

Business Magazines

Combined Total Profile Circulation Certificate

July 2014 to June 2015



Setting the standard

AM



Key information

Metric type

Circulation

ABC total

9,887 average - print & digital (gross)

9,578 average (print)

309 average (digital)

Period

1 July 2014 to 30 June 2015

No of issues

12

Market sector

Retailing & Wholesaling: Automotive Market

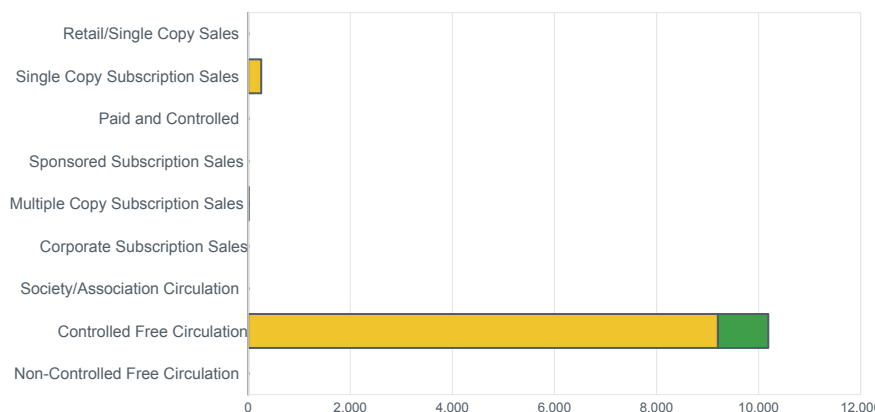
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Audit issue circulation analysis

	% of circulation
Retail & Single Copy Sales	0%
Single Copy Subscription Sales	2.45%
Paid and Controlled	0%
Sponsored Subscription Sales	0%
Multiple Copy Subscription Sales	0.07%
Corporate Subscription Sales	0%
Society/Association/Organisation Circulation	0%
Controlled Free Circulation	97.48%
Non-Controlled Free Circulation	0%

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	9,887	9,578	309	9,878	9,571	307	9	7	2
Average Retail Sales Per Issue	-	-	-	-	-	-	-	-	-

Analysis for the Audit issue cover dated June 2015 and distributed on 20 May 2015

Audit Issue Circulation	10,451	9,463	988	10,438	9,456	982	7	7	6
Retail & Other Single Copy Sales	-	-	-	-	-	-	-	-	-
Single Copy Subscription Sales	256	256	-	249	249	-	7	7	-
At full rate	105	105	-	100	100	-	5	5	-
Less than full rate but not 50%	28	28	-	26	26	-	2	2	-
Less than 50% but not 20%	123	123	-	123	123	-	-	-	-
Less than 20% but not 10%	-	-	-	-	-	-	-	-	-
Less than 10% of full rate	-	-	-	-	-	-	-	-	-
Paid and Controlled	-	-	-	-	-	-	-	-	-
Sponsored Subscription Sales	-	-	-	-	-	-	-	-	-
Multiple Copy Subscription Sales	7	7	-	7	7	-	-	-	-
At full rate	7	7	-	7	7	-	-	-	-
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	-	-	-	-	-	-	-	-	-
Corporate Subscription Sales	-	-	-	-	-	-	-	-	-
Society/Association/Organisation	-	-	-	-	-	-	-	-	-
Controlled Free Circulation	10,188	9,200	988	10,182	9,200	982	6	-	6
Individual requests	6,314	5,326	988	6,308	5,326	982	6	-	6
Company requests	3,874	3,874	-	3,874	3,874	-	-	-	-
Non-requested by name	-	-	-	-	-	-	-	-	-
Non-requested by job title / function	-	-	-	-	-	-	-	-	-
Non-Controlled Free Circulation	-	-	-	-	-	-	-	-	-

Duplication

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

The percentage of the Audit Issue Print Edition Circulation which also opted to receive a digital copy is: 0%

Basic cover price & subscription rates for the audit issue

Basic cover price (UK):	£8.00
Basic cover price (Rol):	
Basic annual rate (UK):	£99.00
Basic annual rate (OC):	£149.00

Controlled circulation for the audit issue

Terms of control: Dealer Principals, Chairmen, Managing Directors, Chief Executives, Directors, Owners, Proprietors, Finance Directors, General Managers, Operations Directors, Operations Managers, Sales Directors, Sales Managers, Aftersales, Parts & Services Managers at Franchise Dealerships, Used Cars Supermarkets and Vehicle Manufacturers/Importers/Distributors.

	Total		0-1 Year		1-2 Years		2-3 Years	
	Qty	%	Qty	%	Qty	%	Qty	%
Total	10,188	100.0	7,435	73.0	2,753	27.0	-	-
Individual Requests - Print	5,326	52.3	4,443	43.6	883	8.7	-	-
Individual Requests - Digital	988	9.7	763	7.5	225	2.2	-	-
Company Requests - Print	3,874	38.0	2,229	21.9	1,645	16.1	-	-
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 %
August 2014	24-Jul-14	9,563	9,563	-	-
September 2014	20-Aug-14	9,560	9,560	-	-
October 2014	25-Sep-14	9,559	9,559	-	-
November 2014	23-Oct-14	9,612	9,612	-	-
December 2014	28-Nov-14	9,622	9,622	-	-
January 2015	18-Dec-14	9,613	9,613	-	-
February 2015	21-Jan-15	9,605	9,605	-	-
March 2015	25-Feb-15	9,819	9,608	211	-
April 2014	25-Mar-15	9,963	9,601	362	-
May 2015	22-Apr-15	10,050	9,595	455	-
June 2015	20-May-15	10,451	9,463	988	-
July 2015	25-Jun-15	11,233	9,543	1,690	13.6

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 10 August 2015.

The data included is derived from a return of circulation prepared by the publisher: Bauer Media.

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