

Business Magazines

Combined Total Demographic Circulation Certificate
January to December 2015



Setting the standard

Comms Business

comms business

the UK's leading magazine for voice & data solution providers



Key information

Metric type

Circulation

ABC total

19,351 average (total)
15,179 average (print)
4,172 average (digital)

Period

1 January 2015 to 31 December 2015

No of issues

12

Market sector

Communications: General

Contact details

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Audit issue circulation analysis

	% of circulation
Retail & Single Copy Sales	0%
Single Copy Subscription Sales	0%
Paid and Controlled	0%
Sponsored Subscription Sales	0%
Multiple Copy Subscription Sales	0%
Corporate Subscription Sales	0%
Society/Association/Organisation Circulation	0%
Controlled Free Circulation	100%
Non-Controlled Free Circulation	0%

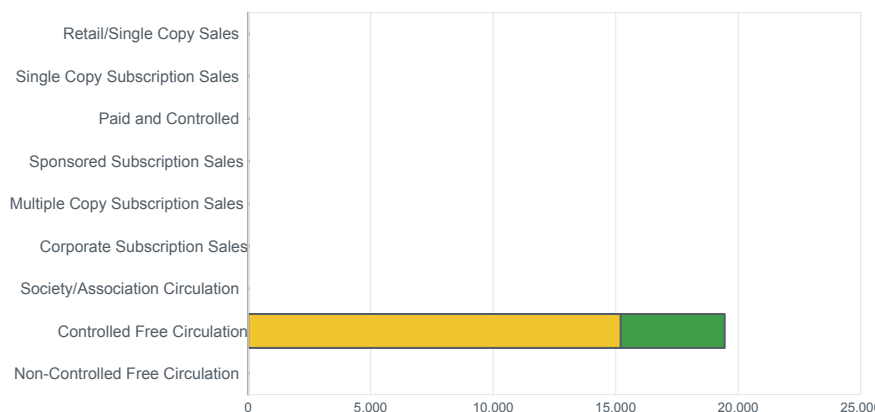
Demographics included:

Geographical Analysis

What position do you hold?

What is your company's main business activity?

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	19,351	15,179	4,172	19,141	15,179	3,962	210	-	210
Average Retail Sales Per Issue	-	-		-	-		-	-	

Analysis for the Audit issue cover dated December 2015 and distributed on 25 November 2015

Audit Issue Circulation	19,446	15,199	4,247	19,301	15,199	4,102	-	-	145
Retail & Other Single Copy Sales	-	-	-	-	-	-	-	-	-
Single Copy Subscription Sales	-	-	-	-	-	-	-	-	-
Paid and Controlled	-	-	-	-	-	-	-	-	-
Sponsored Subscription Sales	-	-		-	-		-	-	
Multiple Copy Subscription Sales	-	-		-	-		-	-	
Corporate Subscription Sales	-		-	-		-	-		-
Society/Association/Organisation	-	-	-	-	-	-	-	-	-
Controlled Free Circulation	19,446	15,199	4,247	19,301	15,199	4,102	145	-	145
Individual requests	17,156	12,909	4,247	17,011	12,909	4,102	145	-	145
Company requests	1,562	1,562		1,562	1,562		-	-	
Non-requested by name	728	728		728	728		-	-	
Non-requested by job title / function	-	-		-	-		-	-	
Non-Controlled Free Circulation	-	-		-	-		-	-	

Duplication

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

The percentage of the Audit Issue Print Edition Circulation which also opted to receive a digital copy is: 0%

Controlled circulation for the audit issue

Terms of control: Comms Business serves individuals in telecoms companies, specifically resellers, switchless resellers, mobile resellers, data resellers, systems integrators, distributors, VARs, network operators, consultants, manufacturers, maintainers, ISV's, ISPs, ASPs and broadband operators. Also served are Owners, Proprietors, Partners, Directors, Managers, or persons working in sales, purchasing, engineering/IT/Technical roles, finance, marketing, training, or operations, or who have attended or pre-registered to attends The Convergence Summit.

	Total		0-1 Year		1-2 Years		2-3 Years	
	Qty	%	Qty	%	Qty	%	Qty	%
Total	18,718	100.0	3,956	21.1	7,401	39.5	7,361	39.3
Individual Requests - Print	12,909	69.0	2,318	12.4	5,324	28.4	5,267	28.1
Individual Requests - Digital	4,247	22.7	1,389	7.4	1,549	8.3	1,309	7.0
Company Requests - Print	1,562	8.3	249	1.3	528	2.8	785	4.2
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 %
January 2015	05-Jan-15	19,441	15,189	4,252	-
February 2015	26-Jan-15	19,553	15,191	4,362	-
March 2015	24-Feb-15	19,555	15,173	4,382	-
April 2015	30-Mar-15	19,554	15,200	4,354	-
May 2015	27-Apr-15	19,862	15,200	4,662	-
June 2015	22-May-15	19,850	15,200	4,650	-
July 2015	25-Jun-15	19,740	15,200	4,540	-
August 2015	27-Jul-15	19,378	15,003	4,375	-
September 2015	25-Aug-15	19,265	15,197	4,068	-
October 2015	28-Sep-15	18,604	15,200	3,404	-
November 2015	23-Oct-15	17,972	15,200	2,772	-
December 2015	25-Nov-15	19,446	15,199	4,247	-

Demographic analysis for the audit issue

Question: What position do you hold?	Print Circulation		Digital Circulation		Free Circulation	Paid Circulation	Total
	Free	Paid	Free	Paid			
People responding to this question	15,199		4,247		19,446		19,446
People not responding to this question							
Answers:							
Owner/CEO/MD	4,217		1,213		5,430		5,430
Finance Director	201		45		246		246
Other Director	2,669		616		3,285		3,285
Manager	6,219		1,492		7,711		7,711
Executive	1,345		558		1,903		1,903
Other	548		323		871		871

Question: What is your company's main business activity?	Print Circulation		Digital Circulation		Free Circulation	Paid Circulation	Total
	Free	Paid	Free	Paid			
People responding to this question	15,189		4,243		19,432		19,432
People not responding to this question	10		4		14		14
Answers:							
Asp/ISP/Broadband	283		93		376		376
AV Reseller	371		67		438		438
Computer Systems & Software (Development)	3				3		3
Consultancy	513		289		802		802
Convergence Reseller	375		102		477		477
Data Reseller/IT Reseller	2,745		446		3,191		3,191
Distributor	864		309		1,173		1,173
Independent/Software Vendor	934		290		1,224		1,224
Installer	437		104		541		541
Maintainer	446		112		558		558
Managed Service Provider	3		6		9		9
Mobile Reseller (including mobile phones)	542		82		624		624
Network Operator	530		276		806		806
Switchless Reseller	62		14		76		76
Systems Integrator	856		175		1,031		1,031
Telecoms Reseller	4,824		1,133		5,957		5,957
VAR	405		93		498		498
Vendor/Manufacturer	600		292		892		892
Other	396		360		756		756

Geographic analysis for the audit issue

Country/Region	Total Circulation	Print	Digital
TOTAL	19,446	15,199	4,247
United Kingdom	19,301	15,199	4,102
East Anglia	645	530	115
Cambridgeshire	286	238	48
Norfolk	180	144	36
Suffolk	179	148	31
East Midlands	1,229	987	242
Derbyshire	247	199	48
Leicestershire	288	233	55
Lincolnshire (inc Rutland)	146	114	32
Northamptonshire	228	184	44
Nottinghamshire	320	257	63
London	2,007	1,536	471
Midlands	1,545	1,256	289
Herefordshire & Worcester	235	194	41
Shropshire	145	111	34
Staffordshire	295	243	52
Warwickshire	262	216	46
West Midlands	608	492	116
North West	2,419	1,863	556
Cheshire	802	615	187
Isle of Man	35	27	8
Lancashire	1,367	1,045	322
Merseyside	215	176	39
Northern	410	327	83
Cleveland	71	61	10
Cumbria	58	41	17
Durham	60	41	19
Northumberland	29	24	5
Tyne & Wear	192	160	32
South East	6,797	5,348	1,449
Bedfordshire	205	159	46
Berkshire	878	656	222
Buckinghamshire	511	411	100
East Sussex	242	199	43
Essex	592	470	122
Hampshire	923	734	189
Hertfordshire	644	517	127
Isle of Wight	26	22	4
Kent	617	481	136
Middlesex	496	397	99
Oxfordshire	280	225	55
Surrey	1,016	799	217
West Sussex	367	278	89
South West	1,488	1,184	304
Channel Islands	57	46	11
Cornwall	68	55	13
Devon	167	118	49
Dorset	287	237	50
Gloucestershire	272	228	44
Somerset	387	307	80
Wiltshire	250	193	57
Yorkshire	1,323	1,031	292
East Yorkshire	114	92	22
North Yorkshire	227	173	54
South Yorkshire	273	215	58
West Yorkshire	709	551	158
Northern Ireland	214	164	50
Antrim	125	97	28
Armagh	10	9	1
Down	29	19	10
Fermanagh	6	3	3

Geographic analysis for the audit issue

Country/Region	Total Circulation	Print	Digital
TOTAL	19,446	15,199	4,247
Londonderry	26	21	5
Tyrone	18	15	3
Scotland	751	592	159
Borders	17	10	7
Central	50	36	14
Dumfries and Galloway	13	9	4
Fife	48	39	9
Grampian	73	57	16
Highland	45	36	9
Lothians	152	123	29
Strathclyde	329	261	68
Tayside	24	21	3
Wales	473	381	92
Clwyd	112	95	17
Dyfed	30	24	6
Gwent	106	80	26
Gwynedd	14	13	1
Mid Glamorgan	57	48	9
Powys	15	9	6
South Glamorgan	82	65	17
West Glamorgan	57	47	10
Europe	90	-	90
Belgium	5	-	5
Croatia	1	-	1
Cyprus	2	-	2
Denmark	3	-	3
Finland	1	-	1
France	6	-	6
Germany	6	-	6
Greece	2	-	2
Republic of Ireland	38	-	38
Luxembourg	1	-	1
Netherlands	5	-	5
Portugal	2	-	2
Romania	2	-	2
Russia	2	-	2
Slovenia	1	-	1
Spain	6	-	6
Sweden	2	-	2
Switzerland	2	-	2
Turkey	2	-	2
Ukraine	1	-	1
North America	12	-	12
Canada	4	-	4
USA	8	-	8
Australasia & Pacific	5	-	5
Australia	4	-	4
New Zealand	1	-	1
Asia	12	-	12
Afghanistan	1	-	1
India	7	-	7
Pakistan	4	-	4
South East Asia & Pacific	10	-	10
China, People's Republic of	1	-	1
Hong Kong	1	-	1
Korea, Republic of	6	-	6
Singapore	2	-	2
Africa	11	-	11
Ghana	1	-	1
Niger	1	-	1
Nigeria	4	-	4

Geographic analysis for the audit issue

Country/Region	Total Circulation	Print	Digital
TOTAL	19,446	15,199	4,247
South Africa	3	-	3
Tanzania	1	-	1
Zimbabwe	1	-	1
Middle East & North Africa	5	-	5
Algeria	1	-	1
Egypt	1	-	1
Israel	2	-	2
Lebanon	1	-	1
Not Analysed	-	-	-

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 22 February 2016.

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