as this category is an Actively Purchased category.

- Active Decision to purchase the magazine

It is important that all copies claimed resulted in the purchaser making an active decision to purchase the magazine rather than receiving it as part of a combined 'magazine purchase & exhibition entry' package.

- Price paid for the magazine must be clear

Copies will be analysed by the rate paid for the publication in comparison to the Basic Cover Price (BCP). It is important that the price paid for the magazine only is evident to the purchaser and for audit purposes. Where a combined ticket offer is made the separate amounts paid for entry and for the magazine should be clear. The option to purchase an entry ticket without purchase of the magazine must be available demonstrating that the ticket purchaser had the option to accept or reject the copy.

You need not sell the magazine at BCP, you may have a special 'exhibition offer' to buy the magazine at a reduced price. The purchaser will need to pay the minimum 20% of BCP required by the Reporting Standards. The copies will be claimed in a reduced rate category.

Example Forms

A printed combined ticket and magazine purchase order form should include tick boxes to indicate the separate purchases:

Please send me::	
<input type="checkbox"/>	Exhibition entrance ticket @ £8.50
<input type="checkbox"/>	Free exhibition guide
<input type="checkbox"/>	A copy of the January 2012 issue of ABC Monthly @ £2.50
Name	

If the ticket and magazine offer is made by telephone, then a script must be used which includes the same options:

Would you like to purchase a ticket to the exhibition @ £8.50?	Yes / No
Would you also like to buy a copy of the January issue of ABC monthly for £2.50?	Yes / No

We recommend that the interviewer/salesperson's script is submitted to ABC for approval before use. Completed forms signed and dated by the caller must be retained for audit. It is also recommended that the current ABC Personal Identifier Question is asked to assist in audit testing.

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 Reporting Standards. In all cases where this guide and the Reporting Standards differ, the Reporting Standards will prevail.