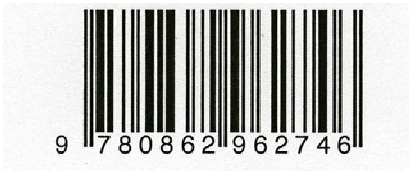




**THE SMART PUBLISHERS GUIDE TO  
BARCODES FOR ONE OFF SPECIALS - "ONE SHOTS"**

**Updated October 2009**



One Off Special Magazine barcodes use an ISBN (International Standard Book Number) in EAN 13 format beginning with either 978 or 979. They are designated to identify publications that are issued as a single item and must NOT be used to identify any form of magazine that has a 'frequency of issue' or has any kind of periodicity. By their nature they are used to identify publications that are single occurrences only.

Publishers can only obtain ISBNs from the ISBN agency. For publishers in the UK and Ireland, the ISBN Agency, 3<sup>rd</sup> Floor, Midas House, 62 Goldsworth Road, Woking, Surrey, GU21 6LQ (Tel: 0870 7778712), is the only body authorised to allocate UK ISBNs and should be contacted by publishing companies before publishing any titles.

Contact Address:

**ISBN Agency  
3rd Floor  
Midas House  
62 Goldsworth Road  
Woking  
Surrey GU21 6LQ**

**Tel: (+ 44 (0) 870) 777 8712  
Fax: (+ 44 (0) 870) 777 8714  
E-mail: [isbn.agency@nielsen.com](mailto:isbn.agency@nielsen.com)  
URL: <http://www.isbn.nielsenbookdata.co.uk>  
<http://www.isbn-ternational.org/index.html>**



## THE SMART PUBLISHERS GUIDE TO

# Off-Sale and Recall information for Branded Magazine Specials

Updated October 2009

**Branded Magazine Specials require particular attention to ensure retailers are able correctly identify them in store to maximise sales and reduce shrink.**

Individual issues within a series of specials should be clearly identified by showing the series 'brand' on the cover. This does not need to be over-prominent, but should be of sufficient size to be easily recognisable for consumers / retailers and must be consistent on all issues in the series.

An 'Issue Date' and 'Recall Date' should be printed on the cover and be sent to wholesalers in the EDI Issue File.

To assist retailers in differentiating between similar products the corresponding 'issue date' and 'recall date' should be shown above the publication bar code. It must be positioned so as not to be confused with any other numbers or interfere with the scanning process.



### Benefits

- Easier for the retailer to recognise the product 'brand'
- Consistency of the 'issue date' description printed on the retailers Recall Note
- Recall Date calendar recognition as above
- For publishers there are no changes to the bar code itself to accommodate the 'Series' identity & therefore no additional retail display charges to be paid.
- The Issue Number and Recall Date allow the retailer to easily recognise when the publication is due to be returned and to verify this information against Recall Notes.
- Publishers will encounter fewer early returns

Distributors must take particular care to ensure that information in their EDI Issue files (or other notification to wholesalers) replicates what is on the front cover.

**Title Description:** The title shown in the EDI Issue File matches as closely as possible the title on the front cover (working within a 26-character standard - including spaces)

**Issue Date:** For Specials Series must match what appears on the cover

**Off Sale date:** Must match the week of printed 'Recall Date' on the cover

Publishers/Distributors must work closely with publishing units to ensure the required disciplines are clearly understood. If changes do have to be made they must be communicated to wholesalers by EDI Issue File and by email.

Wholesalers receive cover information from Distributors EDI 'Issue' files in advance of the on sale date. With this information the National Title File (NTF) is populated and the data is distributed to EPOS providers and the news supply chain in general. Wholesalers also use it on delivery and returns documentation provided to retailers.