



PRESS RELEASE

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ABC UK and ABC North America join forces to launch first ever International Group Product Report

Today, ABC announces the launch of the first ever International Group Product Report (GPR) for The Economist, presenting the group's worldwide ABC print figures in one place.

The Economist Group Product Report covers circulation figures from 10 international publications including its North American, Continental Europe, UK, Asia, Middle East/Africa and Latin American editions. It also includes figures for the group's four global business annuals: 'The World In'.

This is the culmination of a joint initiative by ABC UK and ABC North America, who worked together to produce the International Group Product Report.

An ABC Group Product Report allows media owners to report various products in one place and can include products across various platforms. The report includes links to all the individual ABC certificates and publisher's statements for each of the products as well as local publisher contact information.

View the [Economist International Group Product Report](#).

Jan Pitt, director of magazines and exhibitions, ABC, said: "It has never been more important for publishers to showcase their full brand reach. By publicising all their ABC figures together on an International Group Product Report, The Economist can demonstrate that it is truly a global brand. We are delighted to have worked with ABC North America on what we hope will be the first of many reports of this type."

Susan Clark, Group Marketing Director at The Economist, added:

“The International Group Product Report will be an important sales tool for The Economist, allowing us to publicise our circulation figures for ten publications in one place. The simple centralised resource will prove invaluable in highlighting the truly global nature of our audience to advertisers.”

Mark Wachowicz, senior vice president of marketing and sales for ABC North America, said:

“In today’s evolving media landscape, demonstrating brand reach worldwide across multiple publishing platforms and channels is essential. The Economist’s new report reflects this trend and will, I’m sure, be valuable information for large global advertisers.”

- Ends -

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About ABC UK

ABC is a non-profit distributing organisation owned by the media industry, tasked with promoting trust by providing robust currencies on which to trade media in the UK and Ireland. ABC certifies and provides audit services to verify the circulation figures of newspapers and magazines, attendance at exhibitions and performance data across a wide range of digital media (including websites and email) through ABCe.

ABC is governed by a Council of permanent and elected representatives including media owners, media buyers, advertisers and representatives from industry trade bodies. Any changes to Reporting Standards are instigated and agreed on by these industry representatives including ISBA, IPA, PPA, NS and NPA, to ensure the needs of the media industry are met.

ABCe’s role is to manage standards for the online industry through its work with JICWEBS, the Joint Industry Committee for Web Standards, and to provide credibility, comparability and transparency for digital media. www.jicwebs.org

ABC was first established in the UK in 1931, is a leading founder member of the International Federation of ABC's (IFABC), and is one of the largest media audit bodies in the world. ABCe was established in 1996 and delivers global measurement standards for local markets through its work as Chair of the IFABC web standards group. www.ifabc.org

For further information please visit www.abc.org.uk

About ABC North America

ABC is a forum of North America's leading magazine and newspaper publishers, advertisers and advertising agencies. The organization provides credible, verified information essential to the media buying and selling process. ABC maintains the world's foremost online database of audited circulation information and a growing array of readership, audience and Web site usage data. ABC's digital arm, ABC Interactive, is one of the world's leading independent auditors of Web sites and digital ad-based technology. To learn more, visit <http://www.accessabc.com>.