

Consumer Magazines

Combined Total Circulation Certificate
July to December 2013



Setting the standard

Nuts

Nuts



Key information

Metric type

Circulation

ABC total

62,118 average - print & digital (gross)
53,342 average (print)
8,776 average (digital)

Period

1 July 2013 to 31 December 2013

No of issues

26

Market sector

Men's Lifestyle General

Contact details

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Print Circulation analysis

Actively purchased circulation (UK & ROI)	99.9%
Multipacked Retail sales circulation	0%
Price: Basic cover price	£1.95
Published annual UK subscription rate	£103.90
Published annual ROI subscription rate	€163.99
Published annual other countries subscription rate	Various

Digital Edition analysis

	Other countries	UK & ROI	Total
Average circulation	2,667	6,109	8,776

Circulation breakdown (print only)

Retail and Single Copy Sales	51,403
Single Copy Subscription Sales	1,938
Multiple Copy Subscription Sales	1
Multiple Copy Sales	
Society/Association Circulation	
Controlled Free Circulation	
Non-Controlled Free Circulation	
Monitored Free Distribution	
Free Voucher Copies	

This certificate is supported by the following organisations

	Total	UK & RoI	Other Countries
Average Circulation - print & digital (gross)	62,118	55,665	6,453

	Total		UK & RoI		Other Countries	
	Print	Digital	Print	Digital	Print	Digital
Average Circulation	53,342	8,776	49,556	6,109	3,786	2,667
Retail and other Single Copy Sales	51,403	2,789	47,726	2,127	3,677	662
At Basic Cover Price	51,343	2,424	47,666	2,033	3,677	391
Below BCP but not less than 50%	1	365	1	94	-	271
Less than 50% of BCP but not less than 20%	59	-	59	-	-	-
Single Copy Subscription Sales	1,938	5,987	1,829	3,982	109	2,005
At Basic Annual Rate	8	162	4	1	4	161
Below BAR but not less than 50%	1,919	5,308	1,814	3,978	105	1,330
Less than 50% of BAR but not less than 20%	9	517	9	3	-	514
Less than 20% of BAR but not less than 10%	2	-	2	-	-	-
Less than 10% of BAR	-	-	-	-	-	-
Multiple Copy Subscription Sales	1		1		-	
At Basic Annual Rate	-		-		-	
Below BAR but not less than 50%	1		1		-	
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	-		-		-	
Corporate Subscription Sales		-		-		-
Multiple Copy Sales	-		-		-	
Society / Association / Organisation Circulation	-	-	-	-	-	-
Controlled Free Circulation	-	-	-	-	-	-
Non-Controlled Free Circulation	-		-		-	
Monitored Free Distribution	-		-		-	
Free Retail Voucher Copies	-		-		-	

	ACTIVELY PURCHASED / MULTI PACK PERCENTAGES		
	Total	United Kingdom & Republic of Ireland	Other Countries
Actively Purchased Circulation	99.9%	99.9%	100.0%
Multi Packed Retail Circulation	0%		

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

Basic Cover Price	£1.95
Published Annual UK Subscription Rate	£103.90
Published Annual RoI Subscription Rate	€163.99
Published Annual Other Countries Subscription Rate	Various

Duplication:

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

Excluded Issues:

None

Issue by Issue Analysis (print only)

Cover Date or Issue Identifier	Issue Variance from Total Average *	Monitored Free Distribution				Multipacks		
		Total	Net Distribution by Hand	Net Distribution - Other	Gross Distribution	Retail other Single Copy Sales - Multipacked	Other title(s) multipacked	
05/07/13	-	-	-	-	-	-	-	-
12/07/13	-	-	-	-	-	-	-	-
19/07/13	-	-	-	-	-	-	-	-
26/07/13	-	-	-	-	-	-	-	-
02/08/13	-	-	-	-	-	-	-	-
09/08/13	-	-	-	-	-	-	-	-
16/08/13	-	-	-	-	-	-	-	-
23/08/13	-	-	-	-	-	-	-	-
30/08/13	-	-	-	-	-	-	-	-
06/09/13	-	-	-	-	-	-	-	-
13/09/13	-	-	-	-	-	-	-	-
20/09/13	-	-	-	-	-	-	-	-
27/09/13	-	-	-	-	-	-	-	-
04/10/13	-	-	-	-	-	-	-	-
11/10/13	-	-	-	-	-	-	-	-
18/10/13	-	-	-	-	-	-	-	-
25/10/13	-	-	-	-	-	-	-	-
01/11/13	-	-	-	-	-	-	-	-
08/11/13	-	-	-	-	-	-	-	-
15/11/13	-	-	-	-	-	-	-	-
22/11/13	-	-	-	-	-	-	-	-
29/11/13	-	-	-	-	-	-	-	-
06/12/13	-	-	-	-	-	-	-	-
13/12/13	Above	-	-	-	-	-	-	-
27/12/13	-	-	-	-	-	-	-	-
03/01/14	Below	-	-	-	-	-	-	-

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.

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For definitions used on this certificate, please visit www.abc.org.uk/jargon

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ABC Ref: 13185/A:20140213//18847136