

# Business Magazines

Combined Total Circulation Certificate  
January to December 2015



Setting the standard

## Design Products & Applications



### Key information

#### Metric type

Circulation

#### ABC total

10,003 average (print)

#### Period

1 January 2015 to 31 December 2015

#### No of issues

12

#### Market sector

Manufacturing: Engineering - Design

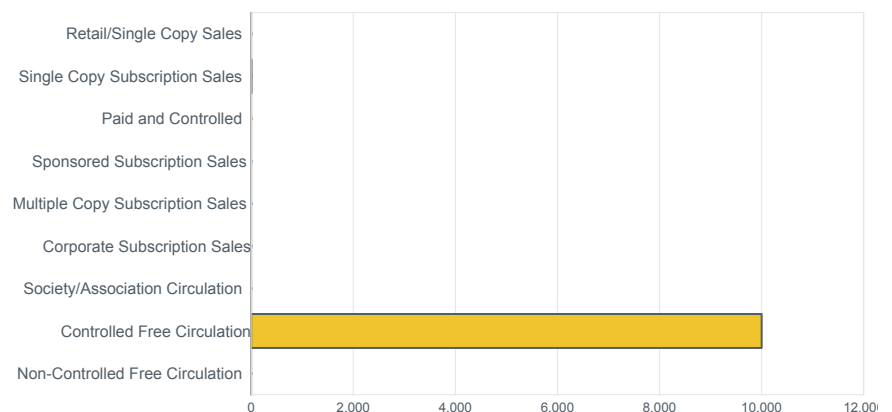
#### Contact details

IML Group Plc  
Blair House  
High Street  
Tonbridge  
Kent  
TN9 1BQ  
01732 359990  
dpa@imlgroup.co.uk  
www.dpaonthenet.net

### Audit issue circulation analysis

	% of circulation
Retail & Single Copy Sales	0%
Single Copy Subscription Sales	0.01%
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	99.99%
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	10,003	10,003	-	10,000	10,000	-	3	3	-
Average Retail Sales Per Issue	-	-	-	-	-	-	-	-	-

## Analysis for the Audit issue cover dated November and distributed on 20 November 2015

<b>Audit Issue Circulation</b>	10,001	10,001	-	10,000	10,000	-	1	1	-
<b>Retail &amp; Other Single Copy Sales</b>	-	-	-	-	-	-	-	-	-
<b>Single Copy Subscription Sales</b>	1	1	-	-	-	-	1	1	-
At full rate	1	1	-	-	-	-	1	1	-
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>	-	-	-	-	-	-	-	-	-
<b>Corporate Subscription Sales</b>	-	-	-	-	-	-	-	-	-
<b>Society/Association/Organisation</b>	-	-	-	-	-	-	-	-	-
<b>Controlled Free Circulation</b>	10,000	10,000	-	10,000	10,000	-	-	-	-
Individual requests	6,619	6,619	-	6,619	6,619	-	-	-	-
Company requests	3,033	3,033	-	3,033	3,033	-	-	-	-
Non-requested by name	-	-	-	-	-	-	-	-	-
Non-requested by job title / function	348	348	-	348	348	-	-	-	-
<b>Non-Controlled Free Circulation</b>	-	-	-	-	-	-	-	-	-

## Duplication

The level of duplication on the mailing list for the audit issue was: 1%

## Basic cover price & subscription rates for the audit issue

Basic cover price (UK):	£12.00
Basic cover price (RoI):	
Basic annual rate (UK):	£121.00
Basic annual rate (OC):	£146.00 to £212.00

## Controlled circulation for the audit issue

Terms of control: Directors, managers, engineers, consultants & individuals in the UK involved in the design, production, test, works, quality assurance, research & development, specification, or purchasing of materials, components, processes or products.

	Total		0-1 Year		1-2 Years		2-3 Years	
	Qty	%	Qty	%	Qty	%	Qty	%
<b>Total</b>	<b>9,652</b>	<b>100.0</b>	<b>6,656</b>	<b>69.0</b>	<b>2,477</b>	<b>25.7</b>	<b>519</b>	<b>5.4</b>
Individual Requests - Print	6,619	68.6	3,623	37.5	2,477	25.7	519	5.4
Individual Requests - Digital	-	-	-	-	-	-	-	-
Company Requests - Print	3,033	31.4	3,033	31.4	-	-	-	-
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	08-Jan-15	10,000	10,000	-	-
February	25-Feb-15	10,000	10,000	-	-
March	12-Mar-15	10,003	10,003	-	-
April	14-Apr-15	10,003	10,003	-	-
May	14-May-15	10,004	10,004	-	-
June	15-Jun-15	10,004	10,004	-	-
July	20-Jul-15	10,004	10,004	-	-
August	13-Aug-15	10,004	10,004	-	-
September	17-Sep-15	10,004	10,004	-	-
October	13-Oct-15	10,004	10,004	-	-
November	20-Nov-15	10,001	10,001	-	-
December	16-Dec-15	10,001	10,001	-	-

**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](http://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](http://www.abcstandards.org.uk)

**About this certificate**

This certificate was issued on 4 January 2016.

The data included is derived from a return of circulation prepared by the publisher: IML Group Plc.

The Publisher has certified that the data has been reported in accordance with ABC reporting standards. If an audit or inspection reveals a material difference ABC will revise and re-issue the certificate together with an audit/inspection report detailing the changes. For details of audit or inspection reports issued or the reporting standards and procedures, please contact ABC.

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