



**AUDIT BUREAU
OF CIRCULATIONS**

Frequently Asked Questions

How does the ABC work?

The Audit Bureau of Circulations was founded in 1932 to provide an independent verification of circulation data to facilitate the buying and selling of advertising space for paid for publications. ABC expanded its services in 1997 with the introduction of the Audit Bureau of Verification Services, ABVS, which offers audit services for online media.

Why do publishers join the ABC?

Publishers join the ABC and register their titles to audit so that they are able to provide advertisers with independent proof of the circulation figures they quote. By committing to an ABC Audit, media owners are demonstrating their integrity in their willingness to be audited and to conform to industry standards.

What is an audit?

An audit is an independent verification of the circulation of a print title by either ABC staff or external third party auditors. All audit to the same rules and standards.

What does the ABC audit?

An ABC audit verifies the paid circulation of a publication per issue over a defined audit period. The audit verifies and reports the average number of copies sold per issue, the number of issues audited in the period, the cover price, any exclusions from audit and the publishing frequency of each publication.

How often do audits take place?

There are four audit periods, January to March, April to June, July to September and October to December.

National and metropolitan newspapers, Newspaper Inserted Magazines, Regional Daily, Country Press and Weekly Magazines with circulation over 25,000 must all audit their circulations every 13-weeks.

Other members with circulation over 25,000 must audit their circulation for either each 26-week period and those with circulation under 25,000 must audit one 26-week period and can supply a publisher statement for the other period.

What geographical information does the audit provide?

The ABC audit delivers separately reported average net sales per issue circulation for Australia, New Zealand and Other Countries.

How do I get access to the ABC data?

You will need to be an ABC member to access the circulation data, which is available online. It's not expensive with annual membership for advertisers and agencies at \$575.00.



AUDIT BUREAU
OF CIRCULATIONS

Frequently Asked Questions continued

What is the difference between distribution and circulation?

Generally speaking, circulation consists of paid-for copies, whereas distribution includes all copies, including free copies. There are no free copies reported within ABC audited circulation data.

Why are some issues excluded from the audit report?

The ABC figure is the average paid circulation over a given period. An issue may be affected adversely, which could then distort the typical average. Publishers can exclude issues from the average such as public holidays and other optional days nominated by the Executive Committee or where they can demonstrate that a material loss of circulation has occurred.

How are circulation figures used?

ABC data is used in the planning, buying and negotiation process between buyers and sellers of advertising space. They are also used as part of the valuation process of publications and publicly quoted companies. This data also plays a large part in the negotiation process between media buyers and sellers. They provide independent comparisons of publications period on period and also between publications.

How can advertisers and their agencies get the most out of ABC?

By using ABC data regularly in the planning and buying process. Also by becoming members of ABC, space buyers can become involved and take part in developing ABC rules and have a say in how they are implemented and reported.

Contact marketing@auditbureau.org.au for further details on 02 9954 9800.