



Setting the standard

Fleet News



Key information

Metric type

Circulation

ABC total

18,934 average (total)
16,307 average (print)
2,627 average (digital)

Period

1 January 2015 to 31 December 2015

No of issues

26

Market sector

Freight/Transport: General

Contact details

Bauer Media
Beverley Mason
Media House
Lynchwood
Peterborough Business Park
Peterborough
PE2 6EA
01733 468 000
beverley.mason@bauermedia.co.uk
www.fleetnews.co.uk

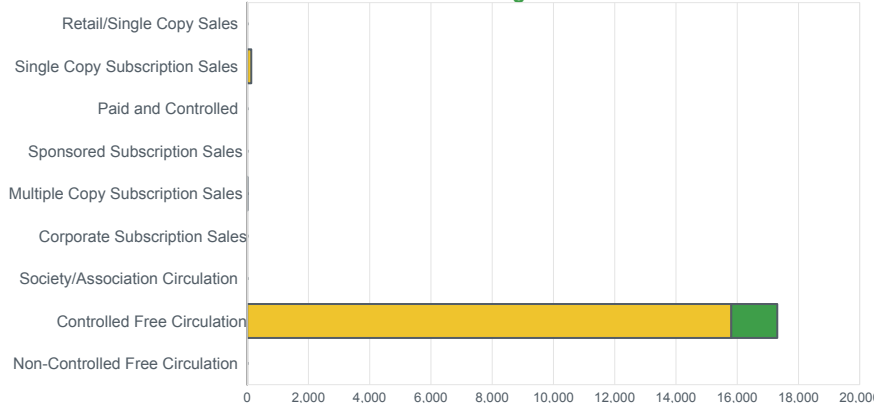
Audit issue circulation analysis

	% of circulation
Retail & Single Copy Sales	0%
Single Copy Subscription Sales	0.77%
Paid and Controlled	0%
Sponsored Subscription Sales	0%
Multiple Copy Subscription Sales	0.01%
Corporate Subscription Sales	0%
Society/Association/Organisation Circulation	0%
Controlled Free Circulation	99.22%
Non-Controlled Free Circulation	0%

Demographics included:

- Geographical Analysis
- Industry/Business/Sector
- Job Function
- How many cars does your company operate?
- How many LCV's does your company operate?
- Do you have responsibility for Purchase/Specification and/or Recommendation of the following?
- Fleet Finance Policy
- Which make(s) of vehicle(s) do you operate in your fleet / Which manufacturer brands are represented in your fleet?
- Sources & Ages of Name and Address Records

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	18,934	16,307	2,627	18,901	16,295	2,606	33	12	21
Average Retail Sales Per Issue	-	-	-	-	-	-	-	-	-

Analysis for the Audit issue cover dated November 26 - December 9 2015 and distributed on 26 November 2015

Audit Issue Circulation	17,443	15,936	1,507	17,427	15,929	1,498	7	7	9
Retail & Other Single Copy Sales	-	-	-	-	-	-	-	-	-
Single Copy Subscription Sales	134	134	-	127	127	-	7	7	-
At full rate	56	56	-	56	56	-	-	-	-
Less than full rate but not 50%	6	6	-	3	3	-	3	3	-
Less than 50% but not 20%	72	72	-	68	68	-	4	4	-
Less than 20% but not 10%	-	-	-	-	-	-	-	-	-
Less than 10% of full rate	-	-	-	-	-	-	-	-	-
Paid and Controlled	-	-	-	-	-	-	-	-	-
Sponsored Subscription Sales	-	-	-	-	-	-	-	-	-
Multiple Copy Subscription Sales	2	2	-	2	2	-	-	-	-
At full rate	2	2	-	2	2	-	-	-	-
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	17,307	15,800	1,507	17,298	15,800	1,498	9	-	9
Individual requests	14,428	12,921	1,507	14,419	12,921	1,498	9	-	9
Company requests	2,879	2,879	-	2,879	2,879	-	-	-	-
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):	£4.00
Basic cover price (Rol):	
Basic annual rate (UK):	£85.00
Basic annual rate (OC):	£135.00

Controlled circulation for the audit issue

Terms of control: Named fleet decision makers within UK companies responsible for decisions relating to the control of a fleet of 10+ Cars or LCVs.

	Total		0-1 Year		1-2 Years		2-3 Years	
	Qty	%	Qty	%	Qty	%	Qty	%
Total	17,307	100.0	8,247	47.7	6,213	35.9	2,847	16.4
Individual Requests - Print	12,921	74.7	6,650	38.4	3,954	22.8	2,317	13.4
Individual Requests - Digital	1,507	8.7	325	1.9	892	5.2	290	1.7
Company Requests - Print	2,879	16.6	1,272	7.3	1,367	7.9	240	1.4
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 8 - January 21 2015	12-Jan-15	18,942	16,333	2,609	-
January 22 - February 4 2015	23-Jan-15	19,025	16,338	2,687	-
February 5 - February 18 2015	03-Feb-15	19,016	16,338	2,678	-
February 19 - March 4 2015	18-Feb-15	19,002	16,337	2,665	-
March 5 - March 18 2015	04-Mar-15	19,021	16,335	2,686	-
March 19 - April 1 2015	17-Mar-15	18,997	16,342	2,655	-
April 2 - April 15 2015	31-Mar-15	18,995	16,336	2,659	-
April 16 - April 29 2015	14-Apr-15	18,990	16,329	2,661	-
April 30 - May 13 2015	28-Apr-15	18,986	16,336	2,650	-
May 14 - May 27 2015	13-May-15	18,983	16,306	2,677	-
May 28 - June 10 2015	26-May-15	18,941	16,321	2,620	-
June 11 - June 24 2015	11-Jun-15	18,970	16,298	2,672	-
June 25 - July 8 2015	23-Jun-15	18,970	16,298	2,672	-
July 9 - July 22 2015	08-Jul-15	18,953	16,326	2,627	-
July 23 - August 5 2015	22-Jul-15	19,014	16,321	2,693	-
August 6 - August 19 2015	06-Aug-15	18,959	16,270	2,689	-
August 20 - September 2 2015	18-Aug-15	19,015	16,332	2,683	-
September 3 - September 16 2015	04-Sep-15	18,995	16,334	2,661	-
September 17 - September 30 2015	15-Sep-15	18,942	16,283	2,659	-
October 1 - October 14 2015	29-Sep-15	18,758	16,328	2,430	-
October 15 - October 28 2015	14-Oct-15	19,031	16,286	2,745	-
October 29 - November 11 2015	27-Oct-15	19,136	16,338	2,798	-
November 12 - November 25 2015	12-Nov-15	19,163	16,349	2,814	-
November 26 - December 9 2015	26-Nov-15	17,443	15,936	1,507	-
December 10 - December 16 2015	08-Dec-15	18,917	16,306	2,611	-
December 17 - January 6 2016	16-Dec-15	19,133	16,331	2,802	-

Fleet News

Certificate for the 26 issues distributed between 1st January 2015 and 31st December 2015

Analysis of the Audit Issue by: Geographical Analysis

Description	Print Edition		Digital Edition		Total of Free Circulation	Total of Paid Circulation	Total	% of Total Circulation
	Total Free Circulation (Requested)	Total Paid Circulation (Requested)	Total Free Circulation (Requested)	Total Paid Circulation (Requested)				
TOTAL	15,800	136	1,507		17,307	136	17,443	100.00
Not Analysed		136				136	136	0.78
Analysed	15,800		1,507		17,307		17,307	99.22
<u>Breakdown of Analysed Responses</u>								
Total United Kingdom	15,800		1,498		17,298		17,298	99.17
East Anglia	749		63		812		812	4.66
East Midlands	1,579		145		1,724		1,724	9.88
Midlands	1,791		163		1,954		1,954	11.20
London	590		55		645		645	3.70
Northern	539		58		597		597	3.42
North West	1,505		145		1,650		1,650	9.46
South East	4,443		419		4,862		4,862	27.87
South West	1,395		144		1,539		1,539	8.82
Yorkshire	1,291		115		1,406		1,406	8.06
Scotland	971		103		1,074		1,074	6.16
Wales	678		61		739		739	4.24
Northern Ireland	269		27		296		296	1.70
Total Other Countries			9		9		9	0.05
Europe			3		3		3	0.02
North America			1		1		1	0.01
Central & South America								
Australasia & Pacific Rim			3		3		3	0.02
Asia								
South East Asia								
Africa								
Middle East & N Africa			2		2		2	0.01

Fleet News

Certificate for the 26 issues distributed between 1st January 2015 and 31st December 2015

Analysis of the Audit Issue by: Industry/Business/Sector

Description	Print Edition		Digital Edition		Total of Free Circulation	Total of Paid Circulation	Total	% of Total Circulation
	Total Free Circulation (Requested)	Total Paid Circulation (Requested)	Total Free Circulation (Requested)	Total Paid Circulation (Requested)				
TOTAL	15,800	136	1,507		17,307	136	17,443	100.00
Not Analysed	590	136	4		594	136	730	4.19
Analysed	15,210		1,503		16,713		16,713	95.81
<u>Breakdown of Analysed Responses</u>								
Architecture/Construction	1,955		160		2,115		2,115	12.13
Car Dealer	551		71		622		622	3.57
Charity/NGO	90		16		106		106	0.61
Distribution	1,306		119		1,425		1,425	8.17
Engineering/ Engineering Trades	1,020		96		1,116		1,116	6.40
Extraction of Minerals	42		7		49		49	0.28
Fleet Service Company	351		48		399		399	2.29
Food & Other Manufacturer	761		86		847		847	4.86
Forestry/Fishing	50		4		54		54	0.31
Government/Public Sector/Education/Health	1,609		169		1,778		1,778	10.19
Hotel/Catering	46		7		53		53	0.30
Import/Export	102		8		110		110	0.63
Insurance/Accountancy/Banking/Finance/Business Services	924		69		993		993	5.69
IT/Software	297		27		324		324	1.86
Leisure	132		19		151		151	0.87
Other	771		86		857		857	4.91
Other Manufacturing Industries	741		73		814		814	4.67
Pharmaceutical/Medical/R&D	195		25		220		220	1.26
Supplier	317		37		354		354	2.03
Transport & Communications	1,152		80		1,232		1,232	7.06
Utility Company/Energy/Water	469		34		503		503	2.88
Vehicle Manufacturer	309		44		353		353	2.02
Vehicle Rental/Lease/Contract Hire	1,046		127		1,173		1,173	6.72
Wholesale/Retail	974		91		1,065		1,065	6.11

Fleet News

Certificate for the 26 issues distributed between 1st January 2015 and 31st December 2015

Analysis of the Audit Issue by: Job Function

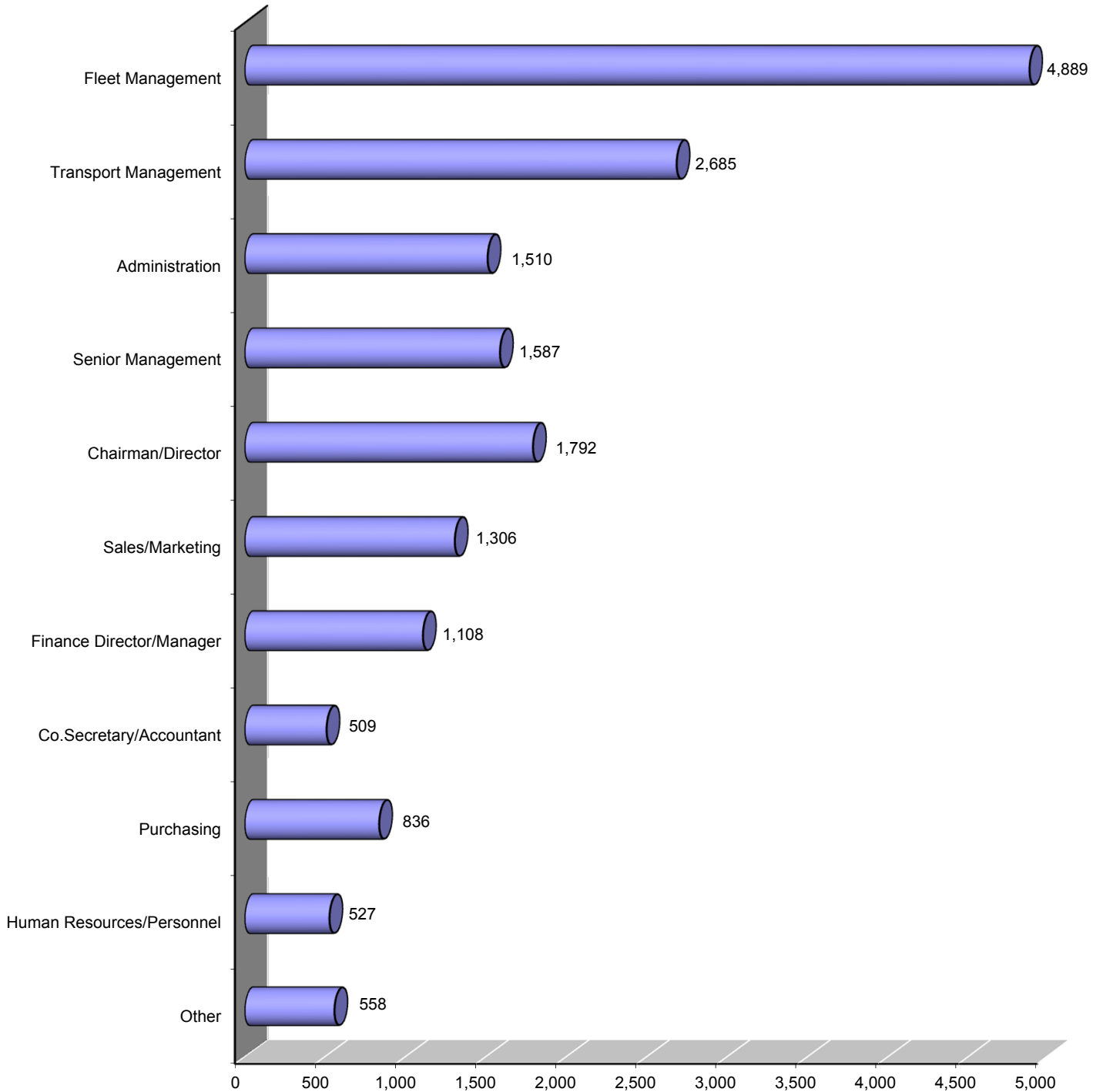
Description	Print Edition		Digital Edition		Total of Free Circulation	Total of Paid Circulation	Total	% of Total Circulation
	Total Free Circulation (Requested)	Total Paid Circulation (Requested)	Total Free Circulation (Requested)	Total Paid Circulation (Requested)				
TOTAL	15,800	136	1,507		17,307	136	17,443	100.00
Not Analysed		136				136	136	0.78
Analysed	15,800		1,507		17,307		17,307	99.22
<u>Breakdown of Analysed Responses</u>								
Fleet Management	4,450		439		4,889		4,889	28.03
Transport Management	2,449		236		2,685		2,685	15.39
Administration	1,365		145		1,510		1,510	8.66
Senior Management	1,474		113		1,587		1,587	9.10
Chairman/Director	1,691		101		1,792		1,792	10.27
Sales/Marketing	1,186		120		1,306		1,306	7.49
Finance Director/Manager	998		110		1,108		1,108	6.35
Co.Secretary/Accountant	446		63		509		509	2.92
Purchasing	751		85		836		836	4.79
Human Resources/Personnel	468		59		527		527	3.02
Other	522		36		558		558	3.20

Fleet News

Certificate for the 26 issues distributed between 1st January 2015 and 31st December 2015

Analysis of the Audit Issue by: Job Function

This chart represents the analysed copies only.



Fleet News

Certificate for the 26 issues distributed between 1st January 2015 and 31st December 2015

Analysis of the Audit Issue by: How many cars does your company operate?

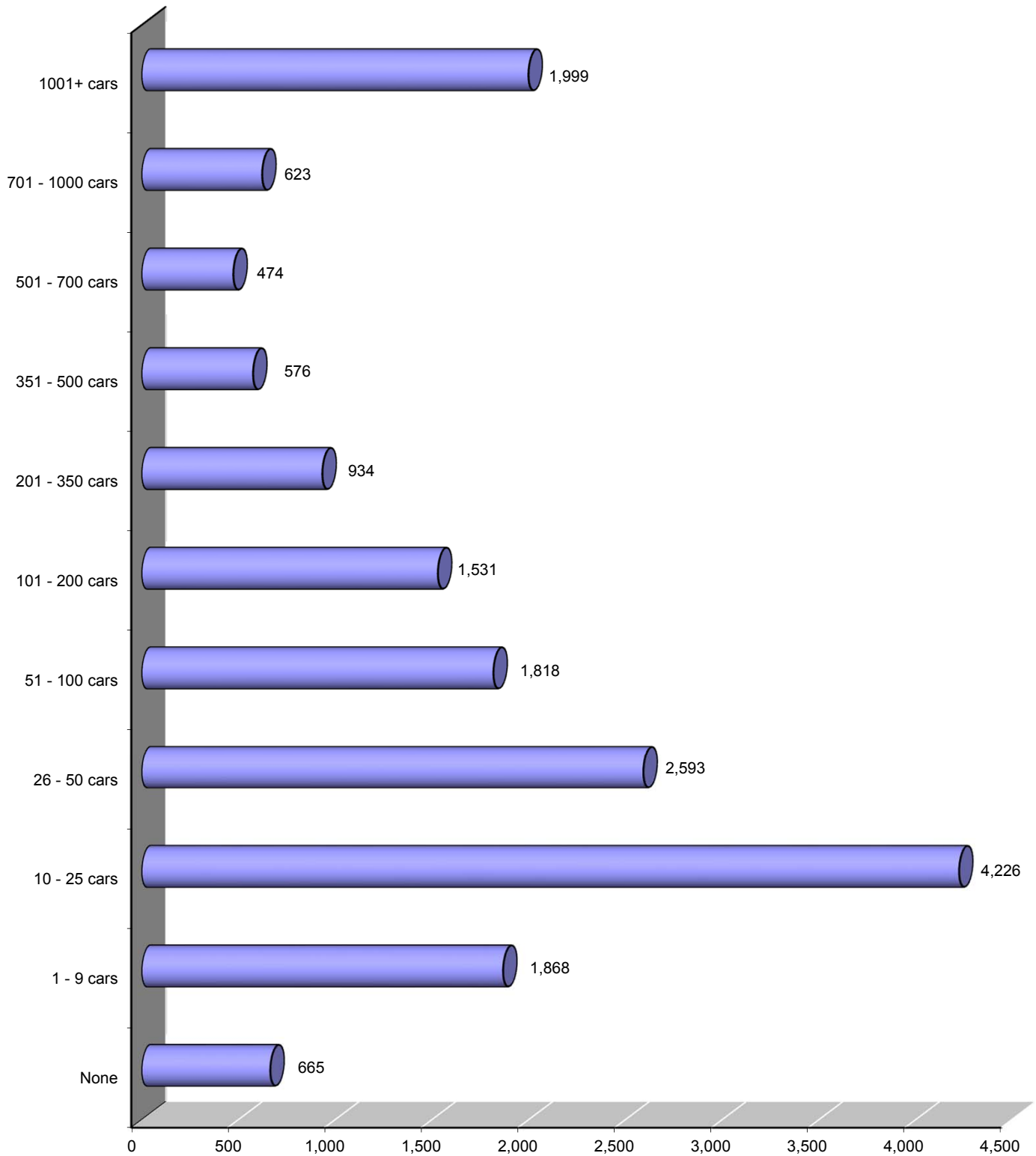
Description	Print Edition		Digital Edition		Total of Free Circulation	Total of Paid Circulation	Total	% of Total Circulation
	Total Free Circulation (Requested)	Total Paid Circulation (Requested)	Total Free Circulation (Requested)	Total Paid Circulation (Requested)				
TOTAL	15,800	136	1,507		17,307	136	17,443	100.00
Not Analysed		136				136	136	0.78
Analysed	15,800		1,507		17,307		17,307	99.22
<u>Breakdown of Analysed Responses</u>								
1001+ cars	1,833		166		1,999		1,999	11.46
701 - 1000 cars	571		52		623		623	3.57
501 - 700 cars	443		31		474		474	2.72
351 - 500 cars	522		54		576		576	3.30
201 - 350 cars	859		75		934		934	5.35
101 - 200 cars	1,415		116		1,531		1,531	8.78
51 - 100 cars	1,655		163		1,818		1,818	10.42
26 - 50 cars	2,339		254		2,593		2,593	14.87
10 - 25 cars	3,870		356		4,226		4,226	24.23
1 - 9 cars	1,696		172		1,868		1,868	10.71
None	597		68		665		665	3.81

Fleet News

Certificate for the 26 issues distributed between 1st January 2015 and 31st December 2015

Analysis of the Audit Issue by: How many cars does your company operate?

This chart represents the analysed copies only.



Fleet News

Certificate for the 26 issues distributed between 1st January 2015 and 31st December 2015

Analysis of the Audit Issue by: How many LCV's does your company operate?

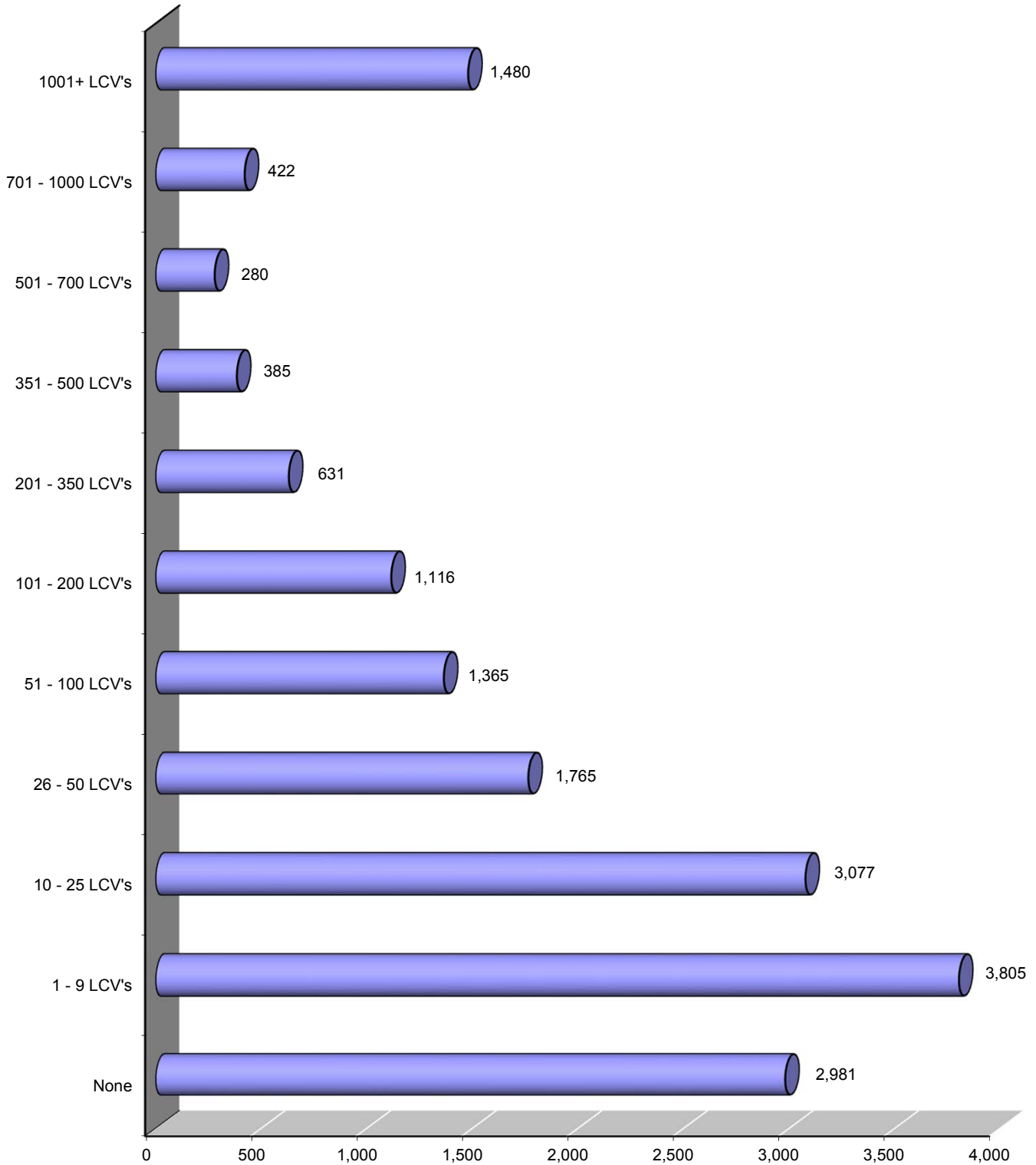
Description	Print Edition		Digital Edition		Total of Free Circulation	Total of Paid Circulation	Total	% of Total Circulation
	Total Free Circulation (Requested)	Total Paid Circulation (Requested)	Total Free Circulation (Requested)	Total Paid Circulation (Requested)				
TOTAL	15,800	136	1,507		17,307	136	17,443	100.00
Not Analysed		136				136	136	0.78
Analysed	15,800		1,507		17,307		17,307	99.22
<u>Breakdown of Analysed Responses</u>								
1001+ LCV's	1,364		116		1,480		1,480	8.48
701 - 1000 LCV's	393		29		422		422	2.42
501 - 700 LCV's	263		17		280		280	1.61
351 - 500 LCV's	354		31		385		385	2.21
201 - 350 LCV's	589		42		631		631	3.62
101 - 200 LCV's	1,022		94		1,116		1,116	6.40
51 - 100 LCV's	1,261		104		1,365		1,365	7.83
26 - 50 LCV's	1,601		164		1,765		1,765	10.12
10 - 25 LCV's	2,810		267		3,077		3,077	17.64
1 - 9 LCV's	3,458		347		3,805		3,805	21.81
None	2,685		296		2,981		2,981	17.09

Fleet News

Certificate for the 26 issues distributed between 1st January 2015 and 31st December 2015

Analysis of the Audit Issue by: How many LCV's does your company operate?

This chart represents the analysed copies only.



Fleet News

Certificate for the 26 issues distributed between 1st January 2015 and 31st December 2015

Analysis of the Audit Issue by: Do you have responsibility for Purchase/Specification and/or Recommendation of the following?

This analysis allows for multiple responses by the addressee.

This is an analysis of **13,378** copies, which represents **76.70%** of the distribution of the audit issue

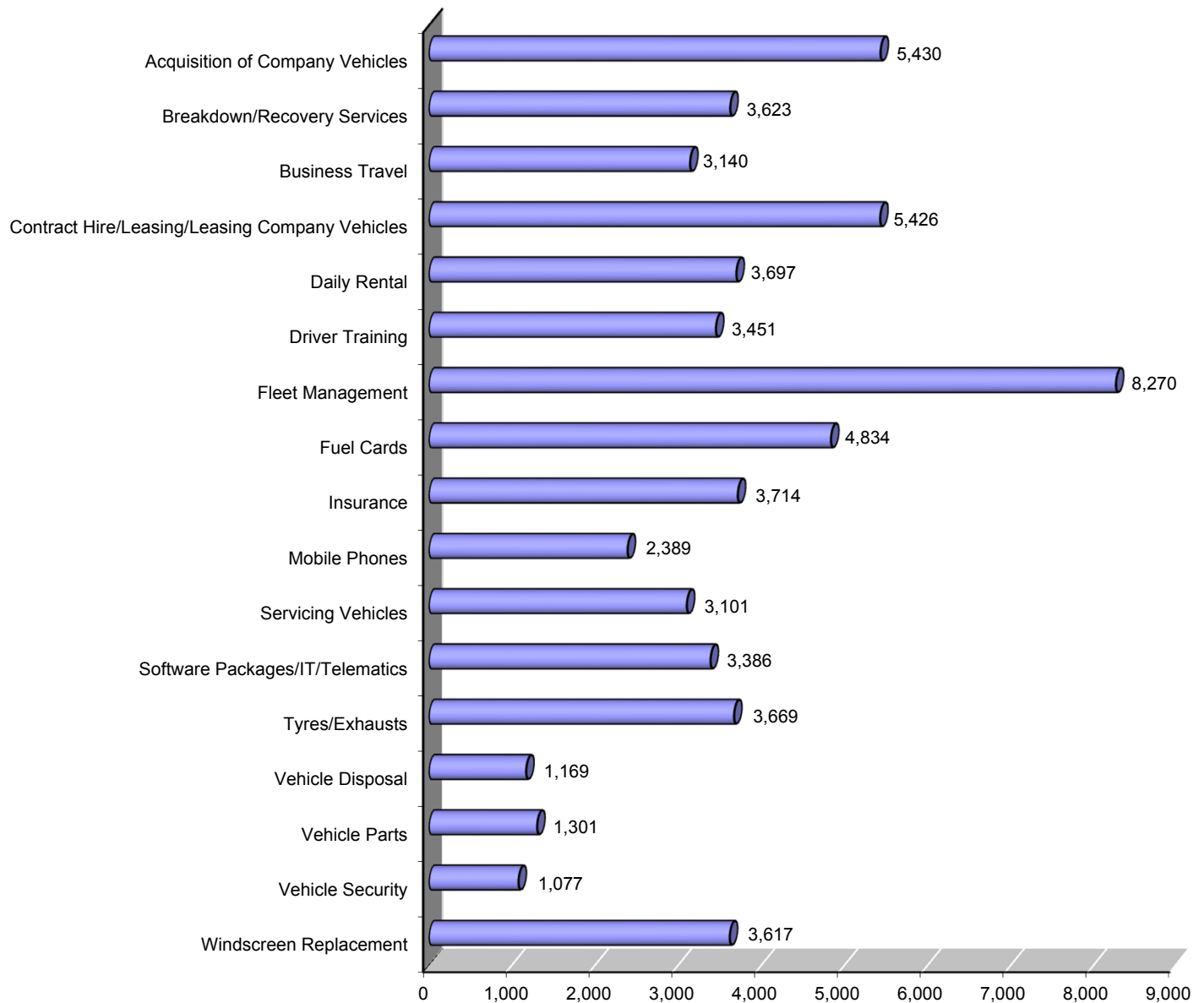
Description	Print Edition		Digital Edition		Total of Free Circulation	Total of Paid Circulation	Total	% of Total Circulation
	Total Free Circulation (Requested)	Total Paid Circulation (Requested)	Total Free Circulation (Requested)	Total Paid Circulation (Requested)				
TOTAL	15,800	136	1,507		17,307	136	17,443	100.00
Not Analysed	3,845	136	84		3,929	136	4,065	23.30
Analysed	11,955		1,423		13,378		13,378	76.70
Total Responses	53,807		7,487		61,294		61,294	
<u>Breakdown of Analysed Responses</u>								
Acquisition of Company Vehicles	4,828		602		5,430		5,430	31.13
Breakdown/Recovery Services	3,155		468		3,623		3,623	20.77
Business Travel	2,798		342		3,140		3,140	18.00
Contract Hire/Leasing/Leasing Company Vehicles	4,776		650		5,426		5,426	31.11
Daily Rental	3,230		467		3,697		3,697	21.19
Driver Training	3,014		437		3,451		3,451	19.78
Fleet Management	7,473		797		8,270		8,270	47.41
Fuel Cards	4,243		591		4,834		4,834	27.71
Insurance	3,235		479		3,714		3,714	21.29
Mobile Phones	2,056		333		2,389		2,389	13.70
Servicing Vehicles	2,693		408		3,101		3,101	17.78
Software Packages/IT/Telematics	2,942		444		3,386		3,386	19.41
Tyres/Exhausts	3,182		487		3,669		3,669	21.03
Vehicle Disposal	1,001		168		1,169		1,169	6.70
Vehicle Parts	1,114		187		1,301		1,301	7.46
Vehicle Security	921		156		1,077		1,077	6.17
Windscreen Replacement	3,146		471		3,617		3,617	20.74

Fleet News

Certificate for the 26 issues distributed between 1st January 2015 and 31st December 2015

Analysis of the Audit Issue by: Do you have responsibility for Purchase/Specification and/or Recommendation of the following?

This chart represents the analysed copies only.



Fleet News

Certificate for the 26 issues distributed between 1st January 2015 and 31st December 2015

Analysis of the Audit Issue by: Fleet Finance Policy

Description	Print Edition		Digital Edition		Total of Free Circulation	Total of Paid Circulation	Total	% of Total Circulation
	Total Free Circulation (Requested)	Total Paid Circulation (Requested)	Total Free Circulation (Requested)	Total Paid Circulation (Requested)				
TOTAL	15,800	136	1,507		17,307	136	17,443	100.00
Not Analysed	1,173	136	15		1,188	136	1,324	7.59
Analysed	14,627		1,492		16,119		16,119	92.41
<u>Breakdown of Analysed Responses</u>								
Outright Purchased by Co.	4,216		403		4,619		4,619	26.48
Contract Hire/Leased	3,748		450		4,198		4,198	24.07
A Combination of the above	6,663		639		7,302		7,302	41.86

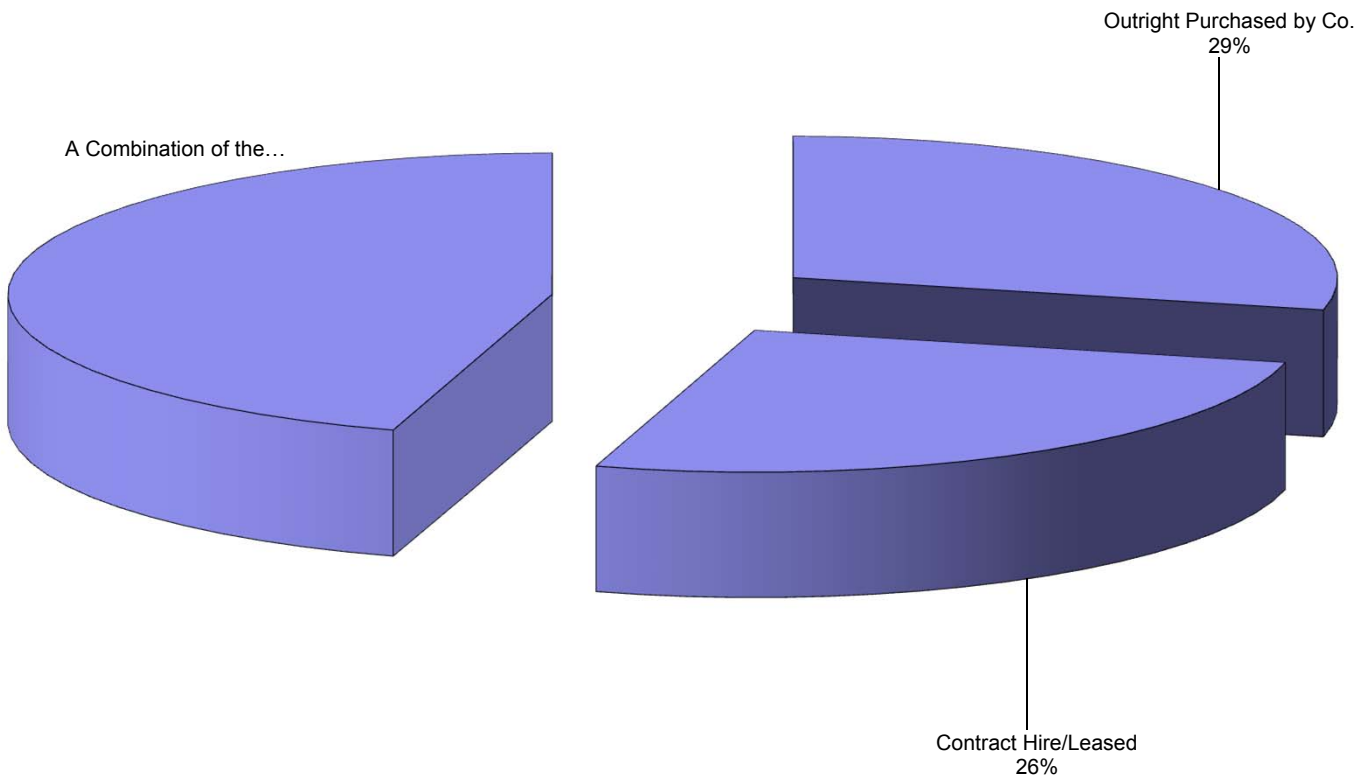
Fleet News

Certificate for the 26 issues distributed between 1st January 2015 and 31st December 2015

Analysis of the Audit Issue by: Fleet Finance Policy

This chart represents the analysed copies only.

The percentages shown on this chart represent the analysed copies only.



Fleet News

Certificate for the 26 issues distributed between 1st January 2015 and 31st December 2015

Analysis of the Audit Issue by: Which make(s) of vehicle(s) do you operate in your fleet / Which manufacturer brands are represented in your fleet?

This analysis allows for multiple responses by the addressee.

This is an analysis of 15,726 copies, which represents 90.16% of the distribution of the audit issue

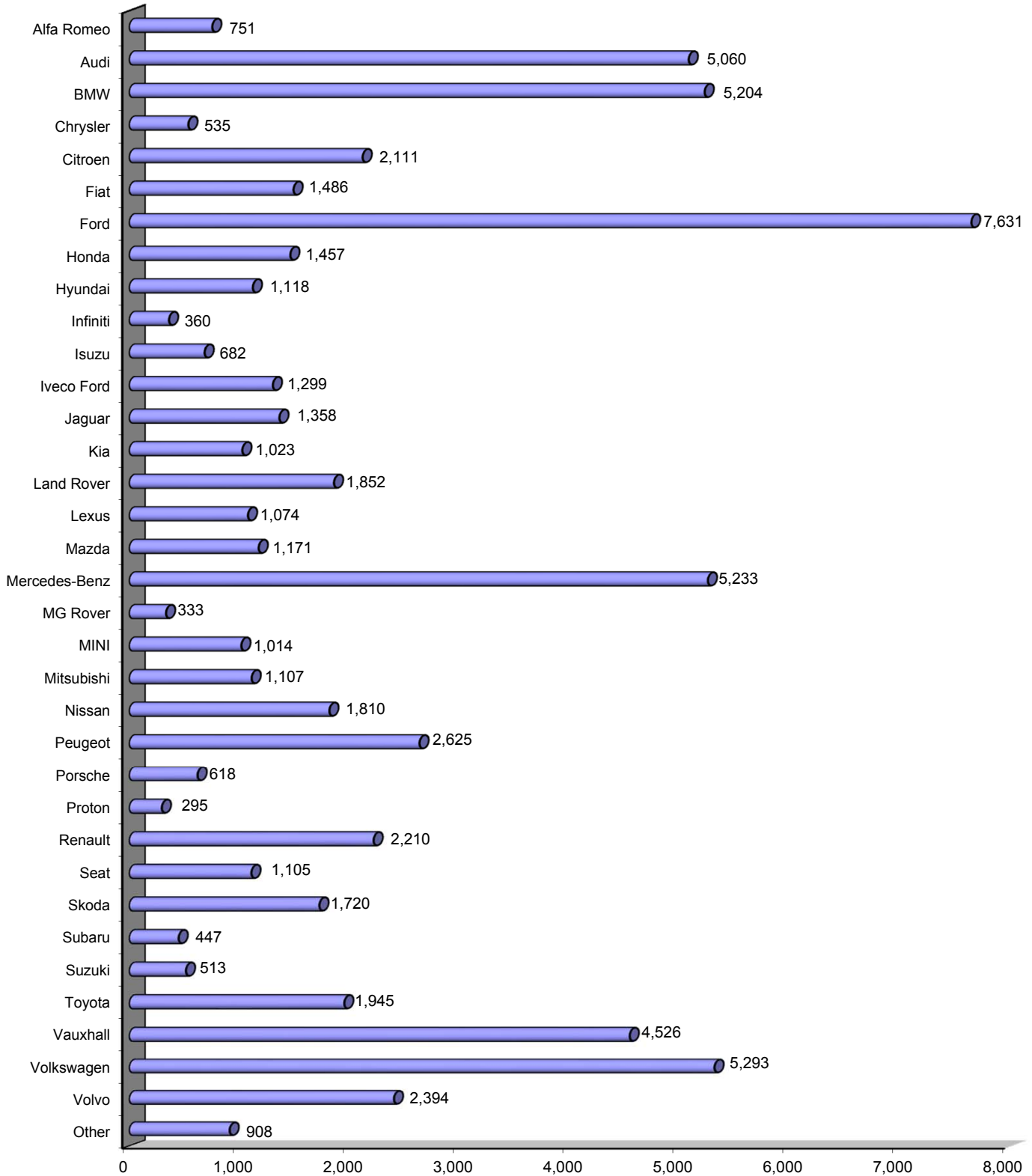
Description	Print Edition		Digital Edition		Total of Free Circulation	Total of Paid Circulation	Total	% of Total Circulation
	Total Free Circulation (Requested)	Total Paid Circulation (Requested)	Total Free Circulation (Requested)	Total Paid Circulation (Requested)				
TOTAL	15,800	136	1,507		17,307	136	17,443	100.00
Not Analysed	1,573	136	8		1,581	136	1,717	9.84
Analysed	14,227		1,499		15,726		15,726	90.16
Total Responses	61,041		7,227		68,268		68,268	
<u>Breakdown of Analysed Responses</u>								
Alfa Romeo	659		92		751		751	4.31
Audi	4,571		489		5,060		5,060	29.01
BMW	4,658		546		5,204		5,204	29.83
Chrysler	462		73		535		535	3.07
Citroen	1,880		231		2,111		2,111	12.10
Fiat	1,310		176		1,486		1,486	8.52
Ford	6,877		754		7,631		7,631	43.75
Honda	1,302		155		1,457		1,457	8.35
Hyundai	984		134		1,118		1,118	6.41
Infiniti	311		49		360		360	2.06
Isuzu	603		79		682		682	3.91
Iveco Ford	1,157		142		1,299		1,299	7.45
Jaguar	1,220		138		1,358		1,358	7.79
Kia	902		121		1,023		1,023	5.86
Land Rover	1,673		179		1,852		1,852	10.62
Lexus	952		122		1,074		1,074	6.16
Mazda	1,037		134		1,171		1,171	6.71
Mercedes-Benz	4,732		501		5,233		5,233	30.00
MG Rover	291		42		333		333	1.91
MINI	899		115		1,014		1,014	5.81
Mitsubishi	982		125		1,107		1,107	6.35
Nissan	1,605		205		1,810		1,810	10.38
Peugeot	2,352		273		2,625		2,625	15.05
Porsche	546		72		618		618	3.54
Proton	255		40		295		295	1.69
Renault	1,968		242		2,210		2,210	12.67
Seat	987		118		1,105		1,105	6.33
Skoda	1,536		184		1,720		1,720	9.86
Subaru	390		57		447		447	2.56
Suzuki	446		67		513		513	2.94
Toyota	1,722		223		1,945		1,945	11.15
Vauxhall	4,092		434		4,526		4,526	25.95
Volkswagen	4,746		547		5,293		5,293	30.34
Volvo	2,111		283		2,394		2,394	13.72
Other	823		85		908		908	5.21

Fleet News

Certificate for the 26 issues distributed between 1st January 2015 and 31st December 2015

Analysis of the Audit Issue by: Which make(s) of vehicle(s) do you operate in your fleet / Which manufacturer brands are represented in your fleet?

This chart represents the analysed copies only.



Fleet News

Certificate for the 26 issues distributed between 1st January 2015 and 31st December 2015

Analysis of the Audit Issue by: Sources & Ages of Name and Address Records

Description	Less Than 1 Year	Between 1 and 2 Years	Between 2 and 3 Years	Not Analysed (Includes Paid Circulation)	Total	% of Total Circulation
TOTAL	8,247	6,213	2,847	136	17,443	100.0
Not Analysed				136	136	0.8
Analysed	8,247	6,213	2,847		17,307	99.2
<u>Breakdown of Analysed Responses</u>						
Print Editions	7,922	5,321	2,557	136	15,936	91.4
Controlled Free Circulation - Requested	7,922	5,321	2,557		15,800	90.6
Individual Requests	6,650	3,954	2,317		12,921	
Company Requests	1,272	1,367	240		2,879	
Controlled Free - Non Requested						
By Name						
By Job Title/Function						
Non Controlled Free Circulation						
By Name						
Not by Name						
Paid Circulation				136	136	0.8
Digital Editions	325	892	290		1,507	8.6
Controlled Free Circulation - Requested	325	892	290		1,507	8.6
Individual Requests	325	892	290		1,507	
Company Requests						
Paid Circulation						