

Eureka

EUREKA

THE MAGAZINE FOR ENGINEERING DESIGN



Key information

Certificate type

Print - with Demographics

Metric type

Circulation

ABC headline

16,930 average per issue

Period

1 January 2012 to 31 December 2012

No of issues

12

Market sector

Manufacturing: Engineering - Design

Contact details

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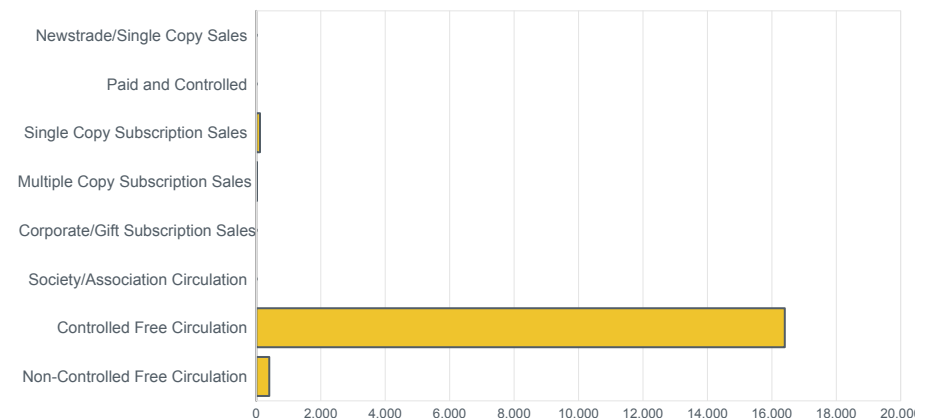
Audit issue circulation analysis

	% of circulation
Newstrade & Single Copy Sales	0%
Paid and Controlled	0%
Single Copy Subscription Sales	0.67%
Multiple Copy Subscription Sales	0.11%
Corporate/Gift Subscription Sales	0%
Society/Association/Organisation Circulation	0%
Controlled Free Circulation	96.85%
Non-Controlled Free Circulation	2.37%

Demographics included:

Industry/Business Sector
Job Function

Audit issue circulation breakdown



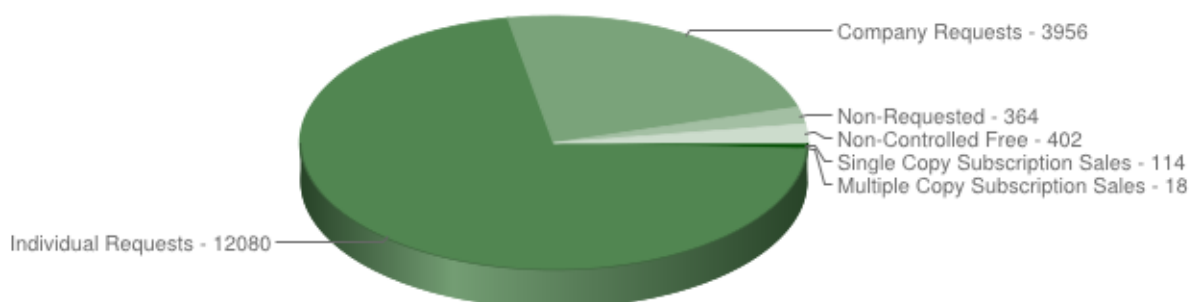
This certificate is supported by the following organisations

	Net Total	United Kingdom	Other Countries
TOTAL AVERAGE NET CIRCULATION PER ISSUE	16,930	16,834	96
Total Average Net Newstrade Sales Per Issue	-	-	-

Analysis for the Audit issue cover dated Nov 12 and distributed on 12 November 2012

	16,934	16,840	94
Total Net Circulation	16,934	16,840	94
Newstrade & Other Single Copy Sales	-	-	-
Paid and Controlled	-	-	-
Single Copy Subscription Sales	114	54	60
At Full Rate	114	54	60
At less than Full Rate but not less than 50%	-	-	-
At less than 50% of full Rate but not less than 20%	-	-	-
At less than 20% of full Rate but not less than 10%	-	-	-
At less than 10% of Full Rate	-	-	-
Multiple Copy Subscription Sales	18	16	2
At Full Rate	18	16	2
At less than Full Rate but not less than 50%	-	-	-
At less than 50% of full Rate but not less than 20%	-	-	-
At less than 20% of full Rate but not less than 10%	-	-	-
At less than 10% of Full Rate	-	-	-
Society/Association/Organisation Circulation	-	-	-
Controlled Free Circulation	16,400	16,400	-
see terms of control. Sources for all addressees are less than 3 years old.			
Individual Written Requests	2	2	-
Individual Electronic Requests	2,357	2,357	-
Individual Telephone Requests	9,721	9,721	-
Company Written Requests	1	1	-
Company Electronic Requests	2	2	-
Company Telephone Requests	3,953	3,953	-
Non-requested by name	364	364	-
Non-requested by job title / function	-	-	-
Non-Controlled Free Circulation	402	370	32
By Name	402	370	32
Not by Name	-	-	-

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



SUPPORTING DATA

Basic Cover Price & Subscription Rates

The Basic Cover Price for the audit issue was: Not Applicable

The United Kingdom Basic Annual Rates for Subscriptions for the audit issue were: £81.00

The Annual Other Countries Subscription Rates for the audit issue ranged between: £118.00 to £153.00

Eureka

Certificate of Average Net Circulation for the 12 issues distributed between 1 January 2012 and 31 December 2012

Controlled Circulation

Terms of Control in the audit period:

Engineering designers who directly control or influence the design and specification function for engineering materials and components in specified manufacturing and non manufacturing concerns.

Age of requests for the audit issue	Total		0-1 Year		1-2 Years		2-3 Years	
	Qty	%	Qty	%	Qty	%	Qty	%
Total	16,036	100.0	7,760	48.4	7,201	44.9	1,075	6.7
Individual Requests	12,080	75.3	5,912	36.9	5,639	35.2	529	3.3
Company Requests	3,956	24.7	1,848	11.5	1,562	9.7	546	3.4

Actual Distribution Dates for issues distributed during the audit period

Variances for issues with a variance of more than 10% above (+) or below (-) the average net circulation

Cover Date / ID	Distribution Date	Net Circ.	Variance %	Cover Date / ID	Distribution Date	Net Circ.	Variance %
Jan 12	10-Jan-2012	16,925	-				
Feb 12	06-Feb-2012	16,928	-				
Mar 12	13-Mar-2012	16,920	-				
Apr 12	11-Apr-2012	16,901	-				
May 12	09-May-2012	16,909	-				
Jun 12	12-Jun-2012	16,923	-				
Jul 12	09-Jul-2012	16,929	-				
Aug 12	06-Aug-2012	16,929	-				
Sep 12	10-Sep-2012	16,996	-				
Oct 12	08-Oct-2012	16,934	-				
Nov 12	12-Nov-2012	16,934	-				
Dec 12	11-Dec-2012	16,932	-				

Geographical Analysis of circulation of the audit issue

Total Circulation	16,934	Total Analysed	16,934	Total Not Analysed	-
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United Kingdom	16,839
East Anglia	893
East Midlands	1,509
London	275
Midlands	2,383
North West	1,645
Northern	697
South East	4,762
South West	1,887
Yorkshire	1,162
Northern Ireland	214
Scotland	893
Wales	519
Other UK	-

Republic of Ireland	4
Other Countries (exc Rol)	91

DEMOGRAPHIC DATA

Analysis of the Audit Issue by: Industry/Business Sector

Description	Breakdown of Free Circulation			Total of Free Circulation	Total of Paid Circulation	Total	%
	Controlled Free Copies		Non Controlled Free Circulation				
	Requested	Non Requested					
Total Addressees	16,036	364	402	16,802	132	16,934	100.0
Addressees Analysed	16,036	364		16,400		16,400	96.8
Addressees Not Analysed			402	402	132	534	3.2
Metal Goods	1,077	42		1,119		1,119	6.6
Industrial Plant & Steelwork	219	13		232		232	1.4
Metalworking Machine Tools	541	15		556		556	3.3
Machinery for Food, Chemicals, etc	252	5		257		257	1.5
Mining Machinery & Mechanical Handling Equipment	449	2		451		451	2.7
Machinery for Printing, Wood & Glass	87	2		89		89	0.5
Compressors & Fluid Power Equipment	170	4		174		174	1.0
Refrigeration & Space Heating Equipment	210	2		212		212	1.2
Mechanical & Precision Engineering	1,042	46		1,088		1,088	6.4
Other Mechanical Engineering	1,240	28		1,268		1,268	7.5
Office Machinery & Computer Equipment	130	3		133		133	0.8
Basic Electrical Equipment	540	18		558		558	3.3
Electrical Equipment for Industrial Use	268	8		276		276	1.6
Telecommunications Equipment	81	5		86		86	0.5
Electrical Instruments & Controls	516	7		523		523	3.1
Radio & Electronic Capital Goods	229	1		230		230	1.4
Passive Components	228	2		230		230	1.4
Miscellaneous Electrical Equipment	402	12		414		414	2.4
Other Electrical/Electronic Engineering	230	6		236		236	1.4
Motor Vehicles & Parts	942	16		958		958	5.7
Aerospace Equipment	874	4		878		878	5.2
Other Transport Equipment	260	2		262		262	1.6
Measuring & Precision Instruments	392	7		399		399	2.4
Other Instrument Engineering	323	10		333		333	2.0
Rubber & Plastics	472	18		490		490	2.9
Miscellaneous Manufacturing Industries	132	4		136		136	0.8
Energy & Water Supply Industries	77			77		77	0.4
Metal Manufacturing	106	6		112		112	0.7
Chemical Industries	147	1		148		148	0.9
Other Minerals, Ores & Chemicals	78	1		79		79	0.5
Food, Drink & Tobacco	90	3		93		93	0.6
Other Manufacturing Industries	145	3		148		148	0.9
Design, Professional & Technical Services	2,973	44		3,017		3,017	17.8
Other Business Services	186	5		191		191	1.1
Research & Development	796	10		806		806	4.8
Other Industries	132	9		141		141	0.8

Certificate of Average Net Circulation for the 12 issues distributed between 1 January 2012 and 31 December 2012

Analysis of the Audit Issue by: Job Function

This analysis allows for multiple responses by the addressee

Description	Breakdown of Free Circulation				Total of Free Circulation	Total of Paid Circulation	Total	%
	Controlled Free Copies		Non Controlled Free Circulation	Free Society/ Association/ Organisation Circulation				
	Requested	Non Requested						
Total Addressees	16,036	364	402		16,802	132	16,934	100.0
Addressees Analysed	15,723	332			16,055		16,055	94.8
Addressees Not Analysed	313	32	402		747	132	879	5.2
Total Responses	51,108	799			51,907		51,907	306.5
General Management	7,475	233			7,708		7,708	45.5
Design Management	12,064	237			12,301		12,301	72.6
Product Design	11,810	178			11,988		11,988	70.8
Production & Plant Design	4,153	24			4,177		4,177	24.7
Research & Development	7,602	62			7,664		7,664	45.3
Engineering Analysis/Drafting	6,341	40			6,381		6,381	37.7
Purchasing	1,663	25			1,688		1,688	10.0

About ABC

ABC is governed by the media industry, for the media industry and is the expert at setting data and process standards across multiple platforms. ABC provides a stamp of trust for media buyers, media owners, publishers and digital traders working in existing and emerging platforms.

The ABC Board consists of 16 media owners, media agencies, advertisers and trade body members – with 25 per cent of the Board representing the digital sector. The Board make strategic decisions as to how ABC is run and each industry sector is represented by a Reporting Standards Group.

ABC was established in the UK in 1931 and is a founder member of the International Federation of ABCs (IFABC). ABC's digital arm was established in 1996 and was united with ABC under one brand with a new identity and integrated structure in March 2011. ABC works with JICWEBS (Joint Industry Committee for Web Standards) to deliver common international standards for measuring digital reach, engagement and loyalty, as well as creating common standards for good practice throughout the industry.

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Tel: +44 (1442) 870 800 or info@abc.org.uk.

About this certificate

This certificate was issued on 20 February 2013. The data included is derived from a return of circulation prepared by the publisher: Findlay Media Limited.

The Publisher has certified that the data has been reported in accordance with ABC reporting standards. If an audit or inspection reveals a material difference ABC will revise and re-issue the certificate together with an audit/inspection report detailing the changes. For details of audit or inspection reports issued or the reporting standards and procedures, please contact ABC.

ABC cannot accept responsibility for mistakes or omissions although every care is taken to ensure that the information is correct. This certificate is the **copyright** property of the Publisher and ABC.

This certificate expires on 31 March 2014 unless ABC has issued a new certificate before that date.

GLOSSARY

THE DISTRIBUTION PERIOD. This is the time period covered by the ABC certificate.

EXPIRY DATE. Date at which the certificate is no longer valid-all Business Publications must issue an ABC certificate at least annually and on a continuous basis when they are in ABC membership.

TOTAL AVERAGE CIRCULATION PER ISSUE. This is commonly known as the headline ABC figure and is the average of the circulation of all the issues distributed over the distribution period covered by the certificate.

AUDIT ISSUE. A detailed analysis of the circulation is conducted on one issue specified by ABC this is called the audit issue.

CATEGORIES OF CIRCULATION. Publishers can show the detail of their circulation in various categories as specified below and governed by ABC rules.

NEWSTRADE & SINGLE COPY SALES. Copies purchased from recognised retail outlets or individually direct from the publisher. Most newstrade sales are made on a 'sale or return' basis and only the sale of copies can be claimed. The numbers that are sold on discounted terms are also shown.

PAID AND CONTROLLED. Paid subscription copies sent individually addressed to an individual name or job title. The individual or job title meets the publishers 'Terms of Control' for the title. There is a further breakdown based on the subscription price paid.

SINGLE COPY SUBSCRIPTIONS. Paid copies, distributed individually addressed to a company or individual. There is a further breakdown based on the subscription rate paid.

MULTIPLE COPY SUBSCRIPTIONS. Sale of 2 or more copies that have been purchased but for whom detail on the final recipients is not available. These copies must be distributed to the same group of individuals for the life of the subscription. Most commonly they are copies that have been purchased from the publisher on behalf of a group of final recipients. This category may also include copies where the final recipient cannot be identified, but the subscription has been purchased by a third party at less than 10% of the full rate.

CORPORATE / GIFT SUBSCRIPTION SALES. A corporate subscription is purchased by a business/organisation on behalf of their employees. A gift subscription is purchased by one individual on behalf of another individual (maximum order being 12 separate subscriptions for named individuals from one purchaser who is not the recipient, their employer, a customer or member).

SOCIETY / ASSOCIATION / ORGANISATION CIRCULATION. Circulation to members of a particular society/association for which the publication is the official journal is shown in this category with the following detail:

- ~ Paid Optional – members who have chosen to pay an additional sum to receive the magazine.
- ~ Unpaid Requested – in writing, by telephone or via web to a current member.
- ~ Non Optional – to current members of the society and association.

CONTROLLED FREE CIRCULATION. Copies sent free to individuals who can be proven to meet the 'Terms of Control' set by the publisher.

TERMS OF CONTROL. This is the criteria, set by the publisher, used to decide if an individual qualifies for a free copy.

Controlled free circulation is broken down into three further categories:

- ~ Individually Requested Copies – copies requested by the individual themselves
- ~ Company Requested Copies – copies requested for an individual by someone else from within their company
- ~ Non-Requested Copies by Name/Job Title – copies that have not been requested. The publisher is able to provide independent proof that the individuals 'fit' the target group specified.

AGE OF REQUESTS. If the Controlled Circulation is requested then the age of those requests is shown- broken down by 1, 2 and 3 years. All controlled circulation must be re-verified within three years.

NON-CONTROLLED FREE CIRCULATION. This category is for free copies that are sent either to a person by name, or a company or a job title (not by name). Whilst it is known to whom the copies are being sent, no other information about the addressee is audited.

DUPLICATION LEVEL. This is the duplication that exists on the mailing list for the audit issue and is shown as a percentage. Duplicates are not removed from the circulation figures but represented by this percentage.

OTHER BULK SALES. These copies are supplied in bulk for free. This is either on an every issue or irregular basis (eg. airlines, hotels, businesses, exhibitions/conferences). The figure will not count towards the Average Net Circulation.