

PRINTWEEK
JANUARY TO DECEMBER 2018



PrintWeek

PrintWeek has reported in accordance with ABC's industry-agreed standards for Business Magazines



8,350
CIRCULATION
(AVERAGE PER ISSUE)

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www.abc.org.uk

96.1%

CONTROLLED FREE
Issue distributed 23/11/18

1.2%

OTHER FREE
Issue distributed 23/11/18

2.7%

PAID
Issue distributed 23/11/18

MEMBERSHIP
Issue distributed 23/11/18

EVERY 2 WEEKS

22 ISSUES

PRINTING

MARKET SECTOR

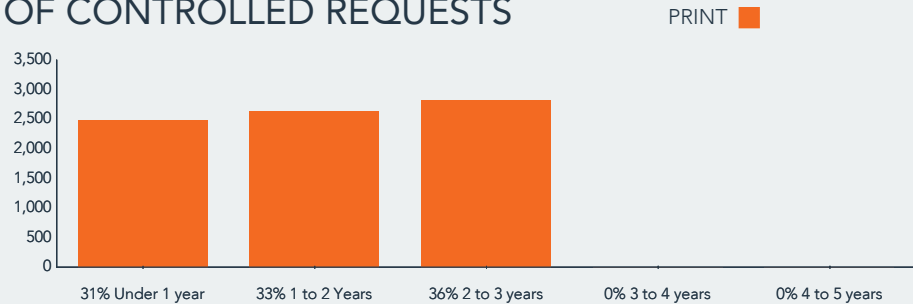
AUDIT ISSUE ANALYSIS	TOTAL	UNITED KINGDOM	OTHER COUNTRIES	PRINT EDITION	UNITED KINGDOM	OTHER COUNTRIES	DIGITAL EDITION	UNITED KINGDOM	OTHER COUNTRIES
ISSUE DISTRIBUTED 23/11/18	8,350	8,320	30	8,350	8,320	30	-	-	-
FREE COPIES	8,126	8,125	1	8,126	8,125	1	-	-	-
CONTROLLED FREE	8,022	8,022	-	8,022	8,022	-	-	-	-
REQUESTED (INDIVIDUAL)	6,910	6,910	-	6,910	6,910	-	-	-	-
REQUESTED (COLLEAGUE)	1,023	1,023	-	1,023	1,023	-	-	-	-
NON-REQUESTED (NAME)	89	89	-	89	89	-	-	-	-
NON-REQUESTED (JOB)	-	-	-	-	-	-	-	-	-
OTHER FREE	104	103	1	104	103	1	-	-	-
NON-CONTROLLED FREE	104	103	1	104	103	1	-	-	-
MONITORED FREE DISTRIBUTION	-	-	-	-	-	-	-	-	-
SAMPLE FREE DISTRIBUTION	-	-	-	-	-	-	-	-	-
MEMBERSHIP COPIES	-	-	-	-	-	-	-	-	-
PAID COPIES	224	195	29	224	195	29	-	-	-
PAID SUBSCRIPTIONS	224	195	29	224	195	29	-	-	-
INDIVIDUAL	224	195	29	224	195	29	-	-	-
MULTIPLE COPY	-	-	-	-	-	-	-	-	-
CORPORATE	-	-	-	-	-	-	-	-	-
PAID SINGLE COPIES	-	-	-	-	-	-	-	-	-

AUDIT ISSUE ANALYSIS

FREE COPIES DESCRIPTION

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

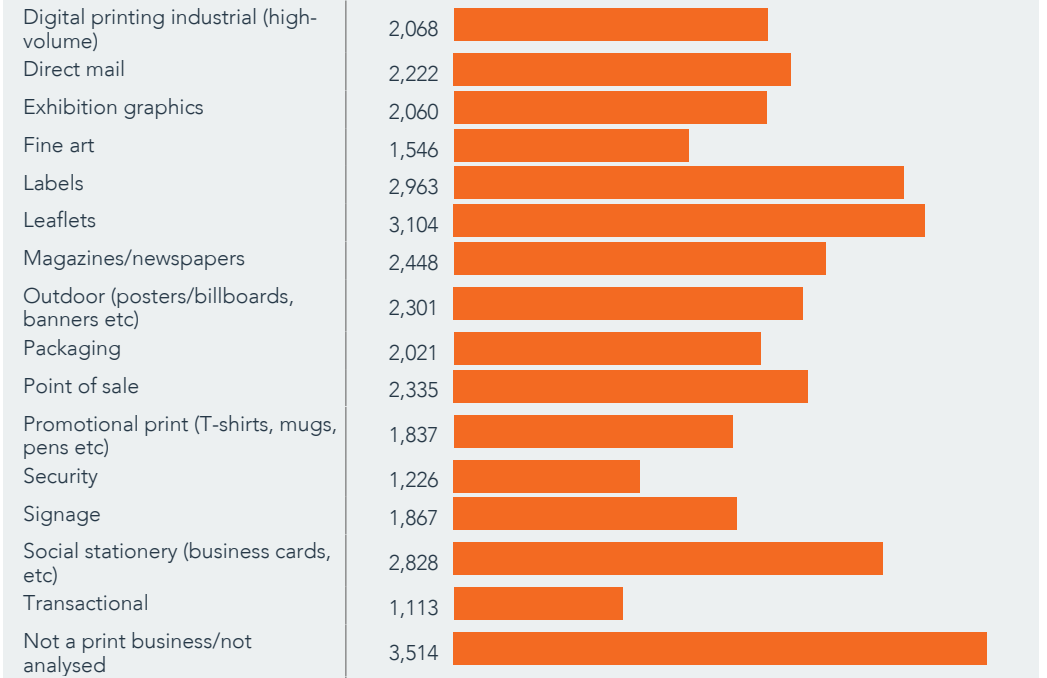
AGE OF CONTROLLED REQUESTS



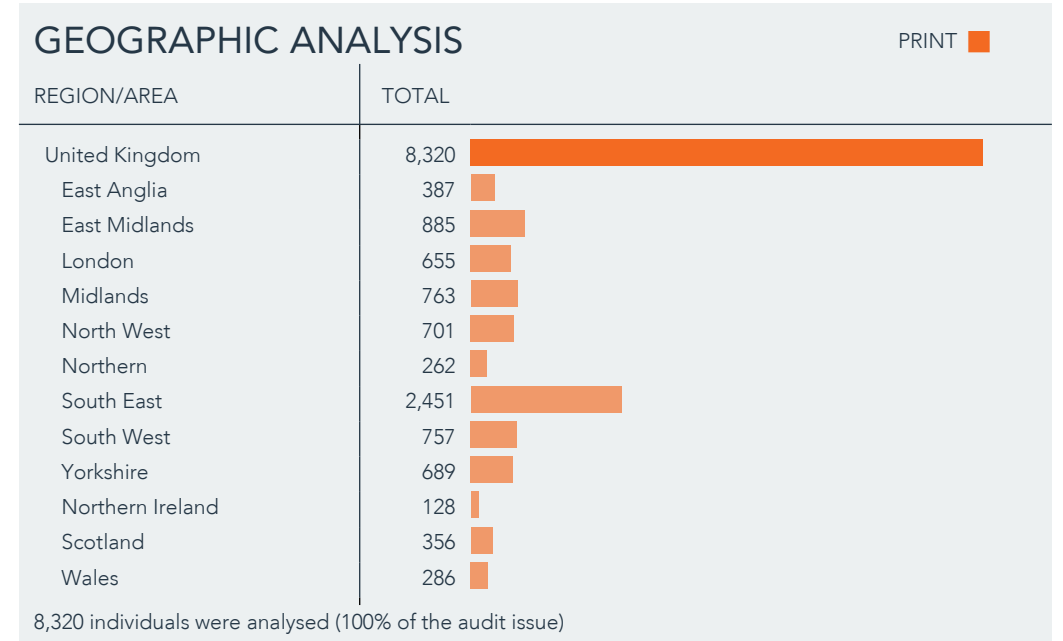
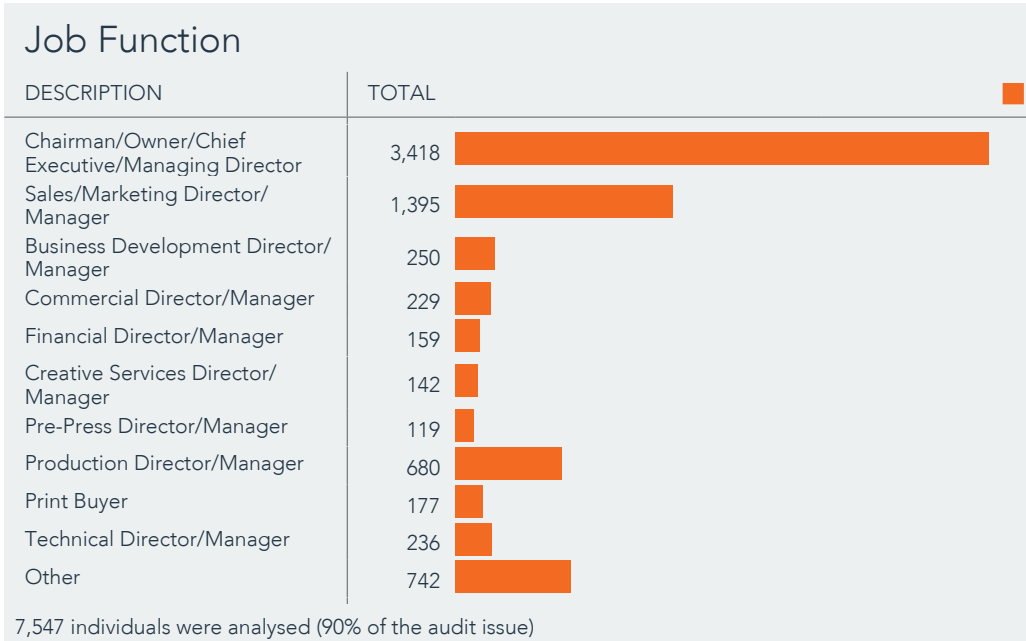
DEMOGRAPHIC ANALYSIS OF AUDIT ISSUE

Print Work Undertaken

DESCRIPTION	TOTAL
Books	2,744
Brochures/Catalogues	3,353
Business forms	2,780
City/financial (inc Reports and Accounts)	1,824
Digital mktg (email, SMS, social or web)	1,820
Digital printing bespoke (low-volume)	2,905

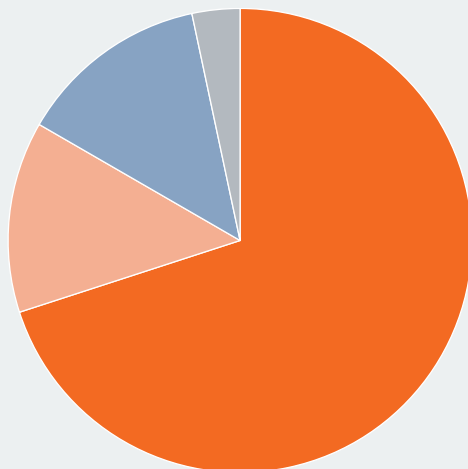


8,022 individuals were analysed (96% of the audit issue). This question allowed for multiple responses.



GEOGRAPHIC ANALYSIS

Europe	21
North America	4
Central & South America	
Australasia & Pacific	
Asia	4
South East Asia & Pacific Rim	1
Africa	
Middle East & North Africa	



AVERAGE CIRCULATION ANALYSIS

	TOTAL	UNITED KINGDOM	OTHER COUNTRIES
AVERAGE CIRCULATION	8,350	8,315	35
PRINT EDITION	8,350	8,315	35
DIGITAL EDITION	-	-	-

MONTHLY ISSUE ANALYSIS

MONTH	NUMBER OF ISSUES	AVERAGE	PRINT
January	1	8,350	PRINT
February	2	8,350	PRINT
March	2	8,350	PRINT
April	2	8,350	PRINT
May	2	8,350	PRINT
June	2	8,350	PRINT
July	2	8,350	PRINT
August	2	8,350	PRINT
September	2	8,350	PRINT
October	2	8,350	PRINT
November	2	8,350	PRINT
December	1	8,350	PRINT

About this certificate

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ABC is also a trusted verification provider. We audit media brand measurement data and the adoption of good practice and processes to industry-agreed standards.

Established in 1931, ABC was the first UK Joint Industry Currency (JIC) and is a founder of the International Federation of ABCs.

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