



The Smart Publishers Guide to Bar Code Issue 'Add-Ons' in 2010 (Updated October 2009)

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 suitable for most magazines and can be adapted for the unusual cases.

The EAN-13 symbol is followed by a 2-digit add-on symbol that identifies the issue.

It is the publisher who should ensure correct use according to the following standards controls issue numbering.

If in doubt about the numbering method to use, publishers should consult the PPA or ANMW for guidance. PPA: 020 7400 7529 ANMW: [ANMW Home Page](#)

Weekly Dated Publications - The issue number is week number of the cover date. The International Standards Organisation (ISO) week number is used; where week 01 is the first week of the year, 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 (weeks start on a Monday).

Fortnightly, Three-Weekly and Four-Weekly Dated Publications - Use the same numbering method as for weeklies with the issue number being the week number of the cover date.

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

Special Monthly Dated Publications - When an additional issue is published 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.

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

Quarterly and Seasonally Dated Publications - Use guidelines as for monthly or serial publications.

Serial Publications (For example 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. For example, Vol X No 8 = 08 and Vol X No 123 = 23.
- Issue numbered - use the last 2 digits. For example: issue 82 = 82. For part numbers over 100 continue to use the last 2 digits. For example: issue 109 = 09.
- **Beware of a title changing from numbered to cover-dated, as issue numbers must not repeat within the year.**

Daily Dated Publications - 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. e.g. Monday 1, Tuesday 2, Wednesday 3, etc. The day number runs sequentially from one through to seven. Monday is the first day of the week
Digits 14 & 15 are used to indicate the ISO Standard Week of the Year

Other Publications - If a publication does not fit any of the above schemes and it cannot be treated as a book using an 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.

Changes in Frequency

A Change of Frequency of a magazine has an impact on the bar code issue add-on method of calculation. It is important that the publisher/distributor checks the 'new' EAN is still unique for that calendar year.

BAR CODE ISSUE NUMBERS for 2010

Weeklies, Fortnightlies, Three and Four Weekly - Cover Dated dd/mmm Monthlies - Cover dated mmm
(for double dated always use the first date)

| Issue Number | Mon | Tues | Wed | Thu | Fri | Sat | Sun |
|--------------|--------|--------|--------|--------|--------|--------|--------|
| 01 | 04-Jan | 05-Jan | 06-Jan | 07-Jan | 08-Jan | 09-Jan | 10-Jan |
| 02 | 11-Jan | 12-Jan | 13-Jan | 14-Jan | 15-Jan | 16-Jan | 17-Jan |
| 03 | 18-Jan | 19-Jan | 20-Jan | 21-Jan | 22-Jan | 23-Jan | 24-Jan |
| 04 | 25-Jan | 26-Jan | 27-Jan | 28-Jan | 29-Jan | 30-Jan | 31-Jan |
| 05 | 01-Feb | 02-Feb | 03-Feb | 04-Feb | 05-Feb | 06-Feb | 07-Feb |
| 06 | 08-Feb | 09-Feb | 10-Feb | 11-Feb | 12-Feb | 13-Feb | 14-Feb |
| 07 | 15-Feb | 16-Feb | 17-Feb | 18-Feb | 19-Feb | 20-Feb | 21-Feb |
| 08 | 22-Feb | 23-Feb | 24-Feb | 25-Feb | 26-Feb | 27-Feb | 28-Feb |
| 09 | 01-Mar | 02-Mar | 03-Mar | 04-Mar | 05-Mar | 06-Mar | 07-Mar |
| 10 | 08-Mar | 09-Mar | 10-Mar | 11-Mar | 12-Mar | 13-Mar | 14-Mar |
| 11 | 15-Mar | 16-Mar | 17-Mar | 18-Mar | 19-Mar | 20-Mar | 21-Mar |
| 12 | 22-Mar | 23-Mar | 24-Mar | 25-Mar | 26-Mar | 27-Mar | 28-Mar |
| 13 | 29-Mar | 30-Mar | 31-Mar | 01-Apr | 02-Apr | 03-Apr | 04-Apr |
| 14 | 05-Apr | 06-Apr | 07-Apr | 08-Apr | 09-Apr | 10-Apr | 11-Apr |
| 15 | 12-Apr | 13-Apr | 14-Apr | 15-Apr | 16-Apr | 17-Apr | 18-Apr |
| 16 | 19-Apr | 20-Apr | 21-Apr | 22-Apr | 23-Apr | 24-Apr | 25-Apr |
| 17 | 26-Apr | 27-Apr | 28-Apr | 29-Apr | 30-Apr | 01-May | 02-May |
| 18 | 03-May | 04-May | 05-May | 06-May | 07-May | 08-May | 09-May |
| 19 | 10-May | 11-May | 12-May | 13-May | 14-May | 15-May | 16-May |
| 20 | 17-May | 18-May | 19-May | 20-May | 21-May | 22-May | 23-May |
| 21 | 24-May | 25-May | 26-May | 27-May | 28-May | 29-May | 30-May |
| 22 | 31-May | 01-Jun | 02-Jun | 03-Jun | 04-Jun | 05-Jun | 06-Jun |
| 23 | 07-Jun | 08-Jun | 09-Jun | 10-Jun | 11-Jun | 12-Jun | 13-Jun |
| 24 | 14-Jun | 15-Jun | 16-Jun | 17-Jun | 18-Jun | 19-Jun | 20-Jun |
| 25 | 21-Jun | 22-Jun | 23-Jun | 24-Jun | 25-Jun | 26-Jun | 27-Jun |
| 26 | 28-Jun | 29-Jun | 30-Jun | 01-Jul | 02-Jul | 03-Jul | 04-Jul |
| 27 | 05-Jul | 06-Jul | 07-Jul | 08-Jul | 09-Jul | 10-Jul | 11-Jul |
| 28 | 12-Jul | 13-Jul | 14-Jul | 15-Jul | 16-Jul | 17-Jul | 18-Jul |
| 29 | 19-Jul | 20-Jul | 21-Jul | 22-Jul | 23-Jul | 24-Jul | 25-Jul |
| 30 | 26-Jul | 27-Jul | 28-Jul | 29-Jul | 30-Jul | 31-Jul | 01-Aug |
| 31 | 02-Aug | 03-Aug | 04-Aug | 05-Aug | 06-Aug | 07-Aug | 08-Aug |
| 32 | 09-Aug | 10-Aug | 11-Aug | 12-Aug | 13-Aug | 14-Aug | 15-Aug |
| 33 | 16-Aug | 17-Aug | 18-Aug | 19-Aug | 20-Aug | 21-Aug | 22-Aug |
| 34 | 23-Aug | 24-Aug | 25-Aug | 26-Aug | 27-Aug | 28-Aug | 29-Aug |
| 35 | 30-Aug | 31-Aug | 01-Sep | 02-Sep | 03-Sep | 04-Sep | 05-Sep |
| 36 | 06-Sep | 07-Sep | 08-Sep | 09-Sep | 10-Sep | 11-Sep | 12-Sep |
| 37 | 13-Sep | 14-Sep | 15-Sep | 16-Sep | 17-Sep | 18-Sep | 19-Sep |
| 38 | 20-Sep | 21-Sep | 22-Sep | 23-Sep | 24-Sep | 25-Sep | 26-Sep |
| 39 | 27-Sep | 28-Sep | 29-Sep | 30-Sep | 01-Oct | 02-Oct | 03-Oct |
| 40 | 04-Oct | 05-Oct | 06-Oct | 07-Oct | 08-Oct | 09-Oct | 10-Oct |
| 41 | 11-Oct | 12-Oct | 13-Oct | 14-Oct | 15-Oct | 16-Oct | 17-Oct |
| 42 | 18-Oct | 19-Oct | 20-Oct | 21-Oct | 22-Oct | 23-Oct | 24-Oct |
| 43 | 25-Oct | 26-Oct | 27-Oct | 28-Oct | 29-Oct | 30-Oct | 31-Oct |
| 44 | 01-Nov | 02-Nov | 03-Nov | 04-Nov | 05-Nov | 06-Nov | 07-Nov |
| 45 | 08-Nov | 09-Nov | 10-Nov | 11-Nov | 12-Nov | 13-Nov | 14-Nov |
| 46 | 15-Nov | 16-Nov | 17-Nov | 18-Nov | 19-Nov | 20-Nov | 21-Nov |
| 47 | 22-Nov | 23-Nov | 24-Nov | 25-Nov | 26-Nov | 27-Nov | 28-Nov |
| 48 | 29-Nov | 30-Nov | 01-Dec | 02-Dec | 03-Dec | 04-Dec | 05-Dec |
| 49 | 06-Dec | 07-Dec | 08-Dec | 09-Dec | 10-Dec | 11-Dec | 12-Dec |
| 50 | 13-Dec | 14-Dec | 15-Dec | 16-Dec | 17-Dec | 18-Dec | 19-Dec |
| 51 | 20-Dec | 21-Dec | 22-Dec | 23-Dec | 24-Dec | 25-Dec | 26-Dec |
| 52 | 27-Dec | 28-Dec | 29-Dec | 30-Dec | 31-Dec | 01-Jan | 02-Jan |

| Issue Number | Cover Dated |
|--------------|-------------|
| 01 | JAN |
| 02 | FEB |
| 03 | MAR |
| 04 | APR |
| 05 | MAY |
| 06 | JUN |
| 07 | JUL |
| 08 | AUG |
| 09 | SEP |
| 10 | OCT |
| 11 | NOV |
| 12 | DEC |

Bi-Monthlies - Cover dated m/mmm

| Issue Number | Cover Dated |
|--------------|-------------|
| 01 | J/FEB |
| 02 | F/MAR |
| 03 | M/APR |
| 04 | A/MAY |
| 05 | M/JUN |
| 06 | J/JUL |
| 07 | J/AUG |
| 08 | A/SEP |
| 09 | S/OCT |
| 10 | O/NOV |
| 11 | N/DEC |
| 12 | D/JAN |

Qtlys - Cover dated qqj - new for 2010

| Issue Number | Cover Dated |
|--------------|-------------|
| 01 | SPR |
| 02 | SUM |
| 03 | AUT |
| 04 | WIN |

Seasonal - Cover dated sss/sss - new for 2010

| Issue Number | Cover Dated |
|--------------|-------------|
| 01 | SPR/SUM |
| 02 | SUM/AUT |
| 03 | AUT/WIN |
| 04 | WIN/SPR |

All titles - Cover dated nnnn and VnnNnn

| Issue Number | Cover Dated | Cover Dated |
|--------------|-------------|-------------|
| 01 | 1 | V01N01 |
| 99 | 99 | V01N99 |
| 00 | 100 | V01N100 |
| 01 | 101 | V02N01 |
| 99 | 199 | V18N99 |
| 00 | 200 | V01N200 |
| 01 | 1001 | |
| 00 | 1100 | |
| 11 | 1111 | |