



PPA & ANMW

INDUSTRY STANDARD AGREEMENT ON

EDI ISSUE FILES

for

MAGAZINES, COLLECTABLES, PARTWORKS

Edition 2 – Revised November 2010

DEDICATION

**To Mike Carey
who remains the inspiration for this work**

CONTENTS

	PAGE
FOREWORD	4
INTRODUCTION	4
WHO HAS ENDORSED THE STANDARD AGREEMENT?	5
WHO SHOULD READ IT?	5
NOW READ ON!!	5
 WHAT IS AN EDI ISSUE FILE?	 6
 OWNERSHIP	
Publishers & Distributors	7
Wholesalers	8
Service & Software Suppliers	8
 EDI ISSUE FILE DATA FLOW	 9
 KEY INFORMATION USED IN THE EDI ISSUE FILE	
1. OPERATIONAL ISSUES	10
2. PUBLICATION BAR CODES	12
3. ISSUE NUMBERING	13
4. THE IMPORTANCE OF CLEAR PRODUCT DESCRIPTION	15
– ISSUE IDENTITY FORMATS	17
5. REQUIREMENTS FOR ONE-SHOTS, SPECIALS & SPECIALS SERIES	19
6. BAR CODING FOR MAGAZINE ‘MULTIPACKS’/NON-STANDARD MAGS	20
7. MULTIVARIANTS	21
8. PARTWORKS	22
9. IMPORTANT ‘DO’s & DON’TS’	23
 GLOSSARY OF TERMS	 24
 APPENDIX 1 SERVICE & SOFTWARE SUPPLIERS	 27
APPENDIX 2 OTHER USEFUL CONTACTS	28
APPENDIX 3 EDI ISSUE FILE LAYOUT- TRADACOMS VERSION 3	29
APPENDIX 4 UNIFORMITY OF TITLE NAMES	40
APPENDIX 5 TECHNICAL APPENDIX –	
THE TRADACOMS UN/GTDI SYNTAX RULES	43
Available on-line as a separate document from:	
<u>PPA Technical Services Panel (TSP)</u>	
<u>ANMW Industry Data</u>	

FOREWORD

The EDI Issue File Standard was originally developed in 1990 by NewPET - the **New**strade and **P**ublishing Industry **E**DI **T**echnical User Group. It is now well established as the method by which magazine and newspaper publishers and distributors provide product file information electronically to the wholesale newstrade. The information contained within the Issue File is fundamental to notifying key product information and driving a number of functions in wholesalers' supply chain operations. Cover price, issue date, bar code, on sale & off sale dates, start & end of the claims window are all notified by this means directly from one computer system to another.

Standardisation of the data is essential as it provides a strict set of rules allowing the receiver to be confident in the information sent. It is normal industry practice that the EDI Issue File is sent using the TRADACOM ISSUES Standard via the Tradanet Value Added Network (VAN) owned & operated by Global Exchange Services (GXS). This ensures security and end-to-end auditability of the process. Other methods of transmission (e.g.: email) are available, but messages **must** be transmitted in Tradacom Issues format. Senders intending to use alternative methods should discuss their acceptability with trading partners in advance.

The version of the Issue File currently in general use is VERSION 3. This allows for efficient treatment of VAT on products attracting it for all or part of the cover price.

Continued support and advice from NewPET in the development of this document is greatly appreciated.

INTRODUCTION

Guidelines within this Standards Agreement have been prepared to assist publishers, distributors and wholesalers' understanding of the requirements for constructing and transmitting EDI Issue Files.

Correctly constructed Issue Files are essential to the efficient operation of the newstrade supply chain. Since the development of the National Title File, the information has been used as a major source for this important electronic data pool. The National Title File is now used increasingly by all types of retailers stocking newstrade product, publishers, their distributors and the general public.

It is our intention that using these guidelines will assist **publishers** and their **distributors** to provide accurate information in line with required operational time scales and give guidance to **wholesalers** to interpret information sent to them. It is targeted to avoid common problems that can occur in the supply of product information by improving knowledge of the user community requirements.

WHO HAS ENDORSED THE STANDARD AGREEMENT?

This document has been compiled by a cross-industry working party comprising member publishers of the Professional Publishers Association (PPA) and wholesaler members of the Association of News and Magazine Wholesalers (ANMW). Extensive consultation has also taken place with NewPET members, whose technical knowledge and support has been invaluable. All organisations have given the agreement their full endorsement.

WHO SHOULD READ IT?

It is intended that this document be read and used by technical staff of **wholesalers**, **publishers** and **distributors** or their **software suppliers** to ensure that each transmitted EDI Issue File is of a standard industry format with each field containing the correct content and format of information.

It is also anticipated that **carriers** who use this type of information for delivery scheduling, and **retailers** who access information from the National Title File will benefit from understanding the principles involved.

NOW READ ON!!

The following pages are designed to give a comprehensive over-view of:

- How the EDI Issue File data flow fits into magazine supply chain processing
- Key information & how it is used
- Using magazine bar codes
- Issue Identity Formats
- The importance of clearly understandable magazine title identification – particularly for 'One Shots' and 'Specials'.
- Handling Multivariants &...
- Partworks
- 'Dos and Don'ts' in constructing & using EDI Issue Files
- A Glossary of useful terms is included
- At the back are a number of appendices designed to assist with further enquiries:
 - Appendix 1 Service & Software Providers
 - Appendix 2 Other Useful Contacts
 - Appendix 3 The EDI Issue File Standard – Tradacoms Version 3
 - Appendix 4 Uniformity of Title Names
 - Appendix 5 Rules for Dealing with Foreign Editions
 - Appendix 6 Technical Appendix – The Tradacoms UN/GTDI Syntax Rules

WHAT IS AN EDI ISSUE FILE?

The EDI Issue File is a 'standardised' electronic product file and the key means for publishers and distributors to communicate product information and dates to their trading partners. The Issue File is a unique trading document used within the UK newstrade constructed in 'Tradacoms' format syntax in accordance with the requirements of Tradacoms File Format Document 101. This is referred to as the 'Issue File Standard' for short. Version 3 of the Standard is the one most used at the time of writing.

Briefly the Issue File contains details of:

- Issue publication details – Title name, On sale & Off sale dates
- Issue wholesale handling details at house level
- Issue bar code and price details
- Issue VAT Details
- Issue (unsolds) claims period

The Issue File is also fundamental to wholesalers' population of the National Title File.

Having assembled the information into Tradacom EDI format, the Issue file is transmitted to wholesalers and other trading partners via the GXS TRADANET value added network (VAN) or other agreed transmission method.

The diagram on the following page shows how the Issue File information flows from publishers to the other systems which make use of it:

- Publisher systems create the Issue File information
- Flows via GXS TRADANET to populate wholesaler (trading partner) data systems & repositories
- Used by wholesalers to schedule:
 - Packing runs
 - Deliveries to retailers
 - Scheduling carrier vehicles for hub to spoke trans-shipments
 - Price change notification
 - Invoices to retailers
 - Recall Notes to retailers
 - Retailer Claims processing
 - Credit Notes to retailers
 - Credit Claims timing to Publishers
- Information is also validated, consolidated & sent to the National Title File database

OWNERSHIP**Owners, Providers and Users of the Data**

The Issue File is fundamental to the exchange of electronic trading information within the newstrade.

The following list is provided to assist in identifying the main parties responsible for providing and using the information. Contact details are provided to assist further enquiries:

Publishers & Distributors

Publisher/Distributor	Main Contact(s)	Telephone	Email Address
Associated News	Kevin Friend Danny Chandler	020 7938 7260 020 7938 7140	kevin.friend@dailymail.co.uk danny.chandler@dailymail.co.uk
Blackhorse	Tara Burden Ian Robertson	01376 534500	tara.burden@freebournes.com ian.robertson@wbpdata.com
Comag	Dave Bennett Mark Roscoe	01895 433833 01895 433779	david.bennett@comag.co.uk mark.roscoe@comag.co.uk
DC Thomson	Grant Garden Alan Holmes	01382 575703 01382 575703	ggarden@dcthomson.co.uk aholmes@dcthomson.co.uk
De Agostini	John Read		jread@deagostini.co.uk
Evening Standard	Simon Simmons	020 79387792	
Express Newspapers / Northern & Shell	Liz Holmes	020 7922 7664 020 7922 7510	liz.holmes@express.co.uk
Farmers Guardian	Val Chapman Ruth Tott	01772 557241 01772 557234	rtott@unmf.com
Financial Times	Nick Hallet Natalie Murphy	020 7873 4585 020 7873 4589	nick.hallet@ft.com natalie.murphy@ft.com
Frontline	Lindsay Holman	01733 882 458	lindsay.holman@flgroup.co.uk
The Guardian	Julia Maass Sophie Seymour	020 7239 9769	julia.maass@guardian.co.uk sophie.seymour@guardian.co.uk
Independent Inc Irish Independent	Jim Goodrich Mike Jarvis	020 7005 2518 020 7005 2518	jim.goodrich@independent.co.uk mike.jarvis@independent.co.uk
Marketforce	Mark Pardon Neena Sharad	020 3148 3432 020 3148 3353	mark_pardon@marketforce.co.uk neena_sharad@marketforce.co.uk
Martin McColl	Chris Skellern	01277 376413	cskellern@martinmccoll.co.uk
Newsco	John Pike		john.pike@newsco-software.co.uk
News International	Margaret Lenton	01733 588498	Margaret.lenton@newsint.co.uk
Newsquest	Richard Thomson		rthomson@newsquest.co.uk
Newsquest Bournemouth	Alice Cubitt Steve Court		alice.cubitt@bournemouthecho.co.uk steve.court@bournemouthecho.co.uk
Newsquest Bury			newspapersales@nqnw.co.uk
Newsquest Oxford	Derek Phillips Tom Mitchell		derek.phillips@midlands.newsquest.co.uk tom.mitchell@nqo.com edenton@nqo.com
Newsquest Southampton	Amy France Tina Smith		amy.france@dailyecho.co.uk tina.smith@dailyecho.co.uk
Newsquest Wales	Mike Prunner		mike.prunner@qwent-wales.co.uk
Newsweek International	Maureen Darley	01753 486389	
Post Scriptum	S.M. Hassan (M.D.)		hassan@postscriptum.co.uk
Quickmarsh	Pascale Hjeij I Swaidani	020 8533 0288 020 8533 0288	pascaleh@quickmarsh.com iswaidani@quickmarsh.com
Scotsman	Linda McDonald	0131 620 8389	lmcdonald@scotsman.com
Seymour	Bridget Cramp Sarah Wright		bridget.cramp@flgroup.co.uk sarah.wright@flgroup.co.uk
Telegraph	Paul Roberts	020 7538 6189	paul.roberts@telegraph.co.uk
TOPPS		01908 800221	zoefitzpatrick@topps.co.uk anupdave@topps.co.uk
Trinity Mirror	Mandy Sproit		m.sproit@mgn.co.uk
Warners	Nikki Munton	01778 391151	nikkim@warnersgroup.co.uk

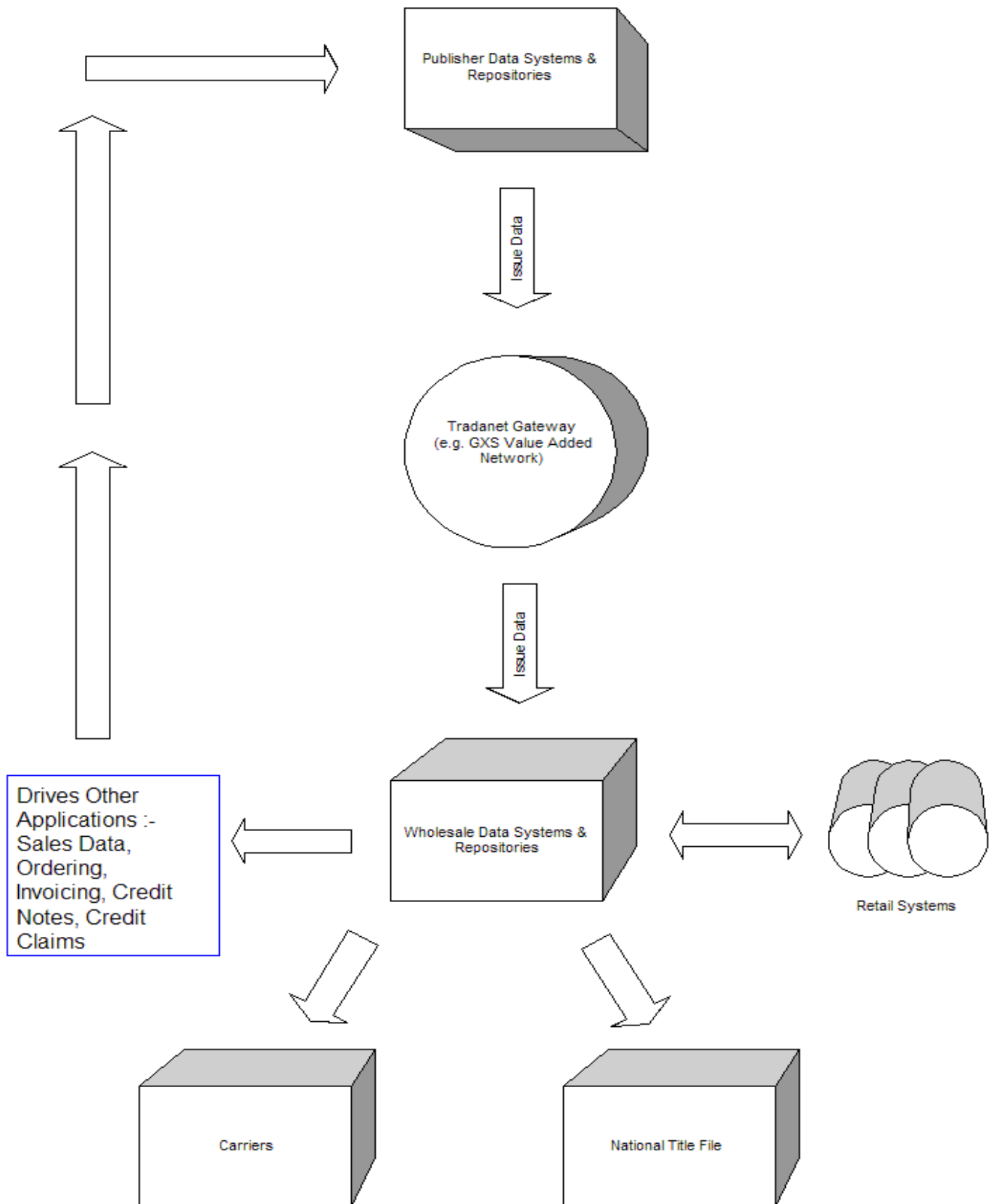
Wholesalers

GXS User No	Wholesale Organisation	Contact Name	Email Address
1557	Smiths News	Paul Garbutt Paul Nicol	paul.garbutt@smithsnews.co.uk paul.nicol@smithsnews.co.uk
1742	Menzies Distribution	Andy Barr	andy.barr@menziesdistribution.com
9321	Jersey Distribution	David Hirt	dhirt@jerseyeveningpost.com
1980	LeGallez – Guernsey	Peter Henry	peter.henry@legallez.com
9854	Newsread – Dublin	Grace McPhail	gmcpmail@newsread.ie
1942	White – Douglas	John Turner Carl Gough	john.turner@gewhite.co.im carl.gough@gewhite.co.im

Service & Software Suppliers

Organisation	Contact Name	Email Address	Website Address
Binary Star Ltd Systems Software	Derek Beacroft	derek@binarystar.co.uk	www.binarystar.co.uk
Global eXchange Services Ltd (GXS)	Juliet Whitson Carole Rawlinson	juliet.whitson@gxs.com anna.furber@gxs.co	www.gxs.com
Newsco Software Ltd	John Pike	john.pike@newsco-software.co.uk	www.newsco-software.co.uk
Open Projects Ltd Systems Software	Bob Amey	bob@openprojects.co.uk	www.openprojects.co.uk
Kewill EDI & e-Business Solutions	Chris Cox	chris.cox@kewill.com	www.kewill.com
SAA Consultants	Chris Budden	Chris.budden@saaconsultants.com	www.saaconsultants.com www.theedizone.com
Sterling Commerce (UK) Ltd	Elaine Pinkney Eric Sidnell	elaine_pinkney@stercomm.com eric_sidnell@stercomm.com	www.sterlingcommerce.co.uk
Accent Plus Ltd	David Blackett	accent@boltblue.com	

EDI Issue Data Flow



Version 1.1

KEY INFORMATION USED IN THE EDI ISSUE FILE

1. OPERATIONAL ISSUES

The objective of the EDI Issue File is to keep the wholesalers product master data files synchronised with those of the publishers. The issue data must be received at least 15 days prior to the on sale date.

Whilst keeping the files in line is a necessity for data integrity, it is also important that the Publisher/Distributor has a clear understanding of the key operational interfaces the Issue File has with wholesaler systems. The key fields are noted below with an indication of the operational impacts.

Full Title name – For the majority of magazines titles the name on the issue file is a straightforward copy of the name on the front cover. There are however a number of examples where the magazine name changes from issue to issue. It is important in these cases that the distributor changes the name for each specific issue. These changes can then be validated to wholesalers systems to ensure retailers see an accurate name on all documentation.

EAN number – the issue file barcode is downloaded to the Wholesaler's Goods Receipt station in readiness for the product arriving at the warehouse and when scanned it is used to identify the specific title code of the magazine. If the Issue File EAN is not the same as the bar code on the front cover the wholesaler has to manually select the specific title code, which leaves a potential for selecting the wrong title.

The EAN also identifies where there has been a change in price. The importance in making these changes in line with a price change is critical.

Cover ID – the cover 'issue date' must be used to identify the actual issue identifier on the magazine and must not be used to help identify the title name.

Frequency of Publication – this is used by wholesalers to determine the classification for the title.

Change of Frequency – As the change in frequency of a magazine has an impact on the EAN issue bar code add on rules it is important the distributor checks the "new" EAN is still unique for that year's calendar.

Last date for Order – wholesalers use this date to send order amendments back to distributors. This can be either electronic or manually. Distributors need to take great care when they move "order by dates" to take into account the criteria used to drive the order revision process.

On Sale Date – wholesale systems use this date to drive both the marketing and pack procedures so the importance of an accurate on sale date is critical.

If a distributor identifies an issue has an incorrect on sale date they need to correct this as soon as possible. A retrospective change to an on sale dates needs to be carefully managed as wholesalers 'lock' the automatic update to an on sale date if the issue has already been packed. Changes to future issues on sale dates in the majority of cases leads to a change to the Off Sale Date of the previous issue (see below).

Off Sale Date - wholesaler systems use this date to mark an issue for recall. Wholesalers create their recall documents in advance to enable them to send the recall note to retail customers to correspond with the magazine's off sale date. Care must be taken when distributors change the off sale date from a date that is close to the current date as this may already have been used by wholesalers.

NOTE: As a guide a 72 hour rule needs to be applied to ensure wholesalers have sufficient time to receive and process the changes into their systems. In the event of queries occurring within this 72 period publisher/distributors should contact their wholesalers for guidance.

Price – wholesaler systems use the pricing fields within the issue file to identify changes to both retail prices and VAT splits. These are then used on invoices to retailers.

SOR status – the SOR markers are compared to existing markers in wholesaler systems and differences are updated. It is this marker that identifies if the magazine issue will appear on a retailer's recall note.

Returns Method – this field determines how the wholesaler's scanning stations will manage the returns. E.g. Keep / Destroy

Last credit claim date – the period between the off sale date and last credit claim date must equal the contracted claims period between the Distributor and Wholesaler. Changes can be made within the life cycle of the magazine but care must be taken again when distributors change the last credit date from a date that is close to the current date as this may already have been used by wholesalers. As a guide a 72 hour rule needs to be applied to ensure wholesalers have sufficient time to receive and process the changes into their systems.

Full Copy or Affidavit claim – this field is used to determine the claims method for the magazine. The importance in getting this right is self-explanatory.

Frequency of sending Issue Files – As the objective is to keep both distributor and wholesaler's master data synchronised it is strongly advised that when any updates are made to the distributors master data files a "changes" file is created and transmitted to wholesalers at the end of the working day.

2. PUBLICATION BAR CODES

COMPONENTS OF THE BAR CODE

Magazine bar codes are represented in EAN 13 format with a 2-digit add-on code.

The bar code is constructed in the following way:



- **EAN Prefix** (digits 1-3) : 977 for magazines with an ISSN
- **ISSN Component** (digits 4-10): The first 7 digits of the 8 digit ISSN (the last digit is discarded). The ISSN is assigned by the UK National Serials Data Centre at the British Library.
- **Sequence Variant** (digits 11-12): Used on magazines to indicate price changes. For a new magazine start with 00 and move up by 01 for each price change either up or down. Actual prices are not represented anywhere in the bar code. For “one-off” **special priced issues** an initial sequence variant of 99 should be used and thereafter decreasing the value to 98, 97, 96, etc.
- **Check Digit** (digit 13): Derived from a calculation, based on the first 12 digits, used to check that the code is correctly composed. This would normally be carried out by the Film Master Supplier/dedicated software. Access the GS1UK Website for further information on Check Digit Calculation.
- **Add-on** (digits 14-15): The 2-digit code used to identify each issue. The section overleaf defines the guidelines for numbering different types and frequencies of magazines. The add-on changes for every issue within a year, therefore a new bar code symbol is required for each issue.
- **Light Margin Indicator (chevron)**: This appears in the right-hand margin of the symbol. It ensures there is sufficient margin for the bar code reader to realise it has finished the bar code.

Please follow the links below to access:

[\(PPA/ANMW\) Full Bar Code Best Practice](#)
[PPA Smart Publishers Guide to Bar Coding](#)

*** KEY CONSIDERATION – CHANGE OF DISTRIBUTOR ***

On occasions when magazines change distributor it is vital that there is communication between the old and new distributors, and wholesalers, to determine a clear understanding of which issues will be handled by which distributor.

This involves close communication to ensure:
Consistent pattern of issue numbering with no unexplained gaps,
Consistent title descriptions between the two distributors,
If any changes to issue information are made they must be fully communicated.

3. ISSUE NUMBERING

The method of identifying each issue is extremely important to the process of information exchange. The framework for establishing add-on codes for magazine issues aims to:

- Uniquely identify every issue of a magazine within a calendar year.
- Provide for consistency in determining the code.
- Provide a framework that will apply to a wide range of magazines and can be adapted for the unusual cases.

The EAN 13 symbol is followed by a 2 digit add-on symbol which identifies the issue. Issue numbering is controlled by the publisher who should ensure correct use according to the following standards. **If in doubt about the numbering method to use, publishers should consult the PPA or ANMW for guidance.**

Weekly Publications - The issue number is based on the cover date. Using the International Standards Organisation (ISO) week number. Week 01 is the first week, starting with Monday, containing 4 or more days of the New Year. Weeks are numbered sequentially (from 1 to 52 or 53) and the cover date will relate to this number.

Fortnightly Three-Weekly and Four-Weekly Publications - Use the same numbering method as for weeklies with the issue number based on the cover date.

Monthly Publications - The issue number is based on the month shown on the cover. Using the month number 01-12 (January = 01)

Special Monthly Publications - When an additional issue is published at any time during the year, 20 should be added to the month number. E.g. Summer special issue, cover dated June, would be numbered 26 and a Christmas special would be numbered 32.

Monthly publications showing no month date on the cover use the rules for Serial Publications below.

Bi-Monthly Publications - Use the number of the first month as shown on the cover date. E.g. June/July would be 06.

Quarterly Seasonal and Special Publications - Use guidelines as for monthly or serial publications.

Serial Publications (eg. Partworks) - There are several forms of numbering used for these publications depending on the circumstances:

- Volume numbered - use the last 2 digits of the issue number. E.g. Vol X No 8 = 08 and Vol X No 123 = 23.
- Issue numbered - use the last 2 digits. EG: issue 82 = 82. For part numbers over 100 continue to use the last 2 digits. EG: issue 109 = 09.
- **Beware of a title changing from numbered to cover-dated, as issue numbers must not repeat within the year.**
- See also PARTWORKS - Section 7 below

Daily Publications e.g. daily newspapers - use the ISO week number as for weekly publications. The first digit of the sequence variant (digit 11) is used to identify the price change and the second digit (digit 12) the day of issue. The day number runs sequentially from one through to seven. Monday is the first day of the week, eg. Monday 1, Tuesday 2, Wednesday 3, etc.

Digits 14 & 15 are used to indicate the ISO Standard Week of the Year. ISO Standard Week Numbers are available from the National Title File website. **(See also Weekly Publications above).** [Bar Code Issue Numbering Calendar - National Title File](#)

Other Publications - If a publication does not fit any of the above schemes and it cannot be treated as a book using ISBN (International Standard Book Number), the issue number should be 01. Subsequent issues within the same 12-month period should add 01 to the previous number.

Please use the following link to view the PPA Smart Publishers Guide to Bar Codes online:
[PPA Smart Publishers Guide to Bar Codes](#)

Changes in Frequency - A Change of Frequency of a magazine has an impact on the EAN issue add-on, in that another system may be adopted to calculate the issue number. It is important that the publisher/distributor checks the 'new' EAN is still unique for that calendar year.

WARNING

While these rules are used to construct a bar code, they should NOT be used to de-construct a bar code and assume publication details from the parts of the bar code.

This is one of the basic rules of bar coding set out by EAN International.

The bar code/EAN number should be used to access the additional information relating to an issue.

4. THE IMPORTANCE OF CLEAR PRODUCT DESCRIPTION

All publications described within the Issue File must be clearly & unambiguously identified. The following rules are designed to assist that process:

Title Description

Care should be taken to ensure that the publication title description sent in the EDI Issue File matches as closely as possible the printed title appearing on the cover of the publication. The EDI Issue File allows a text character field to express the title. (Publisher's Full Title). **Current industry practice dictates that only a maximum of 26 characters should be used in this field.**

Note: Foreign Editions/Imported Titles

For foreign editions, an indication of the country of origin should be included within the 26 allowable characters. See Appendix 4 for guidance on common abbreviations in use.

Cover Date Description

Within computer systems it is necessary to represent this date or number in a short field often known as the COVER ID (Cover Date).

This section defines a standard way to construct a COVER ID (Cover Date).

The intention behind the development of this standard is to encourage the abandonment of the use of free-format COVER IDs and the adoption of an agreed Standard, which will facilitate inter-computer communications. A specific case is the IDCI field in the ISD segment of the Issue Calendar files sent via TRADANET. The Standard was developed with this field in mind.

Guidelines used in the formulation of the RULES

1. COVER IDs must be as meaningful as possible within the limitations of a short field.
2. IDs must be convenient and easy from the human viewpoint.
3. IDs need not be convenient or easy from the computer program viewpoint.
4. In general, a 10-character COVER ID field is assumed, but a variety of FORMATS as short as 6 characters must be available for those who are limited to 6-character fields.
5. The greatest choice of FORMATS should be offered but without including any format which is similar to another format and having no additional advantages. (In some cases a format may be similar to another but it is included because it is shorter).

RULES

1. The COVER ID must correspond to what is actually printed on the product, preferably on the front cover. Arbitrary dates, numbers, and codes in the COVER ID are to be avoided even when they are systematic.
2. Where both a date and a number are shown on the front cover, the date is preferable because it is meaningful. The date and number should not both be used without a definite reason since, together, they may be confusing.
3. In the case of certain weekly and fortnightly publications where the front cover has a date range such as '31 October - 6 November' the beginning date may be used and the ending date ignored. However, date ranges sometimes found on monthlies and bimonthlies such as "MAY/JUNE" should be represented with an appropriate FORMAT which includes both months.

4. The “COVER ID” should take one of the FORMATS shown below. Each FORMAT has a “format code”, with possible values of any upper-case letter or any digit. This “format code” is used to indicate which FORMAT has been used to construct the COVER ID. The “format code” is not part of the COVER ID itself. A blank “format code” indicates that the COVER ID contains only free-format text.
5. Each FORMAT defines only a certain number of characters in the COVER ID. Any remaining characters in the right-hand end of the field are undefined and may be used for free-format text. For readability, it is suggested that at least one blank character should follow the defined portion of the COVER ID.
6. The COVER ID should be left justified after removal of any leading spaces. Uppercase characters to be used throughout.

ISSUE IDENTITY FORMATS

Format	Example	Projection	Length See note (c)	Format Code	Remarks
DD/MM/YY	11/09/11	Date/Frequency	8	D	
DDMMM/DDMM	15MAR/21MA	Date/Date	fbc	S	See Note (a)
DD MMM	15 MAR	Date	fbc	A	
DD/DD MMM	(0)5/18 NOV	Date/Date	fbc	T	
MMMDD/MMDD	MAR15/MA21	Date/Date	fbc	U	See Note (a)
MMM DD	MAR 15	Date	fbc	V	
MMMDD/DD	MAR15/27	Date/Date	fbc	W	
DDMMM/NOnn	15MAR/NO24	Date/Number	fbc	C	See Note (a)
MMM YY	NOV 04	Month +1	6	E	
MMMY/NOnn	FEB05/NO19	Month +1 Num +1	10	F	
MMM/MMM YY	OCT/NOV 11	OCT/NOV 11 DEC/JAN 12 Etc...etc	10	G	Earliest month expressed first. The year in YY refers to the second month
MMM-MMM	NOV-DEC	NOV-DEC JAN-FEB etc	7	H	Earliest month expressed first.
MMM/NOnnnn	JUN/NO321	Month/ Number+1	fbc	X	"NO" is an abbreviation of "NUMBER" Note (a) applies to n, e.g. NO 1
MMMY/nnnn	JUN05/321			Y	
NO-nnnnnn	NO 1234	Number +1	fbc	N	"NO" is an abbreviation of "NUMBER" Note (a) applies to n, e.g. NO 1
VnnnnnnNnnnnn	V12N9	Volume +1 Number +1	fbc	Q	Note (a) applies to n, e.g. V1N1 Maximum total length is 10
PART nnnnn	PART 123	PART +1	fbc		
SSS YY	SPR 11	SPR 11 SUM 11 etc	6	I	See Note (b)
SSS/SSS YY	SPR/SUM 11	Increment 2 nd season by 1 and link to next	10	J	The year in YY refers to the second season. Earliest season expressed first.
YYYY	2011	Increment year by 1	4	L	See Note (b)
YYYY-YY	2011-12	Increment 2 nd year by 1 and link to next	7	M	See Note (b)

<p>NOTE: SEASON OR SPECIAL DATES</p> <p>See remarks ...</p>			fbc	R	<p>The COVER ID must begin with any one of the following values. The defined length of the COVER ID is the length of the value used.</p> <p> SPRING EASTER SUMMER AUTUMN WINTER FALL XMAS HOLIDAY O/SHOT SPECIAL YY </p>
---	--	--	-----	---	--

Notes on the FORMATS

- (a) Where specified, certain numerics may have their leading zeros truncated. When a zero is truncated the remainder of the COVER ID must shift one place to the left. In other words, leading zero may be omitted but a blank may not be substituted. No numeric may be completely omitted even if zero. When the year is represented by YY it may not have leading zero truncated.
- (b)
- | | |
|------|--------------------------------|
| DD | Day of month |
| MMM | First three letters of month |
| MM | Month as a number |
| YY | Year as a number, such as 11 |
| YYYY | Year as a number, such as 2011 |
| n | The issue or volume number |
| SSS | Abbreviation of season |
- Valid values are:
- | | |
|-----|-----------|
| SPR | Spring |
| EAS | Easter |
| SUM | Summer |
| AUT | Autumn |
| WIN | Winter |
| XMS | Christmas |
| HOL | Holiday |
- (c) Defined length.
A number in this column indicates the length of the data.
fbc indicates that the first blank character delimits the field.

5. REQUIREMENTS FOR ONE-SHOTS, SPECIALS & SPECIALS SERIES

This section describes a set of best practice principles for the clearer identification of One Shots, Specials and Specials Series. It aims to clarify product recognition to aid the timely return of unsolds thereby reducing 'shrink' issues arising from wrongly identified copies, missed or rejected credit.

Definitions

One Shot Special (One Off Special): A magazine format product intended for once only publication. It may be linked to a parent magazine, but not planned for serial issue.

Special/Special Series: A series of 'themed' or 'branded' specials linked to a parent title and intended for serial publication, eg: CHAT 'IT'S FATE'. On most occasions the seriality of the specials will be different to that of the parent publication. A parent publication may support several Specials Series, which may be ABC audited.

Please use this link to view the PPA Smart Publishers Guide to One Off Specials online:
[PPA Smart Publishers Guide to ONE-OFF SPECIALS and OFF SALE DATES](#)

Operational Issues

Wholesalers receive basic cover information from publisher/distributor EDI Issue Files in advance of the on sale date. With this information they populate the National Title File (NTF) and it is used as the basis of the delivery and returns recall notes provided to retailers.

Problems may arise, however, if:

- the physical copy supplied differs from the pre-notified EDI information,
- titles on a related subject, or in a series, have particularly similar covers,
- titles from different publishers cover the same subject & appear identical

For example retailers may have difficulty correctly identifying these magazines in store and they may potentially fail to return them for credit, resulting in 'shrink'.

Best Practice

- **Publishers and distributors should make every effort to ensure that title information transmitted within the EDI Issue File matches as closely as possible (within working constraints) the title appearing on the front cover of the publication.**
- **Publishers/Distributors must work closely with publishing units originating One Shots & Specials to ensure the required disciplines are clearly understood.**
- **If changes do have to be made they must be communicated to wholesalers as quickly as possible via the EDI Issue File**

6. BARCODING OF MAGAZINE 'MULTIPACKS' & NON STANDARD MAGAZINE PRODUCT

Code '50' Bar Codes

These guidelines have been published to ensure that quality and consistency are achieved throughout the supply chain for all non-standard magazine products.

An example of Non Standard Magazine Product is where publishers create a "value pack" containing selected magazines and distribute the pack under a separate unique banner.

Guidelines

- Magazine 'Value Pack' product must have a clearly visible printed bar code on the front of the pack that complies with existing magazine industry best practice.
- The bar code symbol size must correspond with current PPA/ANMW Bar Code Best Practice Guidelines. Minimum size 80% magnification with maximum 50% truncation.
- Issue number and recall dates should also be included near the bar code symbol, located within the surrounding white panel.
- Issue numbering must follow the same principles used for standard magazines. **See the PPA/ANMW Bar Code Best Practice Guide - Follow the link at the bottom of the page.**
- Single one-off issues should be coded as Issue 01.
- The name on the National Title File / Internal Issue File should be the same as the name on the '50' bar code product.
- For Products supplied within the Value Packs
 - All bar codes must be removed from the magazine copies contained within the pack.
 - In place of the bar code, copies to be printed with the legend '*SOLD AS PART OF A VALUE-PACK. NOT FOR RESALE*'
 - Cover price to be printed on the product to qualify for ABC inclusion, but should be 'crossed through' to avoid ambiguity.

Structure of the '50' Barcode

- The first 10 digits will be unique to each value pack series comprising:
 - 50 - Country Code
 - nnnnn - Five digit Manufacturer Code as allocated by GS1UK
 - nnn - Sequential code – starting 001 - issued by publisher/distributor systems to identify series
- The 11th and 12th digits will start from 00 and will increment by one whenever the price of the product is amended.
- The 13th digit is a check-sum to verify the digits 1-12
- The 14th and 15th digits are the (last 2 digits of) the issue number

The PPA/ANMW "Bar Code Guidelines" document can be found at the website below:
[\(PPA/ANMW\) Full Bar Code Best Practice](#)

7. MULTIVARIANTS

'Multivariants' are a means of magazine promotion using 'variations' around the normal 'standard' issue. They usually fall into one of the 5 main categories:

- 1) Product variant dedicated to defined retail outlet/s with standard cover price
- 2) Product variant dedicated to defined geographical area with standard cover price
- 3) Product variant dedicated to defined retail outlet/s with non standard cover price
- 4) Product variant dedicated to defined geographical area with non standard cover price
- 5) Test launch dedicated to defined geographical area

Amongst other approaches variants may have special cover or editorial treatments, gifts or cover price adjustments.

Currently the bar codes appearing on multivariants are identical to those appearing on standard issues and it is therefore important to 'flag up' their identity separately to wholesalers, who need to make particular distribution arrangements. As well as communication through existing sales and marketing channels, it is important that multivariants are also clearly identified through the EDI Issue File.

This can be achieved by the following method:

When a multi variant is to be published the text 'MULTIVARIANT' (one word) to be shown in the data element

ISD IDST (Short Title (Publisher)) C V X(16)

This text must be shown in the Issue File records for both the parent title and the associated multivariant and must be used to replace any 'short' title information, which would normally be shown there.

NOTE

It has been previously agreed that publishers and wholesalers would begin developing their systems to accommodate this methodology in line with planned systems update schedules. To date this methodology has NOT been adopted as standard industry practice, though it may be possible to incorporate it into trading relationships by local agreement.

The proposed methodology is a 'Conditional' data element within the EDI Issue File and when applications are being developed one should be aware that not all publishers/distributors will use it.

Publishers and distributors should consult with the PPA, ANMW or NewPET to check current requirements for handling multivariants in the EDI Issue File.

8. PARTWORKS

The general rule is that the components of the bar code are used as for a Serial publication (see pp13 & 14), using the 'Issue Number' digits – Add on digits 14 & 15 – to express the PART/ISSUE NUMBER.

National and Test Partworks

In the majority of cases the barcodes on the test and subsequent national launches are the same.

To enable the National Launch to be

- (a) communicated to Retailers via the National Title File
- (b) assist wholesalers at Goods In

Publishers should treat the Test launch in the following way.

The EDI Issue File EAN will need to be sent as a "dummy bar code" and not as normal with the EAN from the front cover.

The dummy EAN format needs to meet the following criteria

999 replaces 977 for test partworks

This is the only change required.

Test Partworks

- **EAN Prefix** (digits 1-3): Replace the 977 with 999
- **ISSN Component** (digits 4-10): The first 7 digits of the 8 digits ISSN (the last digit is deleted). The UK National Serials Data Centre at the British Library assigns the ISSN.
- **Sequence Variant** (digits 11-12): Used on magazines to indicate price changes. For a new magazine start with 00 and move up by 01 for each price change either up or down. Actual prices are not represented anywhere in the bar code. For "one-off" special priced issues an initial sequence variant of 99 should be used and thereafter decreasing the value to 98, 97, 96, etc.
- **Check Digit** (digit 13): Derived from a calculation, based on the first 12 digits, used to check that the code is correctly composed. The Film Master Supplier or dedicated software used would normally carry this out. Please see the GS1 UK website for an example of the check digit calculation, <http://www.gs1uk.org>
- **Add-on** (digits 14-15): The 2-digit code used to identify each issue. **See also 'Issue Numbering' – p13 for guidance on numbering different types and frequencies of magazines.** The add-on changes for every issue therefore a new bar code symbol is required for each issue.

Note:

It is important that all partwork bar codes are 977 EANS on the actual magazine to ensure the issue sequence numbers (issue numbers) can be managed in accordance with existing barcode standards.

i.e. 978 (13) barcodes should not be used and extended to 15 digits by adding an issue add-on.

9. IMPORTANT 'DO'S & DON'TS'

- ❑ **DO** refer to the industry standard File Format Document 101 for EDI Issues which outlines the file layout and data rules. **A concise version of this document is included as Appendix 3 – The EDI Issue File Layout.**
- ❑ **DO** ensure that the case of text fields within the Issue files are consistent, ideally all should be uppercase.
- ❑ **DO** include as many optional data fields as is possible. Trading partners can choose not to use them if they are not relevant to their processing.
- ❑ **DO** confer and test with trading partners regarding the information being sent before commencing live transmissions to ensure they can interpret the incoming information. This also includes any future significant data construct changes within the file format you send.
- ❑ **DO** refer to and follow the rules specified in the ANA Syntax Rules & Data Dictionary manual and associated documents. **Section 'A' of the Rules/Dictionary is included with this document as Technical Appendix 4**
- ❑ **DO** ensure that wherever possible, changes sent within an EDI Issue file are sent in a timely manner. Late data alterations to certain key items such as product bar codes or key dates can be disruptive to the rest of the supply chain if the product is already in the physical distribution environment.

- ❑ **DON'T** include special characters in data elements that will violate the Tradacoms syntax. Refer to the rules in the aforementioned manual, **sections 2.4.1 & 2.4.3.**

EDI ISSUE FILE – INDUSTRY STANDARD AGREEMENT 2010

GLOSSARY OF TERMS

Term	Definition
ANA Location Number	See 'GLN Location Number' below
Barcode	A barcode is a machine-readable symbol, printed to well defined specifications. The bar code consists of a rectangle comprising a series of light and dark parallel bars. Used to electronically identify products.
Claims End Date	The last date when claims for unsold copies for a magazine/issue can be made to the publisher/distributor by wholesale. Any claims made after this date will be rejected.
Claims Start Date	The date from when claims for unsold copies of a magazine/issue can be made to the publisher/distributor by wholesale.
Cover ID	The issue description as it appears on the front cover, limited to 10 characters within the issue file
Cover ID Format	Specified format for the issue description
Cover Price	The price of the issue as it appears on the cover.
Currency Indicator	The code to indicate the currency of the cover price
Customer	The recipient of the issue file, example wholesaler
Data Element	An element is a unit of information defined in EDI message standards, which contains a single piece of information, such as a date or a quantity.
Data Segment	A segment in EDI is equivalent to a record in database terminology. A segment may contain many elements. An EDI message contains many segments.
Deleted Issue Indicator	A flag to indicate that an issue previously transmitted should now be deleted
EAN	A unique product identification numbering system. The key components for the EAN numbers are the ISSN number for magazines and the ISBN number for books/one off magazines.
EAN 13	Normal style of 'bar code number' found on most retail products. A 13-digit number constructed using the EAN system, of a convenient size to be accommodated on most consumer products.
EAN 15	Style of 'bar code number' found on magazines, containing the EAN13 and the Issue 'Add-On'
EDI	Electronic Data Interchange is the computer to computer exchange of structured data, sent in a form that allows for automatic processing with minimal manual intervention.
EDI Message Standard	These define in detail the format of the messages that will be exchanged. A message is made up of many data segments.
File Generation No.	Sequential number per message per trading partner.
File Version No.	The original file is always version 1; the version number is incremented for any additional copy of the file sent.
Frequency of Publication	The number of times per annum a magazine is published
Full Title	The magazine title as it appears on the front cover. Current industry practice restricts usage to a maximum of 26 characters in this field.
Fully SOR Indicator	A flag to indicate whether an issue of a magazine is full sale or return, firm sale or part sale or return
GLN Global Location Number (Formerly 'ANA Location Number')	13 digit code used to identify a trading partner or trading partner location (premises).
GS1 UK (Formerly 'ecentre')	GS1 UK is the trading name of the Association for Standards and Practices in Electronic Trade
GXS	Global eXchange Services (GXS) is the company, which operates the Tradanet network used by the magazine publishing industry.

ISBN	An ISBN is an International Standard Book Number. It is a 13 - digit number beginning 978 or 979 obtained from The Standard Book Numbering Agency Ltd, the ISBN Agency for the UK and Republic of Ireland. ISBN numbers are issued for books and 'one-off' magazine publications.
ISSN	International Standard Serial Number. An 8-digit cataloguing number conforming to international standards & issued by the UK National Serials Data Centre. (British Library). A key component of the magazine bar code. No magazine may be transmitted in the EDI Issue File without a properly constituted bar code. The eighth digit is a check digit, and removed when used within a bar code.
Issue 'Add-On' / Supplementary Code	The EAN symbol is followed by a 2 digit 'add-on' symbol which identifies the issue
Issue Period From	An issue file contains details of all titles and issues within a range of dates, this is the start date
Issue Period To	An issue file contains details of all titles and issues within a range of dates, this is the end date
Last Date for Order	The date by which all revisions to wholesale orders for a magazine/issue must be received by the publisher/distributor
Last Issue Indicator	A flag to indicate that the issue being transmitted will be the last issue to be published for that title
Mailbox	An area within the VAN where data is stored for collection by the recipient (see VAN)
Multivariant	An edition of a given issue of a magazine which is intended for only a limited number of customers, often retail multiples.
National Title File	Central database of title information populated by the issue files sent to wholesalers by Publisher/Distributors.
On Sale Date – Unofficial	Included within the edi Issue File standard but not currently used.
On Sale Date - Official	The date on which a magazine/issue should be displayed at the retailer for sale to the consumer
Part Price	Breakdown of the cover price where all or part of the cover price is subject to VAT. Shows both the vatable and non-vatable elements of the cover price.
Postbox	An area within the VAN where data is held prior to delivery to the recipient (see VAN)
Promotional Code	A flag to identify that an issue of a magazine is supported by a promotion
Promotional Reference	Reference number used by the publisher/distributor within their systems to recognise a promotion for a magazine issue.
Promotional Text	A text description of promotion for the magazine/issue
Publisher's ID for House	The identification code for a wholesale house/branch which is held within the publisher/distributor system
Publisher's Issue Reference	The issue reference used within the publisher/distributor systems
Publisher's Recall Date	The date on which unsold copies of a magazine/issue are removed from retailer shelves to be returned to the wholesaler
Publisher's Title Reference	The magazine title reference used within the publisher/distributor systems
Returns Method	Instructions to wholesale as to the method of handling returns e.g. waste/keep.
Sales or Returns Allowance (copies)	The number of copies of a magazine/issue which may be returned per wholesale house.
Short Title	An abbreviation of the magazine title, limited to 16 characters
Supplier	The sender of the issue file, example publisher/distributor
The 'ISSUES' file	Tradacoms message standard for transmitting magazine issue information electronically
Tradacoms Standards	UK EDI message standards, covering a range of commercial transactions, which are regulated by GS1 UK.
Tranet Service	The value added network (VAN) used in the electronic transfer of data

VAN	A Value Added Network acts as a 'post-office' for EDI data. Instead of communicating directly, trading partners communicate through a VAN. Each trading partner has a 'mailbox' on the VAN. When a trading partner sends data to the VAN it is routed to the mailbox of the destination-trading partner. The destination-trading partner may call the VAN and collect the data at a later stage.
VAT Code	VAT rate code, eg 'x' = exempt, 's' = standard rate
VAT Rate Percentage	The VAT rate %, eg exempt is 0, standard currently (15%) 17.5% from January 2010
Wholesaler's ID for House	The wholesaler's identification code, normally the GLN location number.
Year of Publication	<p>Weekly Titles The year that the publication is on sale. The first week of the new year is determined by reference to the ISO Standard Week Calendar available on the National Title File website www.nationaltitlefile.co.uk Week 1 of the year is the week (commencing Monday) containing four or more days of the New Year.</p> <p>Monthly & Bi-Monthly Titles The year is determined by the month of cover date. E.g. Issue dated January 2010 is issue 01 2010 even though on sale in December 2009.</p> <p>For further guidance please see the Issue Numbering section on page 9.</p> <p>Other Frequencies With the exception of weekly, monthly and bi-monthly products use the year of 'on sale' to determine the year definition.</p>

APPENDIX 1

SERVICE & SOFTWARE SUPPLIERS

Binary Star Ltd (Systems Software)

52 Woodgate
Frog Island
Leicester
Leicestershire, LE3 5GF

Contact: Derek Beacroft

Tel: 0116 242 7000

E-mail: derek@binarystar.co.uk

Web Site: www.binarystar.co.uk

Newsco Software Ltd (Systems Software)

Newsco Software Ltd
72, Culley Court
Orton Southgate
Peterborough
Cambridgeshire, PE2 6WA

Contact: John Pike

Telephone: 01733 367250

E-Mail: enquiries@newsco-software.co.uk

Web Site: www.newsco-software.co.uk

Global eXchange Services Ltd (EDI & e-Business solutions)

1 Station Road
Sunbury on Thames
Middx TW16 6SU

Contact: Juliet Whitson

Tel: 01932 776338

e-mail: juliet.whitson@gxs.com

Web Site: www.gxs.co.uk

Open Projects Ltd (Systems Software)

Unit 6, The Business Park
Technology Drive
Beeston, Nottingham, NG9 2ND

Contact: Bob Amey

Tel: 0115 943 6421

e-mail: bob@openprojects.co.uk

Web Site: www.openprojects.co.uk

Kewill

(EDI & e-Business solutions)

1st Floor, Bramley House
The Guildway, Old Portsmouth Road
Artington
Guildford, GU3 1LR

Contact: Chris Cox

Tel: 01483 406 000

e-mail: paul.cox@kewill.com

Web Site: www.kewill.com

SAA Consultants

(EDI & e-Business solutions)

The Computer Complex,
Somerset Place
Plymouth, PL3 4BB

Contact: Chris Budden

Tel: 01752 606 000

e-mail: chris.budden@saaconsultants.com

Web Site: www.saaconsultants.com

Sterling Commerce (UK) Ltd (EDI & e-Business solutions)

3 Furzeground Way
Stockley Park
Uxbridge UB11 1EZ

Contact: Elaine Pinkney

Tel: 020 8867 8000

e-mail: info_uk@stercomm.com

Web Site: www.sterlingcommerce.co.uk

Accent Plus Limited

(EDI & e-Business consultants)

6 Poplar Grove, London, W6 7RE

Contact: David Blackett

Tel: 020 7603 8773

e-mail: blackett@boltblue.com

APPENDIX 2 OTHER USEFUL CONTACTS

Professional Publishers Association (PPA)

Queens House
28 Kingsway
London
WC2B 6JR
Tel: 020 7404 4166
e-mail: info1@ppa.co.uk
Web Site: www.ppa.co.uk

The Association of Newspaper & Magazine Wholesalers (ANMW)

Web Site: www.anmw.co.uk

GS1 UK (Association for Standards and Practices in Electronic Trade)

Staple Court, 11 Staple Inn Buildings
London
WC1V 7QH
Tel: 020 7655 9000
Helpdesk: 020 7655 9001
Fax: 020 7092 3500
E-mail: info@gs1uk.org
Web Site: www.gs1uk.org

NewPET

(**N**ewstrade and **P**ublishing Industry **E**DI **T**echnical User Group)

6 Poplar Grove, London, W6 7RE

Contact: David Blackett

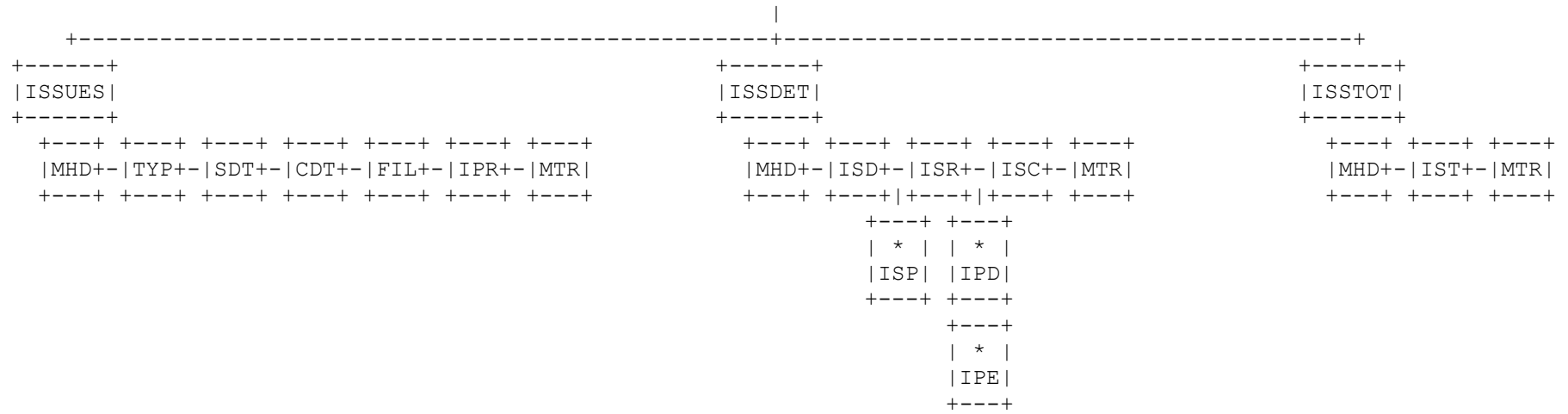
Tel: 020 7603 8773

e-mail: blackett@boltblue.com

APPENDIX 3**EDI ISSUE FILE LAYOUT
TRADACOMS VERSION 3****FILE STRUCTURE (MESSAGES AND SEGMENTS)**

<u>Message</u>	Consisting of Segments	Repeating as follows
ISSUES Issues Header	MHD = Message Header TYP = Transaction Type Details SDT = Supplier Details CDT = Customer Details FIL = File Details IPR = Issue Period Details MTR = Message Trailer	One message only, at the start of the file
ISSDET Issues Details	MHD = Message Header ISD = Issue/Publication Details ISP = Issue Promotional Details per ISR = Issue Retail Sales Details IPD = Issue Price Details IPE = Issue VAT Details ISC = Issue Claims Period MTR = Message Trailer	One message for each issue <div style="border: 1px solid black; padding: 2px;">Repeatable for each House</div> <div style="border: 1px solid black; padding: 2px;">Repeatable</div> <div style="border: 1px solid black; padding: 2px;">Repeatable under IPD</div>
ISSTOT Total Number of Issues	MHD = Message Header IST = Total Number of Issues MTR = Message Trailer	One message only, at the end of the file

FILE STRUCTURE DIAGRAM - ('NESTING' DIAGRAM)



* Denotes repeatable segment

FILE LAYOUT

MESSAGE : ISSUES

PAGE 1 OF 3

SEGMENT		DATA ELEMENT	DATA ELEMENT NAME	M/C	F/V	PICTURE	REMARKS (See also General Remarks in directory)	
MHD	=		MESSAGE HEADER	M				
		MSRF	Message Reference	M	V	9(12)	Consecutive count of messages within the transmission	
		+	TYPE	Type of Message Type Version Number	M M M	F F	X(6) 9(1)	'ISSUES' '3' for this version
TYP	=		TRANSACTION TYPE DETAILS	M				
		TCDE	Transaction Code	M	F	9(4)	9000	
		+	TTYP	Transaction Type	C	V	X(12)	ISSUES
SDT	=		SUPPLIER DETAILS	M				
		SIDN	Supplier's Identity Supplier's EAN Location Number Supplier's Identity Allocated by Customer	M C C	F V	9(13) X(17)	EAN location number identifying supplier Supplier's Code as allocated/used by customer	
		+	SNAM	Supplier's Name	C	V	X(40)	Supplier's legal name as printed on invoices
		+	SADD	Supplier's Address	C			A maximum of five lines to give the supplier's address
				Supplier's Address Line 1 Supplier's Address Line 2 Supplier's Address Line 3 Supplier's Address Line 4 Supplier's Post Code	C C C C C	V V V V V	X(35) X(35) X(35) X(35) X(8)	

SEGMENT		DATA ELEMENT	DATA ELEMENT NAME	M/C	F/V	PICTURE	REMARKS (See also General Remarks in directory)
		+ VATN	Supplier's VAT Registration Number Numeric VAT Registration Number : Alphanumeric VAT Registration Number	C C C	F V	9(9) X(17)	Trader's VAT number allocated by HM Customs & Excise Government department or non-UK VAT number
CDT	=		CUSTOMER DETAILS	M			
		CIDN	Customer's Identity Customer's EAN Location Number : Customer's Identity Allocated by Supplier	M C C	F V	9(13) X(17)	EAN location number identifying the customer Customer's Code as allocated/used by supplier
		+ CNAM	Customer's Name	C	V	X(40)	Customer's registered legal name
		+ CADD	Customer's Address : Customer's Address Line 1 : Customer's Address Line 2 : Customer's Address Line 3 : Customer's Address Line 4 : Customer's Post Code	C C C C C	V V V V V	X(35) X(35) X(35) X(35) X(8)	A maximum of five lines to give the customer's address
		+ VATR	Customer's VAT Registration Number Numeric VAT Registration Number : Alphanumeric VAT Registration Number	C C C	F V	9(9) X(17)	Trader's VAT number allocated by HM Customs & Excise Government department or non-UK VAT number
FIL	=		FILE DETAILS	M			
		FLGN	File Generation Number	M	V	9(4)	This number is sequential per file type, per trading partner
		+ FLVN	File Version Number	M	V	9(4)	Original (which is always 1) is incremented by 1 for each additional copy created
		+ FLDT	File Creation Date	M	F	9(6)	Date the file is created

									Format: YYMMDD
--	--	--	--	--	--	--	--	--	----------------

SEGMENT			DATA ELEMENT		DATA ELEMENT NAME	M/C	F/V	PICTURE	REMARKS (See also General Remarks in directory)
		+	FLID		File (Reel) Identification	C	V	X(6)	Reference on the outside of the reel containing the file
IPR	=				ISSUE PERIOD DETAILS	M			
			IPFR		Issue Period From	M	F	9(6)	Start of Period Date. Format: YYMMDD
		+	IPTO		Issue Period To	M	F	9(6)	End of Period Date. Format: YYMMDD
MTR	=				MESSAGE TRAILER	M			
			NOSG		Number of Segments in Message	M	V	9(10)	Control count of the number of segments comprising message. The count includes the MHD and MTR segments surrounding the message

SEGMENT		DATA ELEMENT	DATA ELEMENT NAME	M/C	F/V	PICTURE	REMARKS (See also General Remarks in directory)	
MHD	=		MESSAGE HEADER	M				
		MSRF	Message Reference	M	V	9(12)	Consecutive count of messages within the transmission	
		+	TYPE	Type of Message Type Version Number	M M M	F F	X(6) 9(1)	'ISSDET' '3' for this version
ISD	=		ISSUE/PUBLICATION DETAILS	M				
		IDID	EAN/ISSN Number	M	V	X(15)	EAN/ISSN Number	
		+	IDFT	Full Title (Publisher)	C	V	X(30)	Full title as per cover, supplied by publisher
		+	IDST	Short Title (Publisher)	C	V	X(16)	Abbreviated title, defined by publisher
		+	IDPM	Publisher's Title Reference	C	V	X(17)	Reference for title held in publisher's computer system
		+	IDPI	Publisher's Issue Reference	C	V	X(17)	Reference for issue held in publisher's computer system
		+	IDCI	Cover Identification and Format	C			Specified format or free text
		:		Cover Identification Cover ID Format	C C	V F	X(10) X(1)	Industry Code List
		+	IDYP	Year of Publication	C	F	9(2)	Last two digits of year of publication
		+	IDFE	Frequency of Publication	C	F	9(3)	Number of Issues Per Annum
		+	IDEL	Deleted Issue Indicator	C	F	X(1)	If sent this will have value D to indicate that issue has been cancelled or deleted
		+	IBCM	Barcode number as Printed on Cover	C	F	X(13)	Article number as shown on cover
		+	IBCS	Supplementary Code	C	V	X(5)	As on cover after barcode. Left justified
+	ILST	Last Issue Indicator	C	F	X(1)	"Y" if title ceasing publication		

SEGMENT		DATA ELEMENT	DATA ELEMENT NAME	M/C	F/V	PICTURE	REMARKS (See also General Remarks in directory)	
ISP	=		ISSUE PROMOTIONAL DETAILS PER HOUSE	C				
			SEQA	First Level Sequence Number	M	V	9(10)	Starts at 1 and is incremented by 1 for each segment of this type in the message
		+	IPAC	Publisher's ID for House	M	F	9(13)	Publisher's ID for Wholesaling House
		+	ICRM	Returns Method	M	V	X(30)	Must be one of: FULL COPIES, HEADINGS, WASTE, KEEP
		+	IWAC	Wholesaler's ID for House	C	F	9(13)	EAN location number identifying the customer
		+	IPFS	Fully SOR Indicator	C	F	X(4)	Fully Sale or Return indicator Must be one of: SOR, FIRM or PART
		+	IPPC	Promotional Code	C	F	9(2)	Code to specify type of order response
		+	IPPR	Promotional Reference	C	V	X(17)	Publisher defined reference to identify a promotion
		+	IPPT	Promotional Text	C	V	X(20)	Text to explain and support code IPPR
		+	IPAQ	Sales or Return Allowance (copies)	C	V	9(15)	The number of copies which may be returned under SOR terms
ISR	=		ISSUE RETAIL SALES DETAILS	M				
		+	ISOD	Last Date for Order	M	F	9(6)	Date by which wholesalers must place orders for this issue. Format: YYMMDD
		+	IRON	Official on Sale Date	M	F	9(6)	Format: YYMMDD
		+	IRUO	Unofficial on Sale Date	C	F	9(6)	Format: YYMMDD
		+	IRER	Publisher's Recall Date	C	F	9(6)	Date issue recalled from sale by publisher. Format: YYMMDD

SEGMENT		DATA ELEMENT	DATA ELEMENT NAME	M/C	F/V	PICTURE	REMARKS (See also General Remarks in directory)
IPD	=		ISSUE PRICE DETAILS	M			
			SEQA	M	V	9(10)	Starts at 1 and is incremented by 1 for each segment of this type in the message
		+	IRCP	M	V	9(10)V9(4)	Retail price as shown on cover. Includes any VAT. In pence
		+	CUIN	C	V	X(3)	Currency Code (List 31)
IPE	=		ISSUE VAT DETAILS	C			One for each part of product (magazine)
			SEQA	M	V	9(10)	Matches corresponding IPD Segment
		+	SEQB	M	V	9(10)	Starts at one, incremented by 1 for each segment of this type
		+	IRVT	M	V	9(10)V9(4)	Part of cover price inc VAT at this VAT rate
		+	VATC	M	V	X(1)	VAT rate code on which IRVT is charged (from ANA List 12)
		+	VATP	C	V	9(3)V9(3)	Percentage rate for VAT category code
ISC			ISSUE CLAIMS PERIOD	M			
			ICSD	M	F	9(6)	Format: YYMMDD
		+	ICSE	M	F	9(6)	Format: YYMMDD
MTR			MESSAGE TRAILER	M			
			NOSG	M	V	9(10)	Control count of the number of segments comprising message. Includes the MHD and MTR segments

SEGMENT		DATA ELEMENT	DATA ELEMENT NAME	M/C	F/V	PICTURE	REMARKS (See also General Remarks in directory)
MHD	=		MESSAGE HEADER	M			
			MSRF Message Reference	M	V	9(12)	Consecutive count of messages within the transmission
		+	TYPE Type of Message : Type Version Number	M M M	F F	X(6) 9(1)	"ISSTOT" "3" for this version
IST	=		TOTAL NUMBER OF ISSUES	M			
			ISTO Total Number of Issues	M	F	9(10)	Number of ISD segments in the file
MTR	=		MESSAGE TRAILER	M			
			NOSG Number of Segments in Message	M	V	9(10)	Control count of the number of segments comprising message. Includes the MHD and MTR segments.

EXAMPLE ISSUE FILE

STX=ANAA:1+501755800003:COMAG+5013546006136:Wholesaler
 Name+031031:000345+001053+*****+ISSUES'
 MHD=1+ISSUES:3'
 TYP=9000+ISSUES'
 SDT=5017558000003+COMAG+TAVISTOCK ROAD:WEST DRAYTON:MIDDLESEX::UB7 7QE'
 CDT=5013546006136+Wholesaler Name+Address Line 1:Address Line 2:Address Line 3:Address Line 4:Post Code'
 FIL=1053+1+031031'
 IPR=030911+040101'
 MTR=7'
 MHD=2+ISSDET:3'
 ISD=977001720817101+GOOD HOUSEKEEPING+GOOD HOUSEKEEPIN+00001+001004+JAN 04+04+012'
 ISP=1+0000007001900+WASTE+5013546006136+SOR ++000000++77777'
 ISR=031029+031208++040108'
 IPD=1+2800000+GBP'
 ISC=040108+040129'
 MTR=7'
 MHD=3+ISSDET:3'
 ISD=977014105409501+HARPERS & QUEEN+HARPERS & QUEEN+00002+001004+JAN 04+04+012'
 ISP=1+0000007001900+WASTE+5013546006136+SOR ++000000++66666'
 ISR=031029+031211++040112'
 IPD=1+3300000+GBP'
 ISC=040112+040202'
 MTR=7'
 MHD=4+ISSTOT:3'
 IST=0000000002'
 MTR=3'
 MHD=5+RSGRSG:1'
 RSG=001053+5013546006136'
 MTR=3'
 END=5'

APPENDIX 4

UNIFORMITY OF TITLE NAMES

1. Accuracy of Title Recognition

The 26 character title description should always reflect the key words (prominent) within the logo.

2. Guidance on title abbreviations to meet 26 characters

2.1 Common Abbreviations

There are a number of titles that use the same wording within the name. In order to guide the process of abbreviating the title name to 26 characters where these common words are used the following suggested abbreviations have been made;

Action	ACTN		
Adventure	ADV		
Anniversary	ANNIV		
Annual	ANNL	ANN	
Classified	CLASSFD	CLASS	
Collection	COLLECTN	COLL	
Complete	COMP		
Digital	DIG		
Edition	ED		
Friday	FRI		
Guide	GDE		
International	INTERNL	INTL	INT
Journal	JNL		
Monday	MON		
Monthly	MTH		
North	NTH		
Official	OFFL		
Presents	PRESENTS		
Quarterly	QTLY		
Saturday	SATDY		
Series	SER		
South	STH		
Special	SPL		
Sunday	SUNDY		
Thursday	THU		
Tuesday	TUE		
Wednesday	WED		
Weekly	WKLY		
World	WLD		
Year	YR		

2.2 Use of the word “And”

In order to abbreviate the title name to 26 characters the words “and” and “the” could be dropped

e.g. PREDICTION HEALTH AND HEAL would change to
PREDICTION HEALTH HEALING

2.3 Use of the word “the”

In order to focus on the prominent word, use of “The” should always be after the key name e.g. Economist
The

3. Series/Specials

It is suggested that the "Full title name" is, where possible, used within the issue file to ensure the clearest representation of what is on each particular front cover.

In the case of a series to ensure consistency of use of the 26 characters the publisher/distributor should refer back to the previous issue and amend as appropriate.

4. Foreign/Imported titles

All foreign and imported titles should, where possible, carry a country indicator.

e.g. Elle France
Vogue USA

The following country indicators are currently in use:

Spain	SP
France	FR
United States	USA
Italy	IT
Germany	GM

5. UK Regional editions

In the case of UK regional editions of a publication it is suggested that the title name should be followed by the relevant regional description.

e.g. AD Trader Hants/Dorset
Auto Trader Hants/Dorset
TV Quick Anglia

Abbreviations as above could also be used where appropriate.

6. Partworks

A dummy barcode should always be used for test launches.

7. Process of change, monitor and update

Initially publisher/distributors should undertake a tidy up exercise of confusing title names, i.e. where the title on the magazine's cover does not match Distributors EDI transmission (26 characters). Publisher/distributors should validate the 26 character against the front cover & advise wholesalers which ones will be changed and when.

It is suggested that distributors do not make all changes at once, and schedule changes around new issue on sale dates.

Distributors should establish a regular monitoring and review process to check the validity of the 26 characters against the actual title name

8. Titles Changing Distributor

In the case of titles changing to another distributor, the new distributor should refer to NTF prior to setting that title up on its computer systems to ensure consistency of use of the title name.

APPENDIX 5

**TECHNICAL APPENDIX
THE TRADACOMS UN/GTDI SYNTAX RULES
(with acknowledgement to GS1 UK)**

Available on-line as a separate Document from:

**[PPA Technical Services Panel \(TSP\)](#) and
[ANMW Industry Data](#)**