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## ABC Business Magazines Reporting Standards (UK)

This document details changes agreed to the standards for ABC Brand/Group Reports and Digital Publications for products in the Business sector. The latest Reporting Standards incorporate these changes and you can now view or download these from our [website](#).

### Have a suggestion or a query about a rule?

As an ABC member you can ask us to look at any aspect of the information we publish or the rules behind them. If you have any suggestions or comments please contact your ABC Account Manager or email us on [info@abc.org.uk](mailto:info@abc.org.uk).

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A distinction is made between ABC reports that bring together ABC audited products for a single brand (Brand Report) or for a number of different brands (Group Report).

Data from different ABC certificates can be aggregated under certain circumstances (key being it's the same metric for the same reporting period).

#### 3. Digital Publications – bundled copies

Where digital copies are sold bundled with another ABC claimed product, and they are claimed on an ABC Digital Publication certificate (which is separate to the print certificate), they must be reported in the 'bundle' category.

trust in media

## **1. Google Analytics users**

In order to demonstrate the reach of your online products you now have the option to report Users, as measured by Google Analytics, on an ABC Brand or Group Report. This will appear as a single figure, like we currently do with Social Media metrics such as Facebook Likes or Twitter Followers.

This is a cost-effective alternative to our Web Traffic certificate, which is still available if you wish to provide more detailed information about website or app activity.

### **Points to note**

- This is a different measurement to 'Unique Browsers' under our Web Traffic Standards.
- To provide a consistent approach our checking will verify certain configuration settings applied to the account and that the data reported is as reported by the Google Analytics dashboard/report.
- Our checking will not verify the authenticity of the original activity as log file data is not being reviewed.
- We have limited the metric available to 'Users' to broadly equate to the established concept of a mandatory measure of reach and also to preserve the cost-effectiveness of this offering.
- The Users figure can be reported for a single month or any combination of consecutive calendar months, up to a maximum of 12.

If you would like to discuss reporting Google Analytics please contact Charlotte Brown, [charlotte.brown@abc.org.uk](mailto:charlotte.brown@abc.org.uk).

The rule detail is as follows:

## **GOOGLE ANALYTICS - USERS**

### **DEFINITION**

The reporting of a product's reach, as sourced from the standard Google Analytics (free) solution i.e. where the enhanced Google Analytics 360 (paid) solution is not employed and raw data is therefore not available.

### **PRINCIPLES**

- 1. Prior notification of Google Analytics claims are required**
- 2. The Google Analytics metric will be reported separately and as per Google Analytics dashboard/report**

### **REQUIREMENTS**

- 1. Prior notification of Google Analytics claims are required**
  - a) You must obtain ABC's agreement in advance that your claim is capable of being properly recorded and checked. You will need to:
    - i) Confirm the particular product(s) to be certified, according to how it is reported on the Google dashboard. *For example domain(s) or App Name(s)*
    - ii) Provide us with ongoing access to the relevant Google dashboard in order to confirm configuration settings
- 2. Google Analytics metric reported separately and as per Google Analytics dashboard/report**
  - a) The Google Analytics metric count reported:
    - i) Will comprise the Google Analytics count of Users

- ii) Will be as generated by the Google Analytics dashboard/reports for the specified product
- iii) Will be for a defined Reporting Period of a whole calendar month or any combination of consecutive calendar months (up to a maximum of 12)
- iv) Must be configured within the Google Analytics settings to exclude:
  - o known bots and spiders
  - o internal traffic (generated by users who maintain, develop or author the product)
- b) Our checking will not verify the authenticity of the original source data included in the count(s)
- c) Data for different products (e.g. a network) will not be reported in an aggregated manner, other than that already done within the Google Analytics tool
- d) The Google Analytics User metric will be reported on an ABC Brand or Group Report

## REPORTING

You will report Google Analytics metric as follows, which will be reported on the Brand or Group Report:

1. Google Analytics 'Users' count for the defined Reporting Period by product(s)

## GUIDANCE

### G2. Google Analytics metric reported separately and as per Google Analytics dashboard/report

- a) We will ordinarily need to access to the relevant Google Analytics dashboard(s) in order to confirm reported metric counts and settings. Any alternative verification method may be agreed at our discretion.

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## 2. ABC Brand Reports and Group Reports

A distinction is now made between ABC reports that bring together ABC audited products for a single brand (Brand Report) or for a number of different brands (Group Report).

In addition data from different ABC certificates can be aggregated under certain circumstances (key being it's the same metric for the same reporting period).

### Amendment

As well as an introduction covering what data can be included and relevant reporting periods, the following section has been added relating to aggregating data.

### Introduction [extract]

2. Data included on a report usually comprises separate, stand-alone figures. However you may combine some figures to show an aggregated total as follows:
  - a) Only the same metric can be aggregated. *For example, circulation + circulation, Unique Browsers + Unique Browsers*
  - b) If aggregating circulations from separate print and digital publication certificates, you must report the quantity of print and digital copies of a publication that were sold together as a bundle. For clarity we may add statements about duplication being tested for (or not) in relation to an aggregated total.
  - c) Different data can only be aggregated if it relates to the same period. This means that the report may not always show the latest data for a constituent product. *For example: when aggregating the average circulation for a regional newspaper that reports annually (say Jan to Dec 2019) and a national newspaper's circulation that reports monthly, we would report the aggregated circulation on a Group Report by combining the circulations for the period Jan – Dec 2019 for both products. This means the latest monthly national newspaper figures (say July 2019), whilst available separately, will not be required to be aggregated because the same period's data is not.*

### **3. Digital Publications – bundled copies**

Where digital copies are sold bundled with another ABC claimed product, and they are claimed on an ABC Digital Publication certificate (which is separate to the print certificate), they must be reported in the 'bundle' category.

#### **Amendment**

New text added as denoted by shading

#### **C3 Circulation requirements [extract]**

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4. If the Digital Publication is sold as part of a package of goods and/or services then the price reporting for ABC purposes will be determined as follows:
  - a) If the package includes another product registered with ABC then the copy must be reported as a 'bundle copy'
  - b) If the package does not include another product registered with ABC then the price will be indicated by the offer. If the price for the Digital Publication is not clear and conspicuous then it will be reported as a 'bundle copy'.