

Business Magazines

Combined Total Circulation Certificate

January to December 2017



Setting the standard

PrintWeek

PrintWeek



Key information

Metric type

Circulation

ABC total

8,350 average - print & digital (gross)

8,350 average (print)

0 average (digital)

Period

1 January 2017 to 31 December 2017

No of issues

22

Market sector

Printing: General

Contact details

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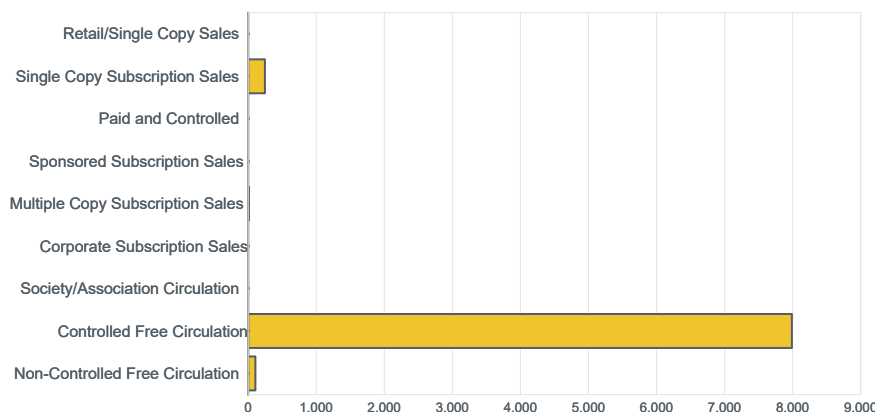
Audit issue circulation analysis

	% of circulation
Retail & Single Copy Sales	0%
Single Copy Subscription Sales	2.95%
Paid and Controlled	0%
Sponsored Subscription Sales	0%
Multiple Copy Subscription Sales	0.12%
Corporate Subscription Sales	0%
Society/Association/Organisation Circulation	0%
Controlled Free Circulation	95.66%
Non-Controlled Free Circulation	1.27%

Demographics included:

Print Work Undertaken
Job Function

Audit issue circulation breakdown - Print/Digital



	Total			United Kingdom			Other Countries		
	Total	Total Print	Total Digital	Total	Print Edition	Digital Edition	Total	Print Edition	Digital Edition
Average Circulation Per Issue	8,350	8,350	-	8,309	8,309	-	41	41	-
Average Retail Sales Per Issue	-	-	-	-	-	-	-	-	-

Analysis for the Audit issue cover dated 27 November-17 December 2017 and distributed on 24 November 2017

Audit Issue Circulation	8,350	8,350	-	8,311	8,311	-	39	39	-
Retail & Other Single Copy Sales	-	-	-	-	-	-	-	-	-
Single Copy Subscription Sales	246	246	-	211	211	-	35	35	-
At full rate	93	93	-	60	60	-	33	33	-
Less than full rate but not 50%	142	142	-	140	140	-	2	2	-
Less than 50% but not 20%	11	11	-	11	11	-	-	-	-
Less than 20% but not 10%	-	-	-	-	-	-	-	-	-
Less than 10% of full rate	-	-	-	-	-	-	-	-	-
Paid and Controlled	-	-	-	-	-	-	-	-	-
Sponsored Subscription Sales	-	-	-	-	-	-	-	-	-
Multiple Copy Subscription Sales	10	10	-	7	7	-	3	3	-
At full rate	8	8	-	5	5	-	3	3	-
Less than full rate but not 50%	2	2	-	2	2	-	-	-	-
Less than 50% but not 20%	-	-	-	-	-	-	-	-	-
Less than 20% but not 10%	-	-	-	-	-	-	-	-	-
Less than 10% of full rate	-	-	-	-	-	-	-	-	-
Corporate Subscription Sales	-	-	-	-	-	-	-	-	-
Society/Association/Organisation	-	-	-	-	-	-	-	-	-
Controlled Free Circulation	7,988	7,988	-	7,988	7,988	-	-	-	-
Individual requests	7,803	7,803	-	7,803	7,803	-	-	-	-
Company requests	185	185	-	185	185	-	-	-	-
Non-requested by name	-	-	-	-	-	-	-	-	-
Non-requested by job title / function	-	-	-	-	-	-	-	-	-
Non-Controlled Free Circulation	106	106	-	105	105	-	1	1	-
By name	106	106	-	105	105	-	1	1	-
Not by name	-	-	-	-	-	-	-	-	-

Duplication

The level of duplication on the mailing list for the audit issue was: 0%

Basic cover price & subscription rates for the audit issue

Basic cover price (UK):	£6.00
Basic cover price (Rol):	
Basic annual rate (UK):	£124.00
Basic annual rate (OC):	£162.00 to £169.00

Controlled circulation for the audit issue

Terms of control: Directors, Managers, and Personnel in the UK printing industry, colleges, trade associations, repro houses, bureaux and trade finishers.

	Total		0-1 Year		1-2 Years		2-3 Years	
	Qty	%	Qty	%	Qty	%	Qty	%
Total	7,988	100.0	2,763	34.6	3,210	40.2	2,015	25.2
Individual Requests - Print	7,803	97.7	2,695	33.7	3,129	39.2	1,979	24.8
Individual Requests - Digital	-	-	-	-	-	-	-	-
Company Requests - Print	185	2.3	68	0.9	81	1.0	36	0.5
Company Requests - Digital								

Issue by issue analysis (variances will show only if over 10% +/- the average net circulation)

Cover Date / ID	Distribution Date	Total Circulation	Print	Digital	Variance %
9-22 January 2017	06-Jan-17	8,350	8,350	-	-
23 January-5 February 2017	20-Jan-17	8,350	8,350	-	-
6-19 February 2017	03-Feb-17	8,350	8,350	-	-
20 February-5 March 2017	17-Feb-17	8,350	8,350	-	-
6-19 March 2017	03-Mar-17	8,350	8,350	-	-
20 March-9 April 2017	17-Mar-17	8,350	8,350	-	-
10-23 April 2017	07-Apr-17	8,350	8,350	-	-
24 April-7 May 2017	21-Apr-17	8,350	8,350	-	-
8-21 May 2017	05-May-17	8,350	8,350	-	-
22 May-4 June 2017	19-May-17	8,350	8,350	-	-
5-18 June 2017	02-Jun-17	8,350	8,350	-	-
19 June-2 July 2017	16-Jun-17	8,350	8,350	-	-
3-16 July 2017	30-Jun-17	8,350	8,350	-	-
17 July-20 August 2017	14-Jul-17	8,350	8,350	-	-
21 August-10 September 2017	18-Aug-17	8,350	8,350	-	-
11-24 September 2017	08-Sep-17	8,350	8,350	-	-
25 September-8 October 2017	22-Sep-17	8,350	8,350	-	-
9-22 October 2017	06-Oct-17	8,350	8,350	-	-
23 October-12 November 2017	20-Oct-17	8,350	8,350	-	-
13-26 November 2017	10-Nov-17	8,350	8,350	-	-
27 November-17 December 2017	24-Nov-17	8,350	8,350	-	-
18 December 2017-21 January 2018	15-Dec-17	8,350	8,350	-	-

Demographic analysis for the audit issue

Question: Print Work Undertaken (more than one answer to this question was allowed)	Print Circulation		Digital Circulation		Free	Paid	Total
	Free	Paid	Free	Paid	Circulation	Circulation	
People responding to this question	7,988				7,988		7,988
People not responding to this question	106	256			106	256	362
Answers:							
Books	2,940				2,940		2,940
Brochures/Catalogues	3,649				3,649		3,649
Business forms	3,008				3,008		3,008
City/financial (inc Reports and Accounts)	1,991				1,991		1,991
Digital mktg (email, SMS, social or web)	2,077				2,077		2,077
Digital printing bespoke (low-volume)	3,067				3,067		3,067
Digital printing industrial (high-volume)	2,286				2,286		2,286
Direct mail	2,514				2,514		2,514
Exhibition graphics	2,247				2,247		2,247
Fine art	1,699				1,699		1,699
Labels	3,225				3,225		3,225
Leaflets	3,363				3,363		3,363
Magazines/newspapers	2,763				2,763		2,763
Outdoor (posters/billboards, banners etc)	2,561				2,561		2,561
Packaging	2,234				2,234		2,234
Point of sale	2,629				2,629		2,629
Promotional print (T-shirts, mugs, pens etc)	2,121				2,121		2,121
Security	1,385				1,385		1,385
Signage	2,076				2,076		2,076
Social stationery (business cards, etc)	3,112				3,112		3,112
Transactional	1,303				1,303		1,303
Not a print business/not analysed	2,848				2,848		2,848

Question: Job Function	Print Circulation		Digital Circulation		Free	Paid	Total
	Free	Paid	Free	Paid	Circulation	Circulation	
People responding to this question	7,791				7,791		7,791
People not responding to this question	303	256			303	256	559
Answers:							
Chairman/Owner/Chief Executive/Managing Director	3,549				3,549		3,549
Sales/Marketing Director/Manager	1,399				1,399		1,399
Business Development Director/Manager	276				276		276
Commercial Director/Manager	269				269		269
Financial Director/Manager	177				177		177
Creative Services Director/Manager	146				146		146
Pre-Press Director/Manager	138				138		138
Production Director/Manager	747				747		747
Print Buyer	202				202		202
Technical Director/Manager	247				247		247
Other	641				641		641

Geographic analysis for the audit issue

Country/Region	Total Circulation	Print	Digital
TOTAL	8,350	8,350	-
United Kingdom	8,311	8,311	-
East Anglia	382	382	-
East Midlands	906	906	-
London	695	695	-
Midlands	741	741	-
North West	703	703	-
Northern	224	224	-
South East	2,453	2,453	-
South West	805	805	-
Yorkshire	713	713	-
Northern Ireland	110	110	-
Scotland	315	315	-
Wales	264	264	-
Europe	30	30	-
Belgium	3	3	-
Czech Republic	1	1	-
Denmark	1	1	-
Finland	1	1	-
France	2	2	-
Germany	5	5	-
Iceland	1	1	-
Republic of Ireland	6	6	-
Italy	1	1	-
Netherlands	2	2	-
Poland	1	1	-
Slovakia	1	1	-
Spain	2	2	-
Switzerland	3	3	-
North America	5	5	-
Canada	1	1	-
USA	4	4	-
South East Asia & Pacific	4	4	-
Japan	1	1	-
Korea, Republic of	1	1	-
Malaysia	1	1	-
Taiwan	1	1	-
Not Analysed	-	-	-

More Information

'Gross' appended to the print and digital total reflects that the print total and the digital total have been combined without de-duplication.

To find out more about ABC, please visit www.abc.org.uk

To find out more about the Business Magazines sector and the definitions used on this certificate, please visit: www.abcstandards.org.uk

About this certificate

This certificate was issued on 23 February 2018.

The data included is derived from a return of circulation prepared by the publisher: MA Business Ltd.

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