



THE SMART PUBLISHERS GUIDE TO

MAGAZINE “VALUE PACKS” – CODE 50 BAR CODES

Updated – July 2013



Publishers create “value packs” containing selected magazines and distribute them as a separate product.

- Magazine ‘Value Pack’ product must have a unique, 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% magnifications with maximum 50% truncation.
- Issue number and recall dates should also be included near the barcode symbol, located within the surrounding white panel.
- Issue numbering must follow the same principles used for standard magazines (see above).
- 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 GS1 (UK)
 - 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