

# Consumer Magazines

## Cross Platform Circulation Certificate

### January to December 2011



Setting the standard

## Autosport



### Key information

**Audit Report issued**  
Please see page 5 for details

**Certificate type**  
Cross Platform

**Metric type**  
Circulation

**ABC headline**  
26,837 average per issue (print)  
872 average per issue (digital)

**Period**  
1 January 2011 to 31 December 2011

**No of issues**  
51

**Market sector**  
Motoring & Motorcycling: Motoring - Sporting

**Contact details**  
HAYMARKET MAGAZINES LTD  
TEDDINGTON STUDIOS, BROOM ROAD  
TEDDINGTON  
MIDDLESEX  
TW11 9BE  
0208 267 5000  
rob.aherne@haymarket.com

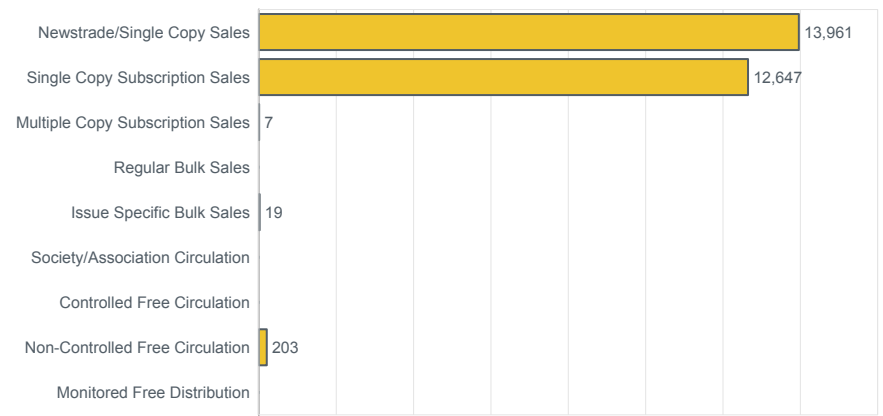
### Circulation analysis

Actively purchased circulation (UK & ROI)	99.2%
Multipacked Newstrade circulation	0%
Price: Basic cover price	£3.30
Published annual UK subscription rate	£168.30
Published annual ROI subscription rate	£209.00
Published annual other countries subscription rate	£209.00 to £220.00

### Digital Edition analysis

	Other countries	UK & ROI	Total
Average circulation per issue	650	222	872

### Circulation breakdown (print edition)



This certificate is supported by the following organisations



	Net Total		UK & RoI		Other Countries	
<b>Total Average Net Circulation Per Issue (print only)</b>	26,837		24,117		2,720	
<b>Circulation Breakdown</b>	Net Total		UK & RoI		Other Countries	
	Print	Digital	Print	Digital	Print	Digital
<b>Total Average Net Circulation Per Issue</b>	26,837	872	24,117	222	2,720	650
<b>Newstrade and other Single Copy Sales</b>	13,961	69	13,252	26	709	43
At Basic Cover Price	13,959	-	13,250	-	709	-
Below BCP but not less than 50%	-	69	-	26	-	43
Less than 50% of BCP but not less than 20%	2	-	2	-	-	-
<b>Single Copy Subscription Sales</b>	12,647	803	10,695	196	1,952	607
At Basic Annual Rate	1,028	-	200	-	828	-
Below BAR but not less than 50%	10,965	17	10,064	2	901	15
Less than 50% of BAR but not less than 20%	282	786	59	194	223	592
Less than 20% of BAR but not less than 10%	5	-	5	-	-	-
Less than 10% of BAR	367	-	367	-	-	-
<b>Multiple Copy Subscription Sales</b>	7	-	7	-	-	-
At Basic Annual Rate	-	-	-	-	-	-
Below BAR but not less than 50%	7	-	7	-	-	-
Less than 50% of BAR but not less than 20%	-	-	-	-	-	-
Less than 20% of BAR but not less than 10%	-	-	-	-	-	-
Less than 10% of BAR	-	-	-	-	-	-
<b>Corporate Subscription Sales</b>	-	-	-	-	-	-
<b>Regular Bulk Sales</b>	-	-	-	-	-	-
<b>Issue Specific Bulk Sales</b>	19	-	15	-	4	-
Not less than 50% of Basic Cover Price	-	-	-	-	-	-
Less than 50% of BCP but not less than 20%	19	-	15	-	4	-
<b>Society / Association / Organisation Circulation</b>	-	-	-	-	-	-
<b>Controlled Free Circulation</b>	-	-	-	-	-	-
<b>Non-Controlled Free Circulation</b>	203	-	148	-	55	-
By Name	203	-	148	-	55	-
Not by Name	-	-	-	-	-	-
<b>Monitored Free Distribution</b>	-	-	-	-	-	-
<b>Additional Print Analysis</b>	<b>ACTIVELY PURCHASED / MULTI PACK PERCENTAGES</b>					
	Net Total		United Kingdom & Republic of Ireland		Other Countries	
<b>Actively Purchased Circulation</b>	99.1%		99.2%		97.8%	
<b>Multi Packed Newstrade Circulation</b>	0%					

**Price:** The following prices are accurate for the end of the audit period.

Basic Cover Price	£3.30
Published Annual UK Subscription Rate	£168.30
Published Annual RoI Subscription Rate	£209.00
Published Annual Other Countries Subscription Rate	£209.00 to £220.00

**Duplication:**

The mailing list for the audit issue was tested, the level of duplication found was: 0%

**Excluded Issues:**

None

**Regular Bulk Sales Analysis**

None

**Issue Specific Bulk Sales Analysis**

Category	Total		Not Less than 50% of BCP		Less than 50% of BCP but not less than 20%	
	Quantity	Percent	Quantity	Percent	Quantity	Percent
<b>Total</b>	<b>19</b>	<b>0.1</b>	-	-	<b>19</b>	<b>0.1</b>
Airlines	-	-	-	-	-	-
Hotels	-	-	-	-	-	-
Trains	-	-	-	-	-	-
Other Publication insert	-	-	-	-	-	-
Voucher Redemption	-	-	-	-	-	-
Sports Event	-	-	-	-	-	-
Leisure Centres	-	-	-	-	-	-
Food/Beverage Outlets	-	-	-	-	-	-
Others	19	0.1	-	-	19	0.1

**Society / Association / Organisation Circulation**

None

**Controlled Circulation**

None

**Monitored Free Distribution**

None

**Editions Analysis**

None

## Issue by Issue Analysis

Cover Date or Issue Identifier	Issue Variance from Total Average *	Issue Specific Bulk Sales	Monitored Free Distribution				Multipacks	
			Total	Net Distribution by Hand	Net Distribution - Other	Gross Distribution	Newstrade and other Single Copy Sales - Multipacked	Other title(s) multipacked
06 Jan 2011	-	-	-	-	-	-	-	-
13 Jan 2011	-	-	-	-	-	-	-	-
20 Jan 2011	-	-	-	-	-	-	-	-
27 Jan 2011	-	-	-	-	-	-	-	-
03 Feb 2011	22.0%	-	-	-	-	-	-	-
10 Feb 2011	22.7%	-	-	-	-	-	-	-
17 Feb 2011	-	-	-	-	-	-	-	-
24 Feb 2011	-	-	-	-	-	-	-	-
03 Mar 2011	-	-	-	-	-	-	-	-
10 Mar 2011	-	-	-	-	-	-	-	-
17 Mar 2011	38.1%	-	-	-	-	-	-	-
24 Mar 2011	-	-	-	-	-	-	-	-
31 Mar 2011	-	-	-	-	-	-	-	-
07 Apr 2011	-	15	-	-	-	-	-	-
14 Apr 2011	-	-	-	-	-	-	-	-
21 Apr 2011	-	-	-	-	-	-	-	-
28 Apr 2011	-	-	-	-	-	-	-	-
05 May 2011	-	-	-	-	-	-	-	-
12 May 2011	-	-	-	-	-	-	-	-
19 May 2011	-	-	-	-	-	-	-	-
26 May 2011	-	-	-	-	-	-	-	-
02 Jun 2011	12.9%	-	-	-	-	-	-	-
09 Jun 2011	-	750	-	-	-	-	-	-
16 Jun 2011	27.4%	-	-	-	-	-	-	-
23 Jun 2011	-	-	-	-	-	-	-	-
30 Jun 2011	-	-	-	-	-	-	-	-
07 Jul 2011	-	-	-	-	-	-	-	-
14 Jul 2011	-	-	-	-	-	-	-	-
21 Jul 2011	-	-	-	-	-	-	-	-
28 Jul 2011	-	-	-	-	-	-	-	-
04 Aug 2011	-	-	-	-	-	-	-	-
11 Aug 2011	-10.5%	-	-	-	-	-	-	-
18 Aug 2011	-	-	-	-	-	-	-	-
25 Aug 2011	-	-	-	-	-	-	-	-
01 Sep 2011	-	-	-	-	-	-	-	-
08 Sep 2011	-11.0%	-	-	-	-	-	-	-
15 Sep 2011	-	-	-	-	-	-	-	-
22 Sep 2011	-	-	-	-	-	-	-	-
29 Sep 2011	-	-	-	-	-	-	-	-
06 Oct 2011	-10.8%	-	-	-	-	-	-	-
13 Oct 2011	-	-	-	-	-	-	-	-
20 Oct 2011	12.3%	-	-	-	-	-	-	-
27 Oct 2011	-	-	-	-	-	-	-	-
03 Nov 2011	-	-	-	-	-	-	-	-
10 Nov 2011	-	-	-	-	-	-	-	-
17 Nov 2011	-	-	-	-	-	-	-	-
24 Nov 2011	-12.8%	-	-	-	-	-	-	-
01 Dec 2011	-	-	-	-	-	-	-	-
08 Dec 2011	-	-	-	-	-	-	-	-
15 Dec 2011	-	200	-	-	-	-	-	-
29 Dec 2011	-20.7%	-	-	-	-	-	-	-

\*Variances are only shown where an issue exceeds the Average Net Circulation by (a) 10% for 12 month audit periods or (b) 20% for all other periods. Variances will be displayed as (a) percentages for 12 month audit periods or (b) either the word 'above' or 'below' for all other audit periods.

### Optional Monthly Circulation Analysis

The publisher has chosen to report an optional circulation analysis as detailed in the table below. Data does not include adjustments for prior audit period reconciliations.

Issue Month	Number of Issues	Total Average Circulation	Average Actively Purchased Circulation (Optional)	% Actively Purchased (Optional)
January	4	25,668	25,440	99.10
February	4	30,387	30,169	99.30
March	5	29,470	29,254	99.30
April	4	26,991	26,770	99.20
May	4	25,457	25,251	99.20
June	5	28,441	28,084	98.70
July	4	26,883	26,677	99.20
August	4	25,856	25,644	99.20
September	5	25,340	25,130	99.20
October	4	26,190	25,986	99.20
November	4	24,415	24,215	99.20
December	4	25,619	25,366	99.00

### About ABC

ABC is governed by the media industry, for the media industry and is the expert at setting data and process standards across multiple platforms. ABC provides a stamp of trust for media buyers, media owners, publishers and digital traders working in existing and emerging platforms.

The ABC Board consists of 16 media owners, media agencies, advertisers and trade body members – with 25 per cent of the Board representing the digital sector. The Board make strategic decisions as to how ABC is run and each industry sector is represented by a Reporting Standards Group.

ABC was established in the UK in 1931 and is a founder member of the International Federation of ABCs (IFABC). ABC's digital arm was established in 1996 and was united with ABC under one brand with a new identity and integrated structure in March 2011. ABC works with JICWEBS (Joint Industry Committee for Web Standards) to deliver common international standards for measuring digital reach, engagement and loyalty, as well as creating common standards for good practice throughout the industry.

For further information please visit [www.abc.org.uk](http://www.abc.org.uk) or contact us at: ABC, Saxon House, 211 High Street Berkhamsted, Hertfordshire, HP4 1AD, UK  
Tel: +44 (1442) 870 800 or [info@abc.org.uk](mailto:info@abc.org.uk).

### About this certificate

This certificate was issued on 3 October 2012. The data included is derived from a return of circulation prepared by the publisher: Haymarket Consumer Media.

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.

This certificate expires on 31 March 2013 unless ABC has issued a new certificate before that date.

### Audit Report - Revised Data

ABC issued a certificate based on a return of circulation submitted by the publisher: Haymarket Consumer Media. ABC has now audited the data and the following is incorporated in this audit report dated: 3 October 2012

733 copies have been transferred from Single Copy Subscription Sales At Basic Annual Rate; 513 to 'Below BAR but not less than 50%' and 220 to 'Less than 50% of BAR but not less than 20%'.

## Glossary of Terms

**TOTAL AVERAGE NET CIRCULATION.** This is sometimes referred to as the 'headline' or 'ABC' figure. It is the average of the circulation of all the issues distributed over the period covered by the certificate.

**NEWSTRADE AND OTHER SINGLE COPY SALES.** Newtrade describes sales to individuals through recognised retail outlets. Single Copy Sales describe sales of single copies direct to individuals by publishers. There are three categories based on the cover price to enable advertisers to identify how many copies have been sold at a discounted rate.

**SINGLE COPY SUBSCRIPTION SALES.** This category is where the publisher can claim copies which individuals have contracted to purchase for a given period, usually one year but not less than 3 months or 3 issues whichever is the greater. There are five categories based on the subscription price paid in comparison to the Basic Annual Rate, to enable advertisers to identify how many of those subscribers have taken advantage of a discount or offer.

**MULTIPLE COPY SUBSCRIPTION SALES.** This category is where the publisher can claim multiple copies purchased on a subscription basis where the final recipients can be identified, but the subscription has been purchased by a third party. The purchaser will have subscribed for a given period, usually one year but not less than 3 months or 3 issues whichever is the greater. There are five categories based on the subscription price paid, to enable advertisers to identify how many of those subscribers have taken advantage of a discount or offer.

**REGULAR BULK SALES.** This category is where the publisher can claim sales of multiple copies of an issue, sold in bulk on a regular contractual basis to a third party e.g. hotel, where copies are usually given free to the final recipient. Copies are analysed by type of distribution – e.g. sales to airlines or hotels and by the price paid in relation to the Basic Cover Price.

**ISSUE SPECIFIC BULK SALES.** This category is where the publisher can claim sales of multiple copies of a publication, sold in bulk on a 'one-off' or occasional basis to a third party e.g. hotel where copies are usually given free to the final recipient. Examples of bulk sales include copies of a magazine sold to a third party publisher to be given away with their newspaper.

**SOCIETY/ASSOCIATION/ORGANISATION CIRCULATION.** This category is where the publisher can claim copies distributed to members of a society etc for which the publication is an official journal. The publisher may either be the society themselves or a publisher whose magazine has been nominated as the official publication by the society. Members of the society either pay an additional amount to receive the magazine, specifically request to receive the magazine or receive it as part of their membership package.

**CONTROLLED FREE CIRCULATION.** These are copies sent free to individuals who meet a defined criteria set by the publisher to define its target audience. The publisher must retain third party evidence to prove individuals claimed as Controlled Circulation meet the stated Terms of Control which is reported on the certificate.

Controlled Circulation is broken down into:

- Individually requested copies: copies the recipient has personally requested
- Company requested copies: copies requested for the recipient by one of their work colleagues
- Non-requested copies: copies not requested but which the publisher can prove meets the reported Terms of Control

**NON-CONTROLLED CIRCULATION.** These are free copies mailed or given to individuals. In the consumer magazines sector, the publisher must have evidence to prove the individual is likely to have an interest in the field covered by the magazine. Copies that are handed out free at exhibitions and events can be claimed in this section as long as each individual recipient has supplied their name and address details and have signed to confirm receipt of the magazine and therefore demonstrated interest.

**MONITORED FREE DISTRIBUTION.** These are copies supplied in bulk to distribution points on an every issue basis to be left for free pick-up by the individual final recipients or handed out individually.

These copies are analysed as either:

- Net distribution – by hand (net quantity of copies handed to individuals may be claimed if controls are in place to account for 'returns' at each distribution point).
- Net distribution – other (net quantity of copies distributed (the number picked up) may be claimed if controls are in place to account for all 'returns' at each distribution point).
- Gross distribution (gross quantity of copies received at distribution points and made available for free pick up).

When a NET figure is claimed there must be controls to account for undistributed copies (returns) at each distribution point.

**ACTIVELY PURCHASED CIRCULATION.** Actively Purchased is a term used in the consumer magazine category broadly to describe those copies purchased by an individual. The Actively Purchased figure is the sum of the copies claimed as Newtrade and Single Copy Sales, Single Copy Subscriptions and Paid Optional Society copies. It is reported as a figure and as a percentage of the Total Average Net Circulation.

**BASIC COVER PRICE.** This is the cover price on the last issue in the audit period. This is a guide in determining if copies in Single Copy Sales and Bulk Sales are shown at full or reduced rates within newtrade.

**SUBSCRIPTION RATES.** These are the annual subscription rates in use at the end of the audit period. It is the standard rate at which a publisher sells a 1 year subscription to the publication. It is the highest or undiscounted rate. This is a guide in determining if copies are shown at full or reduced rates within Single Copy and Multiple Copy Subscription Sales.

**MULTIPACKS.** If copies of any issue(s) in the period were sold as part of a multipack (banded or packaged together with other publications), the percentage of Newtrade & Single Copy Sales sold as part of a multipack is indicated and the other titles included in the multipack(s) are listed.

**DUPLICATION LEVEL.** The Duplication Level represents the percentage of named individuals on a publication's mailing list who appear more than once. This is based on a sample taken across the whole mailing list.

**OPTIONAL MONTHLY/ISSUE BY ISSUE CIRCULATION ANALYSIS.** This appears on the certificate when a publisher has opted to include monthly / issue by issue analysis of their circulation.