

# An ABC Audit

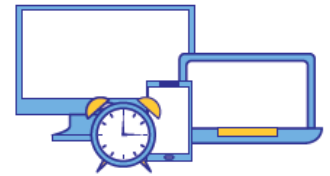
## Providing independent assurance



### What's in an audit?

Undergoing our robust and respected audit means that reported data can be trusted and no additional checking is required. This means easier decision-making and more efficient trading.

Here are the key areas addressed by our audit and some of the checks that may be performed to verify claims:



# 87%

save time by using ABC data

\*Media Agency Survey - ABC December 2019

- **Has the magazine been produced and distributed?**

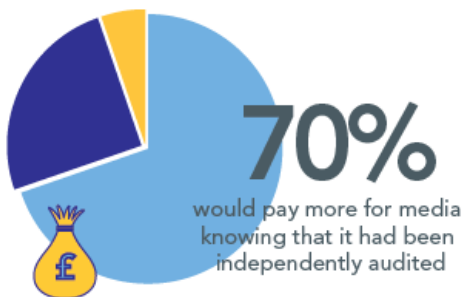
- We receive and review both physical and digital copies to confirm they exist.
- We check the printer's invoices to corroborate that sufficient quantities have been printed and that they've been paid for.
- We also examine the distributor's advices and invoices to confirm exactly what was distributed and in what quantities.
- We check the email service delivery, to confirm recipients are notified and the digital edition is available.

- **Is there a mailing list to support the claimed circulation?**

- We reconcile the mailing list with the claimed circulation and select samples to examine supporting documentation.
- We check that the claimed circulation excludes any duplication (including across print and digital copies).

- **Do the recipients qualify to receive the publication?**

- We review the publisher's records to check that the recipients meet the requirements to receive the title.
- We check things like the age of requests and how recipients match the title's 'terms of control' (target market).



\*Media Agency Survey - ABC December 2019

**Being independently audited creates a level of trust that can't be matched by self-reported data.**

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## Certification = Circulation Transparency

We certify the number of copies that went into the market, including who they went to and how.

### Our certificates show:

1. The average circulation and circulation quantities for all issues in the reporting period.
2. The breakdown of the circulation by type e.g. paid single copies, paid subscriptions, membership copies, individually requested and non-requested copies.
3. Details of any issues that vary by more than 10% above or below the average.
4. Geographical splits between the UK and other countries. Publishers can also choose to have additional breakdowns to country or regional level.
5. The circulation split between print and digital copies.
6. Additional information on how the recipient has been chosen (for controlled free circulation).
7. At the publisher's option, analyses of other demographic information about recipients e.g. job title/function, company size, purchasing authority.



91%

use ABC data to understand how published media reaches people

\*Media Agency Survey - ABC December 2019

**ABC certificates can show audited data for multiple media platforms in addition to print and digital editions, including websites, emails, events and social media.**

The latest ABC certificates are freely available via our website: [www.abc.org.uk](http://www.abc.org.uk)

For more information please contact: [info@abc.org.uk](mailto:info@abc.org.uk)