

Business Magazines

Combined Total Circulation Certificate
January to December 2017



Setting the standard

Manufacturing Management (formerly Works Management)



Key information

Metric type

Circulation

ABC total

15,465 average - print & digital (gross)
13,160 average (print)
2,305 average (digital)

Period

1 January 2017 to 31 December 2017

No of issues

10

Market sector

Manufacturing: General

Contact details

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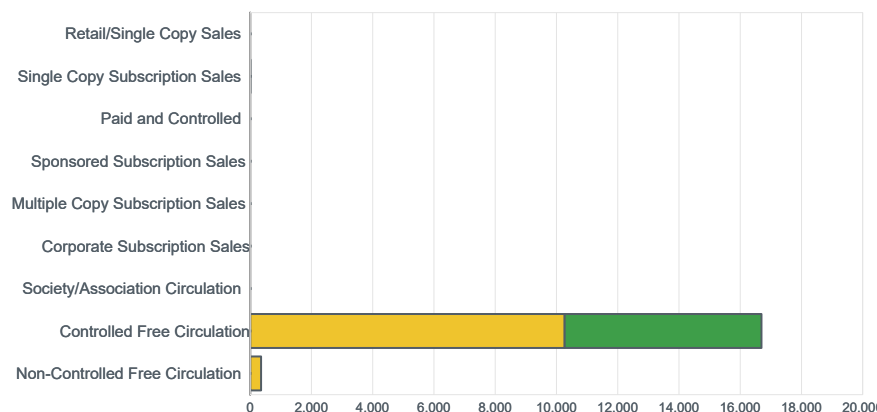
Audit issue circulation analysis

	% of circulation
Retail & Single Copy Sales	0%
Single Copy Subscription Sales	0.02%
Paid and Controlled	0%
Sponsored Subscription Sales	0%
Multiple Copy Subscription Sales	0%
Corporate Subscription Sales	0%
Society/Association/Organisation Circulation	0%
Controlled Free Circulation	97.89%
Non-Controlled Free Circulation	2.09%

Demographics included:

Industry/Business Sector
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	15,465	13,160	2,305	15,459	13,154	2,305	6	6	-
Average Retail Sales Per Issue	-	-		-	-		-	-	

Analysis for the Audit issue cover dated November/December 2017 and distributed on 17 November 2017

Audit Issue Circulation	17,053	10,620	6,433	17,049	10,616	6,433	4	4	-
Retail & Other Single Copy Sales	-	-	-	-	-	-	-	-	-
Single Copy Subscription Sales	4	4	-	4	4	-	-	-	-
At full rate	4	4	-	4	4	-	-	-	-
Less than full rate but not 50%	-	-	-	-	-	-	-	-	-
Less than 50% but not 20%	-	-	-	-	-	-	-	-	-
Less than 20% but not 10%	-	-	-	-	-	-	-	-	-
Less than 10% of full rate	-	-	-	-	-	-	-	-	-
Paid and Controlled	-	-	-	-	-	-	-	-	-
Sponsored Subscription Sales	-	-		-	-		-	-	
Multiple Copy Subscription Sales	-	-		-	-		-	-	
Corporate Subscription Sales	-		-	-		-	-		-
Society/Association/Organisation	-	-	-	-	-	-	-	-	-
Controlled Free Circulation	16,693	10,260	6,433	16,693	10,260	6,433	-	-	-
Individual requests	9,128	6,069	3,059	9,128	6,069	3,059	-	-	-
Company requests	4,191	4,191		4,191	4,191		-	-	
Non-requested by name	3,374	-	3,374	3,374	-	3,374	-	-	-
Non-requested by job title / function	-	-	-	-	-	-	-	-	-
Non-Controlled Free Circulation	356	356		352	352		4	4	
By name	356	356		352	352		4	4	
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):

Basic cover price (Rol):

Basic annual rate (UK): £81.00

Basic annual rate (OC): £118.00 to £153.00

Controlled circulation for the audit issue

Terms of control: Directors, Managers, Engineers and other individuals who directly control or perform factory management and/or other factory service functions in specified manufacturing concerns and offices.

	Total		0-1 Year		1-2 Years		2-3 Years	
	Qty	%	Qty	%	Qty	%	Qty	%
Total	13,319	100.0	4,162	31.2	4,883	36.7	4,274	32.1
Individual Requests - Print	6,069	45.6	1,473	11.1	2,496	18.7	2,100	15.8
Individual Requests - Digital	3,059	23.0	783	5.9	1,248	9.4	1,028	7.7
Company Requests - Print	4,191	31.5	1,906	14.3	1,139	8.6	1,146	8.6
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 %
January 2017	16-Jan-17	16,230	16,230	-	-
February 2017	10-Feb-17	16,228	16,228	-	-
March 2017	13-Mar-17	14,228	14,228	-	-
April 2017	11-Apr-17	14,229	14,229	-	-
May 2017	15-May-17	14,228	14,228	-	-
June 2017	07-Jun-17	14,225	14,225	-	-
July/August 2017	31-Jul-17	14,184	10,366	3,818	-
September 2017	19-Sep-17	17,076	10,622	6,454	10.4
October 2017	16-Oct-17	16,970	10,622	6,348	-
November/December 2017	17-Nov-17	17,053	10,620	6,433	10.3

Demographic analysis for the audit issue

Question: Industry/Business Sector	Print Circulation		Digital Circulation		Free Circulation	Paid Circulation	Total
	Free	Paid	Free	Paid			
People responding to this question	10,260		6,433		16,693		16,693
People not responding to this question	356	4	6,433		356	4	360
Answers:							
Metal Goods	985		666		1,651		1,651
Mechanical Engineering	2,052		1,640		3,692		3,692
Office Machinery & Computers	56		31		87		87
Electrical/Electronic Equipment	1,131		767		1,898		1,898
Motor Vehicles & Parts	746		398		1,144		1,144
Other Transport	623		272		895		895
Instrument Engineering	336		245		581		581
Rubber & Plastics	772		446		1,218		1,218
Miscellaneous Manufacturing Industries	133		87		220		220
Metal Manufacture	236		109		345		345
Mineral Products	302		164		466		466
Chemical Industry	540		294		834		834
Man-made Fibres	14		10		24		24
Food & Drink	1,051		442		1,493		1,493
Textiles	121		69		190		190
Leather Goods	10		2		12		12
Clothing	87		45		132		132
Timber/Furniture	285		155		440		440
Paper/Printing/Publishing	469		294		763		763
Other Industries	311		297		608		608

Question: Job Function (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	10,342		5,464		15,806		15,806
People not responding to this question	274	4	969		1,243	4	1,247
Answers:							
Senior Plant Management	6,823		3,442		10,265		10,265
Overall Charge of Factory Services	5,260		1,577		6,837		6,837
Head of Production/Manufacturing	5,256		2,458		7,714		7,714
Productivity Improvement Programmes	5,228		3,288		8,516		8,516
Energy Management	4,190		2,879		7,069		7,069
Waste/Recycling/Environmental Services	3,078		1,333		4,411		4,411
Works Engineering	3,801		1,848		5,649		5,649
Building Maintenance	3,086		1,420		4,506		4,506
Production Engineering/Planning	2,077		1,198		3,275		3,275
Safety/Welfare	3,239		1,403		4,642		4,642
Handling/Storage	2,539		1,091		3,630		3,630
Warehousing/Distribution	2,233		963		3,196		3,196
Training	2,508		1,097		3,605		3,605
Personnel/Recruitment	1,746		825		2,571		2,571
Purchase Fork Lift Trucks	2,025		872		2,897		2,897

Geographic analysis for the audit issue

Country/Region	Total Circulation	Print	Digital
TOTAL	17,053	10,620	6,433
United Kingdom	17,049	10,616	6,433
East Anglia	829	501	328
East Midlands	1,857	1,154	703
London	159	117	42
Midlands	2,393	1,460	933
North West	1,866	1,170	696
Northern	1,124	744	380
South East	2,990	1,755	1,235
South West	1,578	974	604
Yorkshire	1,646	1,023	623
Northern Ireland	444	317	127
Scotland	1,215	819	396
Wales	948	582	366
Europe	1	1	-
Republic of Ireland	1	1	-
Asia	3	3	-
India	1	1	-
Sri Lanka	2	2	-
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.

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