

PRINTWEEK  
JANUARY TO DECEMBER 2020



# Printweek

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



# 8,366

CIRCULATION  
(AVERAGE PER ISSUE)

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[www.abc.org.uk](http://www.abc.org.uk)

96.8%

CONTROLLED FREE  
Issue distributed 16/12/20

1.4%

OTHER FREE  
Issue distributed 16/12/20

1.9%

PAID  
Issue distributed 16/12/20

MEMBERSHIP  
Issue distributed 16/12/20

EVERY 2  
MONTHS

8 ISSUES

PRINTING

MARKET SECTOR



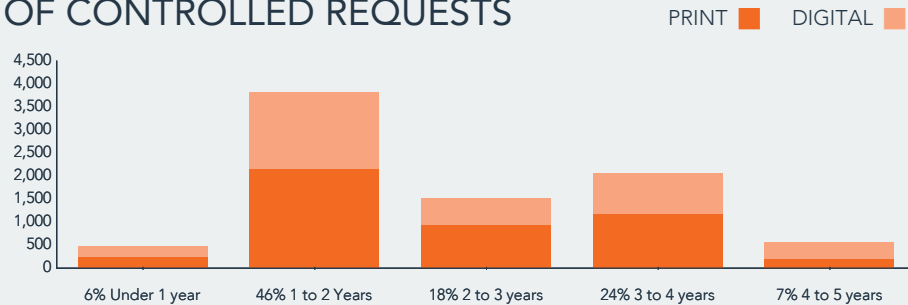
AUDIT ISSUE ANALYSIS	TOTAL	UNITED KINGDOM	OTHER COUNTRIES	PRINT EDITION	UNITED KINGDOM	OTHER COUNTRIES	DIGITAL EDITION	UNITED KINGDOM	OTHER COUNTRIES
ISSUE DISTRIBUTED 16/12/20	8,699	8,677	22	5,002	4,980	22	3,697	3,697	-
FREE COPIES	8,538	8,533	5	4,841	4,836	5	3,697	3,697	-
CONTROLLED FREE	8,418	8,418	-	4,721	4,721	-	3,697	3,697	-
REQUESTED (INDIVIDUAL)	7,694	7,694	-	4,244	4,244	-	3,450	3,450	-
REQUESTED (COLLEAGUE)	724	724	-	477	477	-	247	247	-
NON-REQUESTED (NAME)	-	-	-	-	-	-	-	-	-
NON-REQUESTED (JOB)	-	-	-	-	-	-	-	-	-
OTHER FREE	120	115	5	120	115	5	-	-	-
NON-CONTROLLED FREE	120	115	5	120	115	5	-	-	-
MONITORED FREE DISTRIBUTION	-	-	-	-	-	-	-	-	-
SAMPLE FREE DISTRIBUTION	-	-	-	-	-	-	-	-	-
MEMBERSHIP COPIES	-	-	-	-	-	-	-	-	-
PAID COPIES	161	144	17	161	144	17	-	-	-
PAID SUBSCRIPTIONS	161	144	17	161	144	17	-	-	-
INDIVIDUAL	161	144	17	161	144	17	-	-	-
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

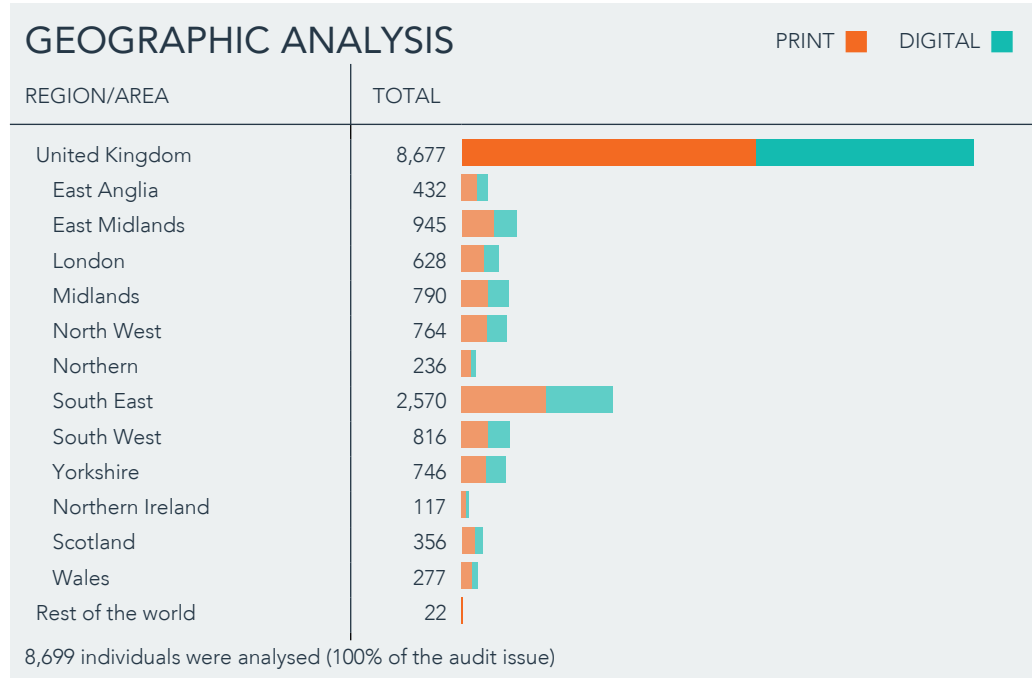
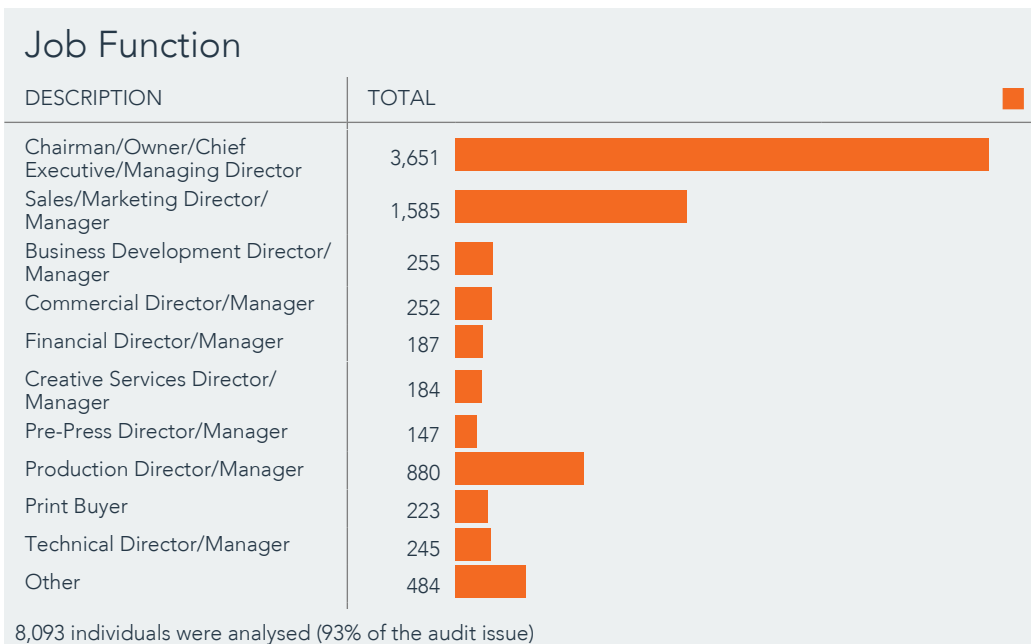


## DEMOGRAPHIC ANALYSIS OF AUDIT ISSUE

### Print Work Undertaken

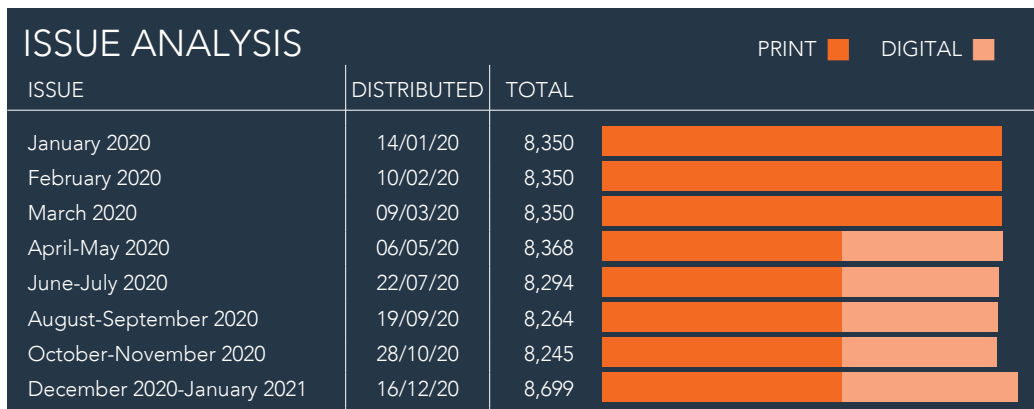
DESCRIPTION	TOTAL
Books	3,101
Brochures/Catalogues	3,742
Business forms	3,221
City/financial (inc Reports and Accounts)	2,060
Digital mktg (email, SMS, social or web)	2,322
Digital printing bespoke (low-volume)	3,550
Digital printing industrial (high-volume)	2,526
Direct mail	2,394
Exhibition graphics	2,424
Fine art	1,679
Labels	3,423
Leaflets	3,747
Magazines/newspapers	2,646
Outdoor (posters/billboards, banners etc)	2,979
Packaging	2,178
Point of sale	2,744
Promotional print (T-shirts, mugs, pens etc)	2,610
Security	1,284
Signage	2,245
Social stationery (business cards, etc)	3,137
Transactional	1,454

8,699 individuals were analysed (100% of the audit issue). This question allowed for multiple responses.



## AVERAGE CIRCULATION ANALYSIS

	TOTAL	UNITED KINGDOM	OTHER COUNTRIES
AVERAGE CIRCULATION	8,366	8,343	23
PRINT EDITION	6,257	6,234	23
DIGITAL EDITION	2,109	2,109	-



## CORONAVIRUS (COVID-19) STATEMENTS

### PUBLISHER STATEMENT

Like many of those in manufacturing and demand-led sectors Printweek's readers faced significant challenges in 2020. As a result, while we maintained our editorial output online, we introduced a number of changes to the printed magazine as reflected in our 2020 ABC audit.

For example, we changed our frequency to bi-monthly from the onset of the first lockdown and we offered our readers the opportunity to temporarily change their delivery address throughout the year.

However, we are extremely proud of the fact that throughout 2020 we supported our industry both online and in print and as the effects of the pandemic hopefully ease in 2021 we will constantly review some of the changes we made to the magazine last year, one example being we are already looking to increase our print circulation to 6,000 copies since the audit issue.

### About this certificate

This certificate, issued 08/02/21, has been produced from data declared by MA Business Ltd as being prepared in accordance with the ABC Reporting Standards. If a subsequent audit or inspection reveals a material inaccuracy we will publish an updated certificate.

While care has been taken to ensure the information presented is correct, ABC cannot accept responsibility for any errors or omissions.

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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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