

# Business Magazines

Combined Total Circulation Certificate

January to December 2017



Setting the standard

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## Key information

### Metric type

Circulation

### ABC total

15,419 average - print & digital (gross)

15,419 average (print)

0 average (digital)

### Period

1 January 2017 to 31 December 2017

### No of issues

11

### Market sector

Manufacturing: Engineering - Design

### Contact details

MA Business Ltd

Hawley Mill

Hawley Road

Dartford, Kent

DA2 7TJ

01322 221144

sales@eurekamagazine.co.uk

www.eurekamagazine.co.uk

## Audit issue circulation analysis

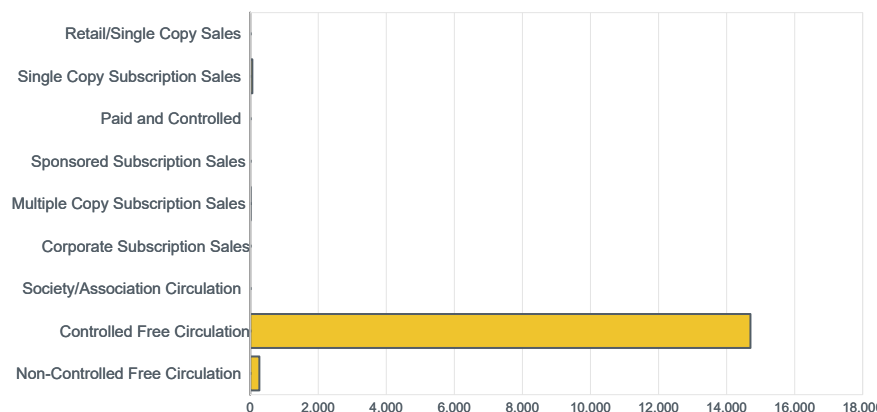
	% of circulation
Retail & Single Copy Sales	0%
Single Copy Subscription Sales	0.43%
Paid and Controlled	0%
Sponsored Subscription Sales	0%
Multiple Copy Subscription Sales	0.05%
Corporate Subscription Sales	0%
Society/Association/Organisation Circulation	0%
Controlled Free Circulation	97.73%
Non-Controlled Free Circulation	1.79%

## 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	15,419	15,419	-	15,368	15,368	-	51	51	-
Average Retail Sales Per Issue	-	-	-	-	-	-	-	-	-

**Analysis for the Audit issue cover dated December 2017 and distributed on 4 December 2017**

<b>Audit Issue Circulation</b>	15,042	15,042	-	15,001	15,001	-	41	41	-
<b>Retail &amp; Other Single Copy Sales</b>	-	-	-	-	-	-	-	-	-
<b>Single Copy Subscription Sales</b>	64	64	-	37	37	-	27	27	-
At full rate	64	64	-	37	37	-	27	27	-
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	-	-	-	-	-	-	-	-	-
<b>Paid and Controlled</b>	-	-	-	-	-	-	-	-	-
<b>Sponsored Subscription Sales</b>	-	-	-	-	-	-	-	-	-
<b>Multiple Copy Subscription Sales</b>	8	8	-	8	8	-	-	-	-
At full rate	8	8	-	8	8	-	-	-	-
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	-	-	-	-	-	-	-	-	-
<b>Corporate Subscription Sales</b>	-	-	-	-	-	-	-	-	-
<b>Society/Association/Organisation</b>	-	-	-	-	-	-	-	-	-
<b>Controlled Free Circulation</b>	14,700	14,700	-	14,700	14,700	-	-	-	-
Individual requests	12,218	12,218	-	12,218	12,218	-	-	-	-
Company requests	2,440	2,440	-	2,440	2,440	-	-	-	-
Non-requested by name	42	42	-	42	42	-	-	-	-
Non-requested by job title / function	-	-	-	-	-	-	-	-	-
<b>Non-Controlled Free Circulation</b>	270	270	-	256	256	-	14	14	-
By name	270	270	-	256	256	-	14	14	-
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: Engineering designers who directly control or influence the design and specification function for engineering materials and components in specified manufacturing and non manufacturing concerns.

	Total		0-1 Year		1-2 Years		2-3 Years	
	Qty	%	Qty	%	Qty	%	Qty	%
<b>Total</b>	<b>14,658</b>	<b>100.0</b>	<b>6,978</b>	<b>47.6</b>	<b>4,939</b>	<b>33.7</b>	<b>2,741</b>	<b>18.7</b>
Individual Requests - Print	12,218	83.4	5,915	40.4	4,089	27.9	2,214	15.1
Individual Requests - Digital	-	-	-	-	-	-	-	-
Company Requests - Print	2,440	16.6	1,063	7.3	850	5.8	527	3.6
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	03-Jan-17	17,056	17,056	-	10.6
February 2017	31-Jan-17	17,054	17,054	-	10.6
March 2017	24-Feb-17	15,043	15,043	-	-
April 2017	05-Apr-17	15,042	15,042	-	-
May 2017	28-Apr-17	15,039	15,039	-	-
June 2017	31-May-17	15,033	15,033	-	-
July 2017	04-Jul-17	15,156	15,156	-	-
September 2017	04-Sep-17	15,051	15,051	-	-
October 2017	02-Oct-17	15,049	15,049	-	-
November 2017	02-Nov-17	15,047	15,047	-	-
December 2017	04-Dec-17	15,042	15,042	-	-

## 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	14,700				14,700		14,700
People not responding to this question	270	72			270	72	342
<b>Answers:</b>							
Metal Goods	1,001				1,001		1,001
Industrial Plant & Steelwork	173				173		173
Metalworking Machine Tools	477				477		477
Machinery for Food, Chemicals etc.	203				203		203
Mining Machinery & Materials Handling Equipment	405				405		405
Machinery for Printing, Wood, Glass	77				77		77
Compressors & Fluid Power Equipment	136				136		136
Refrigeration & Space Heating Equipment	204				204		204
Mechanical & Precision Engineering	1,039				1,039		1,039
Other Mechanical Engineering	1,075				1,075		1,075
Office Machinery and Computer Equipment	106				106		106
Basic Electrical Equipment	504				504		504
Electrical Equipment for Industrial Use	255				255		255
Telecommunications Equipment	65				65		65
Electrical Instruments & Controls	585				585		585
Radio & Electronic Capital Goods	187				187		187
Passive Components	258				258		258
Miscellaneous Electrical Equipment	399				399		399
Other Electrical/Electronic Engineering	253				253		253
Motor Vehicles & Parts	846				846		846
Aerospace Equipment	595				595		595
Other Transport Equipment	238				238		238
Measuring & Precision Instruments	353				353		353
Other Instrument Engineering	348				348		348
Rubber & Plastics	423				423		423
Miscellaneous Manufacturing Industries	196				196		196
Energy & Water Supply Industries	45				45		45
Metal Manufacturing	79				79		79
Chemical Industries	90				90		90
Other Minerals, Ores & Chemicals	66				66		66
Food, Drink & Tobacco	55				55		55
Other Manufacturing Industries	158				158		158
Design, Professional & Technical Services	2,799				2,799		2,799
Other Business Services	150				150		150
Research & Development	753				753		753
Other Industries	104				104		104

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	14,700				14,700		14,700
People not responding to this question	270	72			270	72	342
<b>Answers:</b>							
General Management	7,037				7,037		7,037
Design Management	11,554				11,554		11,554
Product Design	10,956				10,956		10,956
Production & Plant Design	4,326				4,326		4,326
Research & Development	7,970				7,970		7,970
Engineering Analysis/Drafting	6,549				6,549		6,549
Purchasing	2,536				2,536		2,536

### Geographic analysis for the audit issue

Country/Region	Total Circulation	Print	Digital
<b>TOTAL</b>	<b>15,042</b>	<b>15,042</b>	<b>-</b>
United Kingdom	15,001	15,001	-
East Anglia	814	814	-
East Midlands	1,392	1,392	-
London	261	261	-
Midlands	2,213	2,213	-
North West	1,419	1,419	-
Northern	599	599	-
South East	4,201	4,201	-
South West	1,605	1,605	-
Yorkshire	1,075	1,075	-
Northern Ireland	201	201	-
Scotland	742	742	-
Wales	479	479	-
Europe	16	16	-
Belgium	2	2	-
Germany	7	7	-
Republic of Ireland	2	2	-
Netherlands	4	4	-
Spain	1	1	-
North America	14	14	-
Canada	2	2	-
USA	12	12	-
Central & South America	1	1	-
Brazil	1	1	-
Asia	8	8	-
India	8	8	-
South East Asia & Pacific	1	1	-
Korea, Republic of	1	1	-
Africa	1	1	-
South Africa	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.

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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.

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ABC Ref: 804501/CA:20180223/BMSv22