

JICREG Audit Requirements

Several recent incidents have caused JICREG to examine its criteria for its acceptance as distribution figure for a new or re-launched publication for a pre-VFD or ABC audit period. It was therefore considered worthwhile to state its current position.

First of all, it is worth emphasising that JICREG is concerned with providing a genuine figure for new or altered titles as soon as reasonably possible to help publishers, agencies and advertisers and to keep its data as up to date and comprehensive as possible. It is not its intention to displace VFD or ABC, another industry controlled body, not to provide a cheap permanent alternative solution to proper auditing. We have to rely on publishers' auditors' figures and these are the minimum Criteria required:

A total average distribution figure for a minimum period of six weeks - but not the first four weeks, in order for the distribution to settle down. This must be the average household delivered average total, not the print run and not the total allocation. In other words, any returns or copies not delivered for any reason must be subtracted from the total. The final total will normally exclude copies delivered in bulk or to businesses: The final figure needs to be matched to household penetration.

In addition, JICREG requires a measure of advertising/editorial ratio, for example 80%:20% and average pagination for a minimum of six issues. The pagination should include all regular printed pages distributed over the whole area but not inserted material such as leaflets and so on.

The figures provided will appear on the JICREG database for approximately six months when we will expect them to be superseded by a VFD or ABC figure. JICREG reserves the right to request supporting evidence for the figures submitted: records from distributors, from back cheques and from printers.

I hope these notes provide a sufficient explanation of our position. If you or your auditors need any further guidance, please let me know.

1 January 2004