



**PRESS RELEASE**

11 February 2010

***Paws* magazine publishes first ABC certificate**

*Paws* magazine, the quarterly publication for supporters of Battersea Dogs & Cats Home has today announced it is to produce its first ever ABC certificate. The certificate will be released as part of the ABC Consumer Magazines Report on 11<sup>th</sup> February.

*Paws* magazine features a mix of articles, advice, news from the Home and updates from ex-canine and feline residents. The publication includes a regular advice section from both the Behavioural and the Veterinary team as well as letters and photos from readers who have re-homed a dog or cat.

Established in 1860, Battersea Dogs & Cats Home aims to reunite lost dogs and cats with their owners or care for them until a new home can be found.

**Jan Pitt, director of magazines, ABC said:** “We are delighted to welcome *Paws* to ABC. The magazine represents a key communication tool for Battersea Dogs & Cats Home. Independent verification from ABC will provide the publication with an industry-agreed stamp of trust and showcases transparent circulation data to advertisers. “

**Claire Filby, director of communications, Battersea Dogs & Cats Home, adds:**

“We are delighted to have secured *Paws*’ ABC accreditation as a result of the joint effort of both the ABC and the Battersea teams. ABC accreditation means our advertisers can be confident that they are reaching a guaranteed audience and gives *Paws* a nationally recognised standard within the industry.”

**- Ends -**

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**About ABC & ABCe**

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](http://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](http://www.ifabc.org)

For further information please visit [www.abc.org.uk](http://www.abc.org.uk) or [www.abce.org.uk](http://www.abce.org.uk)