



# Standard Certificate of Circulation with demographics

For the 12 issues distributed between 1 January 2008 and 31 December 2008

**Business  
Magazines**

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**Comms Dealer**

# COMMSDEALER

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## The Primary Market Sector for this publication is:

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Telecommunications

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This certificate expires on 31 March 2010 unless ABC has issued a new certificate before that date.

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# Comms Dealer

Certificate of Average Net Circulation for the 12 issues distributed between 1 January 2008 and 31 December 2008

	Net Total	United Kingdom	Other Countries
<b>TOTAL AVERAGE NET CIRCULATION PER ISSUE</b>	<b>11,735</b>	<b>11,728</b>	<b>7</b>
Total Average Net Newstrade Sales Per Issue	-	-	-

## Analysis for the Audit issue cover dated Nov 2008 and distributed on 31 October 2008

<b>Total Net Circulation</b>	<b>11,583</b>	<b>11,583</b>	<b>-</b>
<b>Newstrade &amp; Other Single Copy Sales</b>	-	-	-
At Full Cover Prive/NTT	-	-	-
At a Lower Rate	-	-	-
<b>Paid and Controlled</b>	-	-	-
see terms of control on page 3. Sources for all addressees are less than 3 years old.			
At Full Rate	-	-	-
At Between 50% and 100% of Full Rate	-	-	-
At less than 50% of Full Rate	-	-	-
<b>Single Copy Subscription Sales</b>	-	-	-
At Full Rate	-	-	-
At Between 50% and 100% of Full Rate	-	-	-
At less than 50% of Full Rate	-	-	-
<b>Multiple Copy Subscription Sales</b>	-	-	-
At Full Rate	-	-	-
At Between 50% and 100% of Full Rate	-	-	-
At less than 50% of Full Rate	-	-	-
<b>Bulk Sales</b>	-	-	-
At Full Rate	-	-	-
At Between 50% and 100% of Full Rate	-	-	-
At less than 50% of Full Rate	-	-	-
<b>Society/Association/Organisation Circulation</b>	-	-	-
Paid Optional Single Copies	-	-	-
Unpaid Single copies (Written Requests)	-	-	-
Unpaid Single copies (Electronic Requests)	-	-	-
Unpaid Single copies (Telephone Requests)	-	-	-
Non-Optional single copies	-	-	-
<b>Controlled Free Circulation</b>	<b>11,583</b>	<b>11,583</b>	<b>-</b>
see terms of control on page 3. Sources for all addressees are less than 3 years old.			
Individual Written Requests	235	235	-
Individual Electronic Requests	3,874	3,874	-
Individual Telephone Requests	7,474	7,474	-
Company Written Requests	-	-	-
Company Electronic Requests	-	-	-
Company Telephone Requests	-	-	-
Non-requested by name	-	-	-
Non-requested by job title / function	-	-	-
<b>Non-Controlled Free Circulation</b>	-	-	-
By Name	-	-	-
Not by Name	-	-	-

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

### Miscellaneous Data:

The Basic Cover Price for the audit issue was: Not Applicable

The United Kingdom Basic Annual Rates for Subscriptions for the audit issue were: £65.00

The Annual Other Countries Subscription Rates for the audit issue were: £80.00

# Comms Dealer

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## Society / Association / Organisation Circulation

None

## Controlled Circulation - Terms of Control in audit period

To MD's/Directors/CEO's, Managers, sales & marketing staff, technical staff, general management staff and other employees in Telecoms dealers, resellers, installers, maintainers, network operators, distributors, service providers, consultancies and other companies within or advising the Telecoms or IT sector

## Age of source data for the Audit Issue

Category by Quantity	Total	0-1 yr	1-2 yrs	2-3 yrs
Total	11,583	4,441	6,260	882
Individual Requests	11,583	4,441	6,260	882
Company Requests	-	-	-	-

  

Category by percentage	Total	0-1 yr	1-2 yrs	2-3 yrs
Total	100.0	38.3	54.0	7.6
Individual Requests	100.0	38.3	54.0	7.6
Company Requests	-	-	-	-

## Actual Distribution Dates for issues distributed during the audit period

**Variations** for issues with a variance of more than 10% above (+) or below (-) the average net circulation

**Bulk Sales** for issues with Bulk Sales representing 10% or above of the circulation for that issue

Cover Date / ID	Distribution Date	Net Circ.	Variance %	Bulk Qty	Cover Date / ID	Distribution Date	Net Circ.	Variance %	Bulk Qty
Jan 2008	03-Jan-2008	11,096	-	-					
Feb 2008	02-Feb-2008	11,000	-	-					
Mar 2008	06-Mar-2008	11,150	-	-					
April 2008	04-Apr-2008	11,991	-	-					
May 2008	08-May-2008	12,000	-	-					
June 2008	30-May-2008	12,000	-	-					
July 2008	30-Jun-2008	11,999	-	-					
Aug 2008	31-Jul-2008	12,000	-	-					
Sep 2008	03-Sep-2008	12,000	-	-					
Oct 2008	30-Sep-2008	12,000	-	-					
Nov 2008	31-Oct-2008	11,583	-	-					
Dec 2008	03-Dec-2008	12,000	-	-					

## Other Bulk Distribution (Please note, these copies are NOT included in the circulation of any issue)

None

# Comms Dealer

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## Geographical Analysis of circulation of the audit issue

<b>Total Circulation</b>	<b>11,583</b>	<b>Total Analysed</b>	<b>11,573</b>	<b>Total Not Analysed</b>	<b>10</b>
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<b>United Kingdom</b>	<b>11,573</b>
East Anglia	421
East Midlands	693
London	1,269
Midlands	880
North West	1,239
Northern	257
South East	4,249
South West	921
Yorkshire	727
Northern Ireland	117
Scotland	486
Wales	314
Other UK	-
<b>Republic of Ireland</b>	-
<b>Other Countries (exc Rol)</b>	-

# Comms Dealer

Certificate of Average Net Circulation for the 12 issues distributed between 1 January 2008 and 31 December 2008

## Analysis of the Audit Issue by: Company Activity

Description	Breakdown of Free Circulation				Total of Free Circulation	Total of Paid Circulation	Total	%
	Controlled Free Copies		Non Controlled Free Circulation	Free Society/ Association/ Organisation Circulation				
	Requested	Non Requested						
<b>Total Addressees</b>	<b>11,583</b>				<b>11,583</b>		<b>11,583</b>	<b>100.0</b>
<b>Addressees Analysed</b>	<b>11,583</b>				<b>11,583</b>		<b>11,583</b>	<b>100.0</b>
<b>Addressees Not Analysed</b>								
Telecoms Dealer/Switchless Reseller/								
Independent Service Provider	2,787				<b>2,787</b>		<b>2,787</b>	24.1
Voice & Data Reseller/Convergence Reseller	2,725				<b>2,725</b>		<b>2,725</b>	23.5
Systems Integrator	1,008				<b>1,008</b>		<b>1,008</b>	8.7
Independent Software Vendor/Software Developer/								
Applications Service Provider/ASP	979				<b>979</b>		<b>979</b>	8.4
Telecoms/IT/Mobile/Voice /								
Converged Solutions Distributor	971				<b>971</b>		<b>971</b>	8.4
Consultancy	624				<b>624</b>		<b>624</b>	5.4
Other IT/Telcoms	584				<b>584</b>		<b>584</b>	5.0
VAR/IT Dealer	507				<b>507</b>		<b>507</b>	4.4
Vendor/Manufacturer	324				<b>324</b>		<b>324</b>	2.8
Carrier/Network Operator/Broadband/								
Internet Service Provider	300				<b>300</b>		<b>300</b>	2.6
Other	262				<b>262</b>		<b>262</b>	2.3
Installer/Maintainer/Cabling	252				<b>252</b>		<b>252</b>	2.2
Mobile Dealer/Retailer	72				<b>72</b>		<b>72</b>	0.6
Call Centres/Call Management/Contact Centres	69				<b>69</b>		<b>69</b>	0.6
Not Analysed	61				<b>61</b>		<b>61</b>	0.5
CTI	49				<b>49</b>		<b>49</b>	0.4
PMR	9				<b>9</b>		<b>9</b>	0.1

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## Analysis of the Audit Issue by: Job Title

Description	Breakdown of Free Circulation				Total of Free Circulation	Total of Paid Circulation	Total	%
	Controlled Free Copies		Non Controlled Free Circulation	Free Society/ Association/ Organisation Circulation				
	Requested	Non Requested						
<b>Total Addressees</b>	<b>11,583</b>				<b>11,583</b>		<b>11,583</b>	<b>100.0</b>
<b>Addressees Analysed</b>	<b>11,583</b>				<b>11,583</b>		<b>11,583</b>	<b>100.0</b>
<b>Addressees Not Analysed</b>								
Director/Sales Director/Technical Director/								
Marketing Director	2,922				<b>2,922</b>		<b>2,922</b>	25.2
Managing Director/CEO/Chairman/Owner/Partner/ Proprietor	2,497				<b>2,497</b>		<b>2,497</b>	21.6
Sales/Account/Network/Technical/Marketing/								
Purchasing/Buyer/Other Manager	2,318				<b>2,318</b>		<b>2,318</b>	20.0
General Management/Other General Management	2,044				<b>2,044</b>		<b>2,044</b>	17.6
Other Sales/Marketing/Technical/								
Engineer/Consultant	1,065				<b>1,065</b>		<b>1,065</b>	9.2
Other	462				<b>462</b>		<b>462</b>	4.0
Not Analysed	275				<b>275</b>		<b>275</b>	2.4