

Business Magazines

Combined Total Demographic Circulation Certificate

January to December 2015



Setting the standard

Machinery

MACHINERY



Key information

Metric type

Circulation

ABC total

14,756 average

Period

1 January 2015 to 31 December 2015

No of issues

12

Market sector

Materials: Metalworking & Machinery

Contact details

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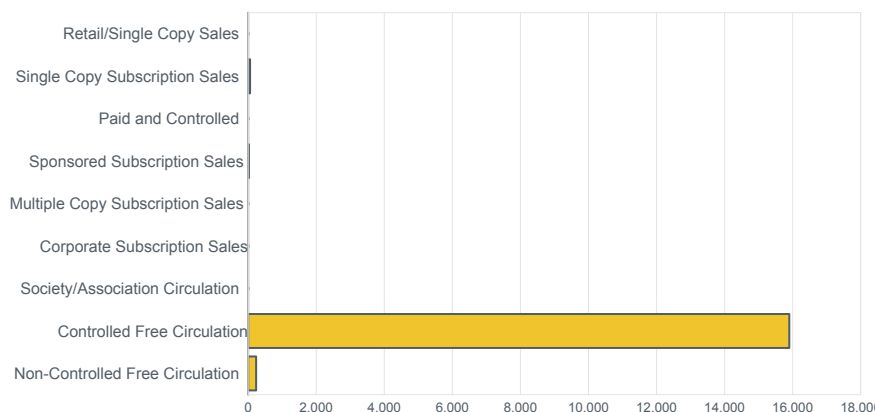
Audit issue circulation analysis

	% of circulation
Retail & Single Copy Sales	0%
Single Copy Subscription Sales	0.35%
Paid and Controlled	0%
Sponsored Subscription Sales	0.1%
Multiple Copy Subscription Sales	0%
Corporate Subscription Sales	0%
Society/Association/Organisation Circulation	0%
Controlled Free Circulation	98.11%
Non-Controlled Free Circulation	1.44%

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	14,756	14,756	-	14,707	14,707	-	49	49	-
Average Retail Sales Per Issue	-	-	-	-	-	-	-	-	-

Analysis for the Audit issue cover dated December 2015 and distributed on 4 December 2015

Audit Issue Circulation	16,206	16,206	-	16,158	16,158	-	48	48	-
Retail & Other Single Copy Sales	-	-	-	-	-	-	-	-	-
Single Copy Subscription Sales	56	56	-	22	22	-	34	34	-
At full rate	56	56	-	22	22	-	34	34	-
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	16	16	-	16	16	-	-	-	-
At full rate	16	16	-	16	16	-	-	-	-
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	-	-	-	-	-	-	-	-	-
Multiple Copy Subscription Sales	-	-	-	-	-	-	-	-	-
Corporate Subscription Sales	-	-	-	-	-	-	-	-	-
Society/Association/Organisation	-	-	-	-	-	-	-	-	-
Controlled Free Circulation	15,900	15,900	-	15,900	15,900	-	-	-	-
Individual requests	11,797	11,797	-	11,797	11,797	-	-	-	-
Company requests	3,874	3,874	-	3,874	3,874	-	-	-	-
Non-requested by name	229	229	-	229	229	-	-	-	-
Non-requested by job title / function	-	-	-	-	-	-	-	-	-
Non-Controlled Free Circulation	234	234	-	220	220	-	14	14	-
By name	234	234	-	220	220	-	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): £118.00

Basic annual rate (OC): £173.00

Controlled circulation for the audit issue

Terms of control: Individuals in production engineering and management in UK sites using machine tools or outsourcing machine tool work.

	Total		0-1 Year		1-2 Years		2-3 Years	
	Qty	%	Qty	%	Qty	%	Qty	%
Total	15,671	100.0	8,023	51.2	6,236	39.8	1,412	9.0
Individual Requests - Print	11,797	75.3	5,938	37.9	5,075	32.4	784	5.0
Individual Requests - Digital	-	-	-	-	-	-	-	-
Company Requests - Print	3,874	24.7	2,085	13.3	1,161	7.4	628	4.0
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	05-Jan-15	13,308	13,308	-	-
February 2015	06-Feb-15	16,206	16,206	-	-
March 2015	09-Mar-15	13,304	13,304	-	-
April 2015	08-Apr-15	16,205	16,205	-	-
May 2015	12-May-15	13,304	13,304	-	-
June 2015	09-Jun-15	16,205	16,205	-	-
July 2015	10-Jul-15	13,306	13,306	-	-
August 2015	07-Aug-15	16,208	16,208	-	-
September 2015	08-Sep-15	13,307	13,307	-	-
October 2015	13-Oct-15	16,205	16,205	-	-
November 2015	06-Nov-15	13,305	13,305	-	-
December 2015	04-Dec-15	16,206	16,206	-	-

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	15,900				15,900		15,900
People not responding to this question	234	72			234	72	306
Answers:							
Metal Goods	2,157				2,157		2,157
Industrial Plant & Steelwork	373				373		373
Metalworking Machine Tools	984				984		984
Machinery for Food, Chemicals, etc.	238				238		238
Mining Machinery & Materials Handling Equipment	472				472		472
Machinery for Printing, Wood, Glass	78				78		78
Compressors & Fluid Power Equipment	176				176		176
Refrigeration & Space Heating Equipment	254				254		254
Mechanical & Precision Engineering	3,829				3,829		3,829
Other Mechanical Engineering	1,304				1,304		1,304
Office Machinery and Computer Equipment	84				84		84
Other Electrical/Electronic Engineering	1,977				1,977		1,977
Motor Vehicles & Parts	853				853		853
Other Transport Equipment	806				806		806
Measuring & Precision Instruments	282				282		282
Other Instrument Engineering	280				280		280
Rubber & Plastics	555				555		555
Miscellaneous Manufacturing Industries	224				224		224
Non-OEM/Non Manufacturing	974				974		974

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	15,525				15,525		15,525
People not responding to this question	609	72			609	72	681
Answers:							
General Management	10,331				10,331		10,331
Production Management	11,993				11,993		11,993
End Product/Metal Component Manufacture	8,362				8,362		8,362
Assembly/Finishing of Final Products	5,088				5,088		5,088
Production Engineering/Planning	5,602				5,602		5,602
Quality/Inspection	4,402				4,402		4,402
Tooling	10,531				10,531		10,531
Subcontracting	9,938				9,938		9,938
Purchasing	12,404				12,404		12,404
Control & Instrumentation/Automation	3,294				3,294		3,294
Test & Measurement/Calibration	3,571				3,571		3,571
Process Control/Engineering	3,800				3,800		3,800

Geographic analysis for the audit issue

Country/Region	Total Circulation	Print	Digital
TOTAL	16,206	16,206	-
United Kingdom	16,158	16,158	-
East Anglia	844	844	-
East Midlands	1,725	1,725	-
London	176	176	-
Midlands	2,664	2,664	-
North West	1,576	1,576	-
Northern	736	736	-
South East	3,808	3,808	-
South West	1,624	1,624	-
Yorkshire	1,423	1,423	-
Northern Ireland	213	213	-
Scotland	786	786	-
Wales	583	583	-
Europe	25	25	-
Austria	1	1	-
Belgium	1	1	-
Czech Republic	2	2	-
Finland	2	2	-
Germany	10	10	-
Republic of Ireland	1	1	-
Netherlands	3	3	-
Slovenia	1	1	-
Sweden	1	1	-
Switzerland	3	3	-
North America	8	8	-
USA	8	8	-
Central & South America	1	1	-
Trinidad & Tobago	1	1	-
Australasia & Pacific	2	2	-
Australia	2	2	-
Asia	3	3	-
India	3	3	-
South East Asia & Pacific	8	8	-
Japan	5	5	-
Korea, Republic of	3	3	-
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

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