

Business Magazines

Combined Total Demographic Circulation Certificate

January to December 2015



Setting the standard

Works Management



Key information

Metric type

Circulation

ABC total

16,257 average

Period

1 January 2015 to 31 December 2015

No of issues

10

Market sector

Manufacturing: General

Contact details

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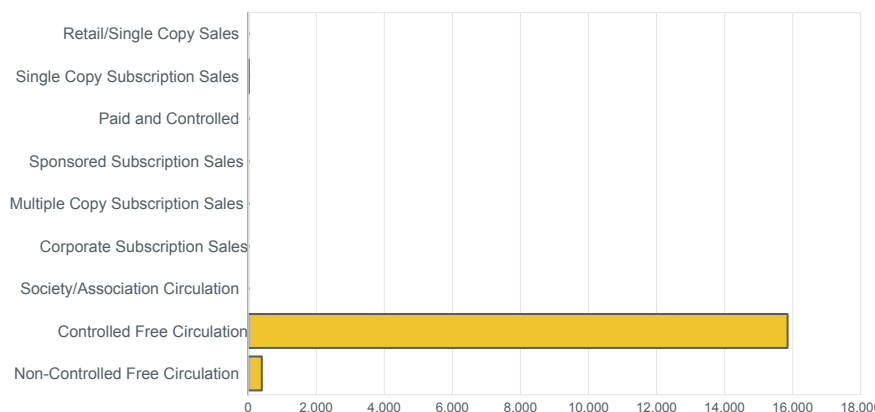
Audit issue circulation analysis

	% of circulation
Retail & Single Copy Sales	0%
Single Copy Subscription Sales	0.07%
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	97.46%
Non-Controlled Free Circulation	2.47%

Demographics included:

Geographical Analysis
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	16,257	16,257	-	16,246	16,246	-	11	11	-
Average Retail Sales Per Issue	-	-		-	-		-	-	

Analysis for the Audit issue cover dated Nov/Dec 2015 and distributed on 24 November 2015

Audit Issue Circulation	16,263	16,263	-	16,253	16,253	-	10	10	-
Retail & Other Single Copy Sales	-	-	-	-	-	-	-	-	-
Single Copy Subscription Sales	12	12	-	8	8	-	4	4	-
At full rate	12	12	-	8	8	-	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	15,850	15,850	-	15,850	15,850	-	-	-	-
Individual requests	11,886	11,886	-	11,886	11,886	-	-	-	-
Company requests	3,650	3,650		3,650	3,650		-	-	
Non-requested by name	314	314		314	314		-	-	
Non-requested by job title / function	-	-		-	-		-	-	
Non-Controlled Free Circulation	401	401		395	395		6	6	
By name	401	401		395	395		6	6	
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	15,536	100.0	7,508	48.3	6,171	39.7	1,857	12.0
Individual Requests - Print	11,886	76.5	5,688	36.6	4,341	27.9	1,857	12.0
Individual Requests - Digital	-	-	-	-	-	-	-	-
Company Requests - Print	3,650	23.5	1,820	11.7	1,830	11.8	-	-
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 2015	16-Jan-15	16,266	16,266	-	-
February 2015	16-Feb-15	16,263	16,263	-	-
March 2015	16-Mar-15	16,261	16,261	-	-
April 2015	20-Apr-15	16,261	16,261	-	-
May 2015	18-May-15	16,257	16,257	-	-
June 2015	15-Jun-15	16,256	16,256	-	-
July/August 2015	03-Aug-15	16,249	16,249	-	-
September 2015	15-Sep-15	16,253	16,253	-	-
October 2015	21-Oct-15	16,249	16,249	-	-
Nov/Dec 2015	24-Nov-15	16,263	16,263	-	-

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	15,850				15,850		15,850
People not responding to this question	401	12			401	12	413
Answers:							
Metal Goods	1,533				1,533		1,533
Mechanical Engineering	3,709				3,709		3,709
Office Machinery & Computers	80				80		80
Electrical/Electronic Equipment	1,811				1,811		1,811
Motor Vehicles & Parts	985				985		985
Other Transport	773				773		773
Instrument Engineering	494				494		494
Rubber & Plastics	1,139				1,139		1,139
Miscellaneous Manufacturing Industries	198				198		198
Metal Manufacture	381				381		381
Mineral Products	454				454		454
Chemical Industry	764				764		764
Man-made Fibres	22				22		22
Food & Drink	1,356				1,356		1,356
Textiles	174				174		174
Leather Goods	12				12		12
Clothing	111				111		111
Timber/Furniture	383				383		383
Paper/Printing/Publishing	717				717		717
Other Industries	754				754		754

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	15,281				15,281		15,281
People not responding to this question	970	12			970	12	982
Answers:							
Senior Plant Management	8,913				8,913		8,913
Overall Charge of Factory Services	5,105				5,105		5,105
Head of Production/Manufacturing	6,896				6,896		6,896
Productivity Improvement Programmes	9,888				9,888		9,888
Energy Management	7,880				7,880		7,880
Waste/Recycling/Environmental Services	5,247				5,247		5,247
Works Engineering	6,430				6,430		6,430
Building Maintenance	4,997				4,997		4,997
Production Engineering/Planning	2,637				2,637		2,637
Safety/Welfare	5,818				5,818		5,818
Handling/Storage	4,546				4,546		4,546
Warehousing/Distribution	3,692				3,692		3,692
Training	5,058				5,058		5,058
Personnel/Recruitment	4,232				4,232		4,232
Purchase Fork Lift Trucks	3,493				3,493		3,493

Geographic analysis for the audit issue

Country/Region	Total Circulation	Print	Digital
TOTAL	16,263	16,263	-
United Kingdom	16,253	16,253	-
East Anglia	780	780	-
East Midlands	1,802	1,802	-
London	151	151	-
Midlands	2,283	2,283	-
North West	1,804	1,804	-
Northern	1,039	1,039	-
South East	2,932	2,932	-
South West	1,495	1,495	-
Yorkshire	1,558	1,558	-
Northern Ireland	410	410	-
Scotland	1,166	1,166	-
Wales	833	833	-
Europe	2	2	-
France	1	1	-
Republic of Ireland	1	1	-
North America	2	2	-
USA	2	2	-
Asia	4	4	-
India	2	2	-
Sri Lanka	2	2	-
South East Asia & Pacific	1	1	-
Japan	1	1	-
Africa	1	1	-
South Africa	1	1	-
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 17 February 2016.

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