

# The Smart Publishers Guide to Bar Codes for One-off Specials



## About PPA

The PPA promotes and protects the interests of print and online publishers of consumer and business media in the UK. For more information visit [www.ppa.co.uk](http://www.ppa.co.uk)

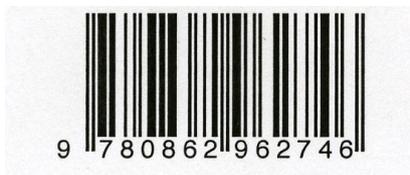
## Contacts

[retail@ppa.co.uk](mailto:retail@ppa.co.uk)

020 7400 7529

## BARCODES FOR ONE-OFF SPECIALS - “ONE SHOTS”

Updated November, 2013



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: 01483 712215), 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)  
Website: [www.isbn.nielsenbook.co.uk](http://www.isbn.nielsenbook.co.uk)