

**From:** [Owen Meredith](#)  
**To:** [Applications](#)  
**Subject:** SECOND PRP CALL FOR INFORMATION ABOUT IMPRESS'S APPLICATION FOR RECOGNITION – OPEN  
**Date:** 27 May 2016 15:59:00  
**Attachments:** [image001.jpg](#)  
[image002.jpg](#)

---

Dear Susie,

Thank you for your email and invitation to comment on IMPRESS' updated application to the PRP.

I note from their response paper they have not addressed or commented on the concern which PPA raised, notably about the lack of representation of the magazine sector. I therefore assume IMPRESS' accept these points, but do not feel they are of importance. It further appears to the responses set out to the NMA's submission, IMPRESS have made some minor improvements, but have largely sought to critique the interpretation, rather than address the underlying and fundamental flaws.

In terms of both the financial sustainability of IMPRESS and in terms of IMPRESS's ability to regulate the magazine media industry, it should be noted by the PRP that the majority of the UK consumer magazine industry has committed to IPSO as their regulator and have signed 5 year contracts with the RFC as the funding body for IPSO. IPSO members represent over 80% of top magazine titles by cover sales revenue reporting in ABC (Audit Bureau of Circulation), the industry body for media measurement.

IMPRESS remains wholly reliant on the generosity of a single donor to fund its work. This is not a sustainable model for financing a regulator and fails to give either publishers or the public confidence in the regulator or its independence.

For the reasons set out above, and in our original submission, PPA believes IMPRESS has failed to meet the criteria set out in the Royal Charter and does not qualify for recognition by the PRP. As such, the application by IMPRESS should be rejected.

Yours sincerely,

Owen Meredith  
Head of Public Affairs  
**PPA**  
*The Voice of Professional Publishers*  
35-38 New Bridge Street, London EC4V 6BW

**D:** 0207 400 7520 | **M:** 07590 440 664 | **E:** [owen.meredith@ppa.co.uk](mailto:owen.meredith@ppa.co.uk)  
**W:** [www.ppa.co.uk](http://www.ppa.co.uk) |  [@OwenMeredithPPA](#)

[PPA Festival Email Banner 14226\\_v3](#)



This email (including any attachments) is intended for specific recipient(s). It may contain confidential or privileged information and should not be read, copied, disclosed to any person, distributed or otherwise used by any person who is not an intended recipient. If you are not the named recipient or your name has been added as a recipient in error or you believe it may have been please contact the sender and delete the email from your system. Thank you.

This email is from the Professional Publishers Association Limited. Professional Publishers Association Limited is a company registered in England and limited by guarantee. Our web site is at [www.ppa.co.uk](http://www.ppa.co.uk) and our principal place of business and registered office is at 35-38 New Bridge Street,

London EC4V 6BW. Our central telephone number is +44 (0)20 7404 4166. Our company number is 00132310 and our VAT registration number is 341 1391 90.