

Magazine ABC Audit Checklist & Guide

Follow these easy steps below to ensure you have all the correct information to complete an ABC Audit (External & Publisher Statement).

Which Magazine Issues qualify for an audit period?

Magazine Issues included in the audit period is determined by the on-sale date i.e. October 2015 issue on-sale in September 2015 falls in the October 2015 to September 2016 audit period.

A separate ABC Magazine Worksheet must be filled in for every title.

Please note this is a guide and other information may be requested by your auditor.

Magazine ABC Audit Checklist	Tick when complete
<p>1. Copy of Title to Be Audited</p> <ul style="list-style-type: none"> Please supply a <u>hard</u> copy of the latest issue of the magazine published in the audit period 	<input type="checkbox"/>
<p>2. Printer Invoices or Printer Instructions for Each Issue</p> <ul style="list-style-type: none"> Provide <u>hard</u> copies of the print invoice/printer (print run) instructions for each issue of the magazine in the audit period. (e.g. if a monthly publication had 12 issues in the audit period, provide 12 invoices) 	<input type="checkbox"/>
<p>3. Download the ABC Circulation Worksheet (ABC Format Preferred)</p> <ul style="list-style-type: none"> To download the Circulation Worksheet <ul style="list-style-type: none"> Go to the ABC Website www.abc.org.nz Click on Audit Bureau of Circulation Magazines Click on Publisher Data Entry tab Enter your Username and Password Click on Circulation Worksheet tab Download Circulation Worksheet spreadsheet <p>The ABC worksheet breaks down how the circulation is calculated</p> <ul style="list-style-type: none"> Select the worksheet template that has your Magazine Frequency (Different frequency templates are tabs at the bottom of the worksheet) i.e. weekly, fortnightly, monthly, bi-monthly, quarterly, half yearly and annual Once you have selected the correct frequency template, fill in the magazine audit information in the worksheet <ul style="list-style-type: none"> Select Period of Audit using the dropdown list Magazine title Recommended Retail Price (RRP NZ) Number of issues in the audit period Save the ABC Circulation Worksheet Fill out the ABC worksheet and provide <u>all</u> required documentation as outlined in the following steps <p>Important Note: The ABC Circulation Worksheet is an Internal Document designed to assist publishers to:</p> <ul style="list-style-type: none"> Calculate the total number of issues in the audit period by category and calculate the total and Average figures by audit category to enter into the ABC website Provides your auditor with the detail that is required to sign off your magazine title audit 	<input type="checkbox"/>

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<p>4. Retail Sales (single copy sales at full retail price) To fill in the retail sales column in the circulation worksheet you will need 3rd party reports for the numbers and verification.</p> <ul style="list-style-type: none"> • 3rd Party sources are reports from Gordon & Gotch (G&G) or a wholesaler report • The 3rd party report must specify <ul style="list-style-type: none"> ○ Magazine title ○ Issue description ○ On sale date ○ Status (final or estimate) ○ Sales quantity ○ Recommended retail Price (RRP) ○ Confirm full price sale • Fill in the retail sales by issue into the circulation worksheet • For the purposes of an <u>external</u> audit the 3rd party reports should be in PDF format or as an attachment in an email directly from G&G or the 3rd Party wholesaler <ul style="list-style-type: none"> ○ G&G reports for all issues in the audit period ○ Proof of payment (invoices) for Other Single Copy Sales 	<input data-bbox="1297 300 1369 360" type="checkbox"/>
<p>5. Retail Sales Promoted or Discounted Price \geq33% of RRP i.e. bundles or multi-buys To qualify for this circulation category, the sales of each issue must have sold for <u>33% or more</u> of the RRP NZ (GST Inclusive).</p> <p>To fill in the 'Retail Sales Promoted or Discounted' sales column in the circulation worksheet you will need 3rd party reports for the numbers and verification.</p> <ul style="list-style-type: none"> • 3rd Party sources are reports from G&G or a wholesaler report • The 3rd Party report must specify <ul style="list-style-type: none"> ○ Magazine title ○ Issue description ○ On sale date ○ Status (final or estimate) ○ Show bundle offer i.e. 3 titles for \$15 or price of offer i.e. buy 2 magazines for \$6 ○ Show all participating titles ○ Sales quantity by title ○ Recommended retail Price (RRP) • Fill in the Retail Sales Promoted/Discounted by issue into the circulation worksheet • For the purposes of an <u>external</u> audit the 3rd party reports should be in PDF format or as an attachment in an email directly from G&G or the 3rd Party wholesaler to the auditor <ul style="list-style-type: none"> ○ G&G reports for all issues in the audit period ○ Proof of payment (invoices) for Other Single Copy Sales 	<input data-bbox="1297 956 1369 1016" type="checkbox"/>
<p>6. Other Single Copy Sales (i.e. non G&G Accounts) Other single copy sales are copies sold in specialist outlets that are outside the G&G retail network, or back issue and single copy sales.</p> <ul style="list-style-type: none"> • To fill in the "Other Single Copy" sales in the column in the circulation worksheet you will need documented proof of payment (Invoice) specifying: <ul style="list-style-type: none"> ○ Amount paid ○ Number of copies sold ○ Magazine title ○ Issue description 	<input data-bbox="1297 1785 1369 1845" type="checkbox"/>

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<p>Other Single Copy Sales (i.e. non G&G Accounts) - Continued</p> <ul style="list-style-type: none"> ○ Date of payment ○ Source if sold online <ul style="list-style-type: none"> • Fill in the Other Single Copy Sales by issue into the circulation worksheet • For the purposes of an external audit the report format must be typed, not hand written 	
<p>7. Subscriptions To fill in the Subscription column in the circulation worksheet with subscription numbers by issue. You will need to verify your subscription numbers by using:</p> <ul style="list-style-type: none"> • Subscription reports (or similar) for all issues in the audit period verifying the subscriptions per issue • The 3rd Party report must specify <ul style="list-style-type: none"> ○ New Zealand or overseas ○ Paid or free • Fill in the Subscriptions by issue into the circulation worksheet • For the purposes of an external audit verification from 3rd Party fulfilment supplier (Mail house or printer) or NZ Post providing subscription report for each issue is required 	<input type="checkbox"/>
<p>8. Total Net Paid Sales The Total Net Paid Circulation is calculated by the circulation worksheet. It adds retail sales (full price) + retail sales (Promoted & Discounted price) + other single copy sales + subscription sales to provide.</p> <ul style="list-style-type: none"> • Total Net Paid circulation for the audit period • Average issue Net paid sales for the audit period <p>Please check that the worksheet has calculated the above.</p>	<input type="checkbox"/>
<p>9. Multiple Paid Sales Are classified as Bulk (multiple copies) sold to an organisation or person and are intended for onward distribution.</p> <p>To fill in the "Multiple Paid Sales" in the column in the circulation spreadsheet you will need documented proof of payment demonstrating:</p> <ul style="list-style-type: none"> ○ Verify onwards distribution ○ The quantity of copies sold per issue ○ The invoice demonstrating the purchase met the 33% or greater of RRP per issue threshold <ul style="list-style-type: none"> • Fill in the Multiple Paid Sales by issue into the circulation worksheet 	<input type="checkbox"/>
<p>10. Directed Circulation - Requested To fill in the "Directed Circulation – requested" in the column in the circulation worksheet you will need documented proof demonstrating that the copies were:</p> <ul style="list-style-type: none"> ○ Requested via a deliberate action (e-mail or print run) ○ Name of recipient/company/event ○ Verifiable recipient name and address ○ Distribution verified direct or 3rd party ○ Source/documentation if not indicated on print run <ul style="list-style-type: none"> • Fill in the Directed Circulation - Requested by issue into the circulation worksheet 	<input type="checkbox"/>

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<p>11. Directed Circulation – Not Requested</p> <p>To fill in the “Directed Circulation – not requested” in the column in the circulation worksheet you will need documented proof demonstrating that the copies were:</p> <ul style="list-style-type: none"> ○ Name of recipient/company/event ○ Verifiable recipient name and address ○ Distribution verified direct or 3rd party ○ Source/documentation if not indicated on print run <ul style="list-style-type: none"> • Fill in the Directed Circulation - Not Requested by issue into the circulation worksheet 	<input type="checkbox"/>
<p>12. Overseas</p> <p>Overseas sales are copies of magazines that are distributed to recipients outside New Zealand, and qualify for Net Paid Sales, Directed Circulation - Requested and Directed Circulation - Not requested copies, then they can be recorded as overseas sales.</p> <p>To fill in the Overseas copies in the column in the circulation worksheet you will need documented proof demonstrating that the copies were distributed or sold outside New Zealand e.g.</p> <ul style="list-style-type: none"> • Retail: If the magazine is sold overseas i.e. Australia then a report from the Australian distributor is required to verify the sales as per NZ Retail Distributor reporting (refer #4) • Subscriptions: Subscription reports from the Mail house or other supplier documenting overseas sales by issue • Fill in the Overseas circulation by issue into the circulation worksheet 	<input type="checkbox"/>
<p>13. Final Circulation Worksheet Check</p> <p>The completed circulation worksheet becomes the summary of the audit average issue by circulation category.</p> <ul style="list-style-type: none"> • Please ensure the worksheet is correct, then save 	<input type="checkbox"/>
<p>14. Entering Title Circulation Figures onto the ABC Website</p> <p>Note: Use the Average figures from the ABC Circulation Worksheet to complete the Data Entry sheet in your secure Login site.</p> <ul style="list-style-type: none"> • Go to the ABC Website www.abc.org.nz • Click on Audit Bureau of Circulation Magazines • Click on Publisher Data Entry tab • Enter your Username and Password • Your data Entry screen will appear with your Publisher details and titles <ul style="list-style-type: none"> ○ Confirm Publisher details are correct and change if required ○ Check Publication details and update if required • Enter title circulation data from your Circulation Worksheet for the latest audit period (External & Publisher Statement) • Once title data has been entered and checked, press the update information button. This action automatically updates information from Data Entry form to Audit Report 	<input type="checkbox"/>

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<p>15. Audit Type The ABC carry out TWO different types of audits:</p> <ul style="list-style-type: none"> • Publisher Statement Audit does not need to be signed off by an external auditor and occurs every 6 months, except when the bi-annual external audit takes place. (Go #16) • The External Audit occurs every 2 years and requires an external auditor to sign off the figures. (Go to #17.) 	<input type="checkbox"/>
<p>16. Publisher Statement Audit To comply with the Publisher Statement requirements, you will need to:</p> <ul style="list-style-type: none"> • Download the PDF Auditors Report from the ABC website. <ul style="list-style-type: none"> ○ Go to the ABC Website www.abc.org.nz ○ Click on Audit Bureau of Circulation Magazines ○ Click on Publisher Data Entry tab ○ Enter your Username and Password ○ Click on the Auditors report • The Publisher must sign the Auditors Report to verify all figures are correct. Please note for a Publisher Statement Audit No Auditor Signature Required • Email scanned copy of the signed report to: abc@mms.net.nz (Please note: hard copies aren't required.) <p>NOTE: All activity of data entry and the downloading of the final Auditors report must be activated prior to the ABC Close date. No updates or form downloads are available after that date.</p>	<input type="checkbox"/>
<p>17. External Auditor Sign Off The external auditor must be an ABC registered Chartered Accountant or the MPA appointed (non CA) Auditor, with the relevant knowledge & skills.</p> <ul style="list-style-type: none"> • Confirm Auditor & ensure they are registered with the ABC <p>The Auditor will require the following documentation, to verify your circulation numbers, entered into the ABC website</p> <ul style="list-style-type: none"> • A copy of the completed ABC Audit Data Sheet <p>To assist the Auditor to verify your circulation numbers, it is recommended that you supply the completed ABC Circulation Worksheet, with the following information</p> <ul style="list-style-type: none"> ○ Retail Sales (Full price) ○ Retail Sales (Discounted/Promotional) ○ Other Single Copy Sales ○ Subscriptions ○ Total Net Paid Sales (Calculated) ○ Multiple Paid Sales ○ Directed Circulation – Requested ○ Directed Circulation – Not Requested ○ Total Net Circulation (Calculated) ○ Overseas <ul style="list-style-type: none"> • 3rd Party reports & verification by circulation category for audit period 	<input type="checkbox"/>

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<p>External Auditor Sign Off Continued</p> <ul style="list-style-type: none"> The auditor may ask for other supporting information Once the Auditor has finalised your audit the Publisher and Auditor must sign the Auditors report. The report is then scanned and emailed to abc@mms.net.nz in accordance with the ABC timetable NOTE: All activity of data entry and the downloading of the final Auditors report must be activated prior to the ABC close date. No updates or form downloads are available after that date. 	
<p>18. Magazine Auditors Report (Needs External Auditor Sign off) To comply with the External Audit requirements, you will need your Auditor to:</p> <ul style="list-style-type: none"> Provide a statement confirming they are your external Auditor and have carried out the audit according to the ABC Magazine Rule process Have downloaded the Auditors Report from the ABC website and filled in according to instructions. Refer to #16 for instructions how to download the Auditors Report Both the Auditor & Publisher must sign the Auditors Report Email scanned copy of the signed Auditors report to: abc@mms.net.nz (Please note: hard copies aren't required.) <p>Once the Auditors Report has been received by the ABC the titles audit circulation figures will released to the ABC website for inclusion for the audit period.</p> <p>The Embargoed figures are released to Publishers 3-4 days prior to ABC public release date.</p>	<input type="checkbox"/>
<p>19. Queries If you have any queries around ABC Magazine Auditing or any other issues relating to the ABC, please contact:</p> <p>ABC Magazine Administration Email abc@mms.net.nz</p>	