

# Business Magazines

Combined Total Circulation Certificate

January to December 2017



Setting the standard

## Machinery Classified

# MACHINERY CLASSIFIED



### Key information

#### Metric type

Circulation

#### ABC total

5,959 average - print & digital (gross)

5,959 average (print)

0 average (digital)

#### Period

1 January 2017 to 31 December 2017

#### No of issues

24

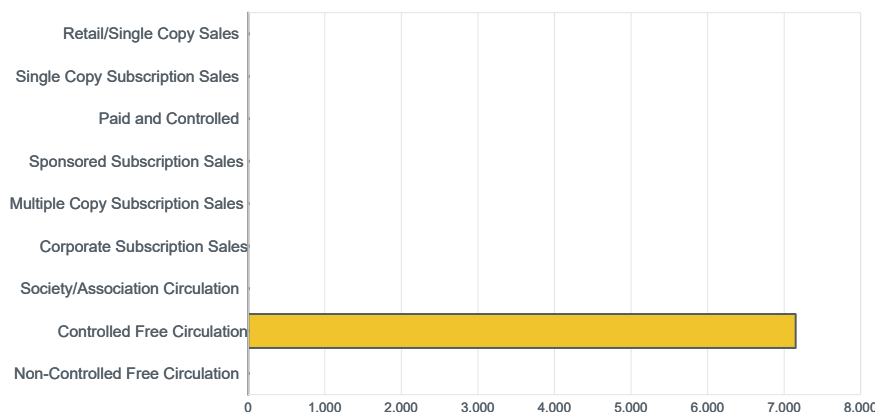
#### Market sector

Materials: Metalworking & Machinery

### Audit issue circulation analysis

	% of circulation
Retail & Single Copy Sales	0%
Single Copy Subscription Sales	0%
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	100%
Non-Controlled Free Circulation	0%

### Audit issue circulation breakdown - Print/Digital



#### Contact details

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 Kent  
 DA2 7TJ  
 01322 221144  
[sales@machineryclassified.co.uk](mailto:sales@machineryclassified.co.uk)  
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	Total			United Kingdom			Other Countries		
	Total	Total Print	Total Digital	Total	Print Edition	Digital Edition	Total	Print Edition	Digital Edition
Average Circulation Per Issue	5,959	5,959	-	5,703	5,703	-	256	256	-
Average Retail Sales Per Issue	-	-	-	-	-	-	-	-	-

#### Analysis for the Audit issue cover dated December 2018 Issue 1 and distributed on 8 December 2017

<b>Audit Issue Circulation</b>	7,150	7,150	-	7,145	7,145	-	5	5	-
<b>Retail &amp; Other Single Copy Sales</b>	-	-	-	-	-	-	-	-	-
<b>Single Copy Subscription Sales</b>	-	-	-	-	-	-	-	-	-
<b>Paid and Controlled</b>	-	-	-	-	-	-	-	-	-
<b>Sponsored Subscription Sales</b>	-	-	-	-	-	-	-	-	-
<b>Multiple Copy Subscription Sales</b>	-	-	-	-	-	-	-	-	-
<b>Corporate Subscription Sales</b>	-	-	-	-	-	-	-	-	-
<b>Society/Association/Organisation</b>	-	-	-	-	-	-	-	-	-
<b>Controlled Free Circulation</b>	7,150	7,150	-	7,145	7,145	-	5	5	-
Individual requests	1,652	1,652	-	1,652	1,652	-	-	-	-
Company requests	-	-	-	-	-	-	-	-	-
Non-requested by name	5,498	5,498	-	5,493	5,493	-	5	5	-
Non-requested by job title / function	-	-	-	-	-	-	-	-	-
<b>Non-Controlled Free Circulation</b>	-	-	-	-	-	-	-	-	-

#### 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 (RoI):

Basic annual rate (UK): £81.00

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

#### Controlled circulation for the audit issue

Terms of control: Requested copies are sent to individuals known to be considering the purchase of machine tools. Further copies are sent to named machine tool buyers, plus individuals in other UK based machine tool using OEM and sub-contract manufacturing companies, UK-based machine tool merchants and auctioneers, plus selected European and overseas merchants and auctioneers.

	Total		0-1 Year		1-2 Years		2-3 Years	
	Qty	%	Qty	%	Qty	%	Qty	%
<b>Total</b>	<b>1,652</b>	<b>100.0</b>	<b>1,652</b>	<b>100.0</b>	-	-	-	-
Individual Requests - Print	1,652	100.0	1,652	100.0	-	-	-	-
Individual Requests - Digital	-	-	-	-	-	-	-	-
Company Requests - Print	-	-	-	-	-	-	-	-
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 Issue 1	10-Jan-17	7,150	7,150	-	20.0
January 2017 Issue 2	24-Jan-17	7,150	7,150	-	20.0
February 2017 Issue 1	06-Feb-17	7,150	7,150	-	20.0
February 2017 Issue 2	21-Feb-17	5,200	5,200	-	-12.7
March 2017 Issue 1	07-Mar-17	7,150	7,150	-	20.0
March 2017 Issue 2	21-Mar-17	4,000	4,000	-	-32.9
April 2017 Issue 1	07-Apr-17	7,150	7,150	-	20.0
April 2017 Issue 2	18-Apr-17	5,200	5,200	-	-12.7
May 2017 Issue 1	09-May-17	7,150	7,150	-	20.0
May 2017 Issue 2	23-May-17	4,000	4,000	-	-32.9
June 2017 Issue 1	13-Jun-17	7,150	7,150	-	20.0
June 2017 Issue 2	20-Jun-17	5,200	5,200	-	-12.7
July 2017 Issue 1	10-Jul-17	7,150	7,150	-	20.0
July 2017 Issue 2	18-Jul-17	4,000	4,000	-	-32.9
August 2017 Issue 1	04-Aug-17	7,150	7,150	-	20.0
August 2017 Issue 2	22-Aug-17	4,000	4,000	-	-32.9
September 2017 Issue 1	13-Sep-17	7,150	7,150	-	20.0
September 2017 Issue 2	20-Sep-17	5,200	5,200	-	-12.7
October 2017 Issue 1	06-Oct-17	7,150	7,150	-	20.0
October 2017 Issue 2	17-Oct-17	4,025	4,025	-	-32.5
November 2017 Issue 1	03-Nov-17	7,150	7,150	-	20.0
November 2017 Issue 2	22-Nov-17	5,225	5,225	-	-12.3
December 2018 Issue 1	08-Dec-17	7,150	7,150	-	20.0
December 2018 Issue 2	12-Dec-17	4,025	4,025	-	-32.5

## Geographic analysis for the audit issue

Country/Region	Total Circulation	Print	Digital
<b>TOTAL</b>	<b>7,150</b>	<b>7,150</b>	<b>-</b>
United Kingdom	7,145	7,145	-
East Anglia	348	348	-
East Midlands	795	795	-
London	63	63	-
Midlands	1,214	1,214	-
North West	685	685	-
Northern	302	302	-
South East	1,653	1,653	-
South West	737	737	-
Yorkshire	678	678	-
Northern Ireland	106	106	-
Scotland	305	305	-
Wales	259	259	-
Europe	1	1	-
Republic of Ireland	1	1	-
Asia	4	4	-
India	3	3	-
Pakistan	1	1	-
Not Analysed	-	-	-

## More Information

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'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](http://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](http://www.abcstandards.org.uk)

## About this certificate

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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.

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.

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