



Setting the standard

Background

EMP Media is a specialist publishing company dedicated to offering innovative and intelligent media to the business and consumer markets. With a portfolio that includes market-leading titles such as At Home Magazine, The Definitive Guide, and Outsource Magazine there is something for everyone at EMP.

Benefit

EMP Media found the whole ABC certification process straightforward and were impressed by the speed of the audit and the helpfulness of the ABC staff.

Their ABC audit helped them cement their position as a leading title within their sector. It also provided the publishing team greater insight into their subscribers and confidence in the quality of their database.

This in turn has allowed EMP Media to perform an ongoing review of the quality of their subscriber information making it easier to track spend and formulate processes.

Challenge



they provided for Outsource was comparable to other titles operating within the sector and accepted by media buyers and advertisers. The team also wanted to ensure the audit process ran as efficiently as possible to minimise management time spent on the audit process.

Solution

With this in mind the team signed up to submitting data for the annual ABC audit by e-return and worked closely with the ABC client services team who supported them every step of the way. Outsource Magazine received their first ABC certificate in September 2011 with an average circulation of 11,158 per issue for the period covering...



ultimate endorsement of our efforts, and yet another differentiator setting us apart from the crowd."

Jamie Liddell,
Outsource Editor,
EMP Media Ltd

