



# Standard Certificate of Circulation

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

**Business  
Magazines**

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## Cleaning & Hygiene Today

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### Audit Report - Revised Data

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ABC issued a Standard Certificate based on a return of circulation submitted by the publisher: MPP Ltd

ABC has now audited the data and the following is incorporated in this audit report dated: 16 February 2010

- 1) 3,030 copies have been transferred from Individual Written Requests to Non-Controlled Free Circulation by Name.
- 2) 3,634 copies have been transferred from Non-requested by Name to Non-Controlled Free Circulation by Name.
- 3) The Age of Source analysis has been amended.

### The Primary Market Sector for this publication is:

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Environment & Conservation: Cleaning

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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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#### Issued by

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#### Certification Statement

This certificate was issued on 16 February 2010. The data included is derived from a return of circulation prepared by the publisher: MPP Ltd.

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.

ABC cannot accept responsibility for mistakes or omissions although every care is taken to ensure that the information is correct. This certificate is the **copyright** property of the Publisher and ABC.

#### Published by

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# Cleaning & Hygiene Today

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>12,519</b>	<b>12,511</b>	<b>8</b>
Total Average Net Newstrade Sales Per Issue	-	-	-

## Analysis for the Audit issue cover dated November and distributed on 19 November 2008

	12,469	12,463	6
<b>Total Net Circulation</b>			
<b>Newstrade &amp; Other Single Copy Sales</b>	-	-	-
At Full Cover Price/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>	<b>19</b>	<b>13</b>	<b>6</b>
At Full Rate	3	-	3
At Between 50% and 100% of Full Rate	16	13	3
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>4,512</b>	<b>4,512</b>	-
see terms of control on page 3. Sources for all addressees are less than 3 years old.			
Individual Written Requests	757	757	-
Individual Electronic Requests	566	566	-
Individual Telephone Requests	2,949	2,949	-
Company Written Requests	27	27	-
Company Electronic Requests	-	-	-
Company Telephone Requests	213	213	-
Non-requested by name	-	-	-
Non-requested by job title / function	-	-	-
<b>Non-Controlled Free Circulation</b>	<b>7,938</b>	<b>7,938</b>	-
By Name	7,938	7,938	-
Not by Name	-	-	-

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

### 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: £90.00

The Annual Other Countries Subscription Rates for the audit issue ranged between: £120.00 to £180.00

# Cleaning & Hygiene Today

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

## Society / Association / Organisation Circulation

This is the official journal of The British Institute of Cleaning Science

For the audit issue, there were 4,139 individual members

632 company / corporate members

no company / corporate members received more than one copy of the audit issue

## Controlled Circulation - Terms of Control in audit period

Owners, Directors, Managers & Individuals with authority for purchasing and/or specifying cleaning & hygiene equipment, supplies or services. Also to individuals working in Estates and Facilities for the NHS or Local Government.

### Age of source data for the Audit Issue

Category by Quantity	Total	0-1 yr	1-2 yrs	2-3 yrs
Total	4,512	2,275	1,593	644
Individual Requests	4,272	2,264	1,505	503
Company Requests	240	11	88	141

  

Category by percentage	Total	0-1 yr	1-2 yrs	2-3 yrs
Total	100.0	50.4	35.3	14.3
Individual Requests	94.7	50.2	33.4	11.2
Company Requests	5.3	0.2	2.0	3.1

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

**Variances** 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
January	21-Jan-2008	12,534	-	-					
February	15-Feb-2008	12,469	-	-					
March	31-Mar-2008	12,535	-	-					
April	25-Apr-2008	12,545	-	-					
May	08-May-2008	12,535	-	-					
June	24-Jun-2008	12,535	-	-					
July	21-Jul-2008	12,536	-	-					
August	03-Sep-2008	12,535	-	-					
September	22-Sep-2008	12,536	-	-					
October	16-Oct-2008	12,532	-	-					
November	19-Nov-2008	12,469	-	-					
December	16-Dec-2008	12,468	-	-					