

Business Magazines

Combined Total Demographic Circulation Certificate

July 2014 to June 2015



Setting the standard

Internet Retailing

Internet Retailing



Key information

Metric type

Circulation

ABC total

11,766 average

Period

1 July 2014 to 30 June 2015

No of issues

6

Market sector

Retailing & Wholesaling: General

Contact details

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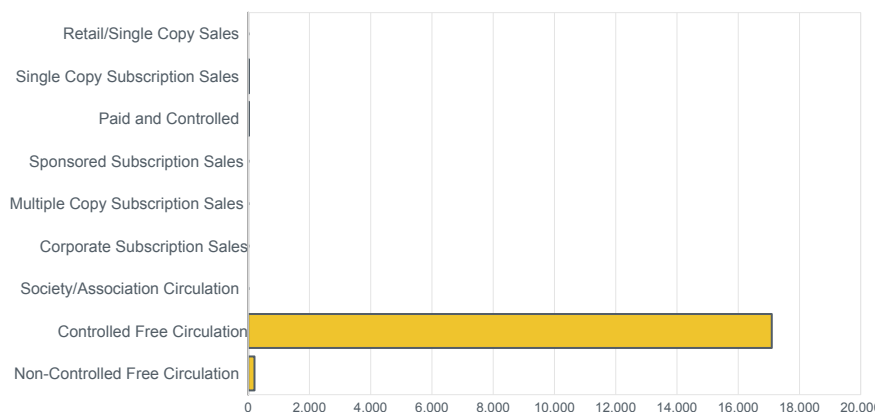
Audit issue circulation analysis

	% of circulation
Retail & Single Copy Sales	0%
Single Copy Subscription Sales	0.15%
Paid and Controlled	0.15%
Sponsored Subscription Sales	0%
Multiple Copy Subscription Sales	0%
Corporate Subscription Sales	0%
Society/Association/Organisation Circulation	0%
Controlled Free Circulation	98.51%
Non-Controlled Free Circulation	1.19%

Demographics included:

Professional Focus
Market Sector

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	11,766	11,766	-	11,758	11,758	-	8	8	-
Average Retail Sales Per Issue	-	-		-	-		-	-	

Analysis for the Audit issue cover dated May 2015 and distributed on 28 May 2015

Audit Issue Circulation	17,352	17,352	-	17,306	17,306	-	46	46	-
Retail & Other Single Copy Sales	-	-	-	-	-	-	-	-	-
Single Copy Subscription Sales	26	26	-	24	24	-	2	2	-
At full rate	26	26	-	24	24	-	2	2	-
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	-	-	-	-	-	-	-	-	-
Paid and Controlled	26	26	-	24	24	-	2	2	-
At full rate	26	26	-	24	24	-	2	2	-
Less than full rate but not 50%	-	-	-	-	-	-	-	-	-
Less than 50% but not than 20%	-	-	-	-	-	-	-	-	-
Less than 20% but not than 10%	-	-	-	-	-	-	-	-	-
Less than 10% of full rate	-	-	-	-	-	-	-	-	-
Sponsored Subscription Sales	-	-		-	-		-	-	
Multiple Copy Subscription Sales	-	-		-	-		-	-	
Corporate Subscription Sales	-		-	-		-		-	-
Society/Association/Organisation	-	-	-	-	-	-	-	-	-
Controlled Free Circulation	17,094	17,094	-	17,092	17,092	-	2	2	-
Individual requests	8,740	8,740	-	8,738	8,738	-	2	2	-
Company requests	-	-		-	-		-	-	
Non-requested by name	8,354	8,354		8,354	8,354		-	-	
Non-requested by job title / function	-	-		-	-		-	-	
Non-Controlled Free Circulation	206	206		166	166		40	40	
By name	205	205		165	165		40	40	
Not by name	1	1		1	1		-	-	

Duplication

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

Basic cover price & subscription rates for the audit issue

Basic cover price (UK):

Basic cover price (Rol):

Basic annual rate (UK): £48.00

Basic annual rate (OC): £50.00 to £72.00

Controlled circulation for the audit issue

Terms of control: Individuals working within online and multichannel retailing including Etailers, Multichannel, Mobile, Catalogue, and Suppliers to the retail industry. Also to individuals with job functions in Management, Sales and Marketing, eCommerce, Purchasing, Finance, Logistics, IT, HR and Legal, and individuals who have attended Internet Retailing Expo 2012, 2013, 2014 and 2015

	Total		0-1 Year		1-2 Years		2-3 Years	
	Qty	%	Qty	%	Qty	%	Qty	%
Total	8,740	100.0	3,865	44.2	3,160	36.2	1,715	19.6
Individual Requests - Print	8,740	100.0	3,865	44.2	3,160	36.2	1,715	19.6
Individual Requests - Digital	-	-	-	-	-	-	-	-
Company Requests - Print	-	-	-	-	-	-	-	-
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 %
July 2014	21-Jul-14	9,021	9,021	-	-23.3
September 2014	23-Sep-14	9,148	9,148	-	-22.3
November 2014	01-Dec-14	9,049	9,049	-	-23.1
January 2015	05-Feb-15	9,047	9,047	-	-23.1
March 2015	04-Mar-15	16,976	16,976	-	44.3
May 2015	28-May-15	17,352	17,352	-	47.5

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

Cover Date / ID	Total Bulk Copies	Rate	Category/Distribution Location
Total	1,800		
March 2015	1,500	Free	Internet Retailing Expo, 25-26 March, NEC
September 2014	300	Free	Internet Retailing Conference 14th October

Demographic analysis for the audit issue

Question: Professional Focus	Print Circulation		Digital Circulation		Free Circulation	Paid Circulation	Total
	Free	Paid	Free	Paid			
People responding to this question	17,094				17,094		17,094
People not responding to this question	206	52			206	52	258
Answers:							
Consultant	82				82		82
e-commerce	2,345				2,345		2,345
Finance	788				788		788
HR	769				769		769
IT	1,000				1,000		1,000
Legal	12				12		12
Logistics	1,373				1,373		1,373
Management	2,435				2,435		2,435
Other	91				91		91
Purchasing	321				321		321
Sales and Marketing	7,878				7,878		7,878

Question: Market Sector	Print Circulation		Digital Circulation		Free	Paid	Total
	Free	Paid	Free	Paid	Circulation	Circulation	
People responding to this question	17,094				17,094		17,094
People not responding to this question	206	52			206	52	258
Answers:							
Apparel & Fashion	4,776				4,776		4,776
Beauty	796				796		796
Children	255				255		255
Department Store	1,676				1,676		1,676
Electricals	1,340				1,340		1,340
Financial Services	55				55		55
Food	908				908		908
General Merchandise	321				321		321
Home & Furniture	1,226				1,226		1,226
Mail Order	84				84		84
Mobile	120				120		120
Niche or Specialist	706				706		706
Other	1,065				1,065		1,065
Services	3,091				3,091		3,091
Supermarkets	308				308		308
Travel	367				367		367

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

To find out more about the Business Magazines sector and the definitions used on this certificate, please visit: www.abcstandards.org.uk

About this certificate

This certificate was issued on 20 August 2015.

The data included is derived from a return of circulation prepared by the publisher: SJP Business Media.

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