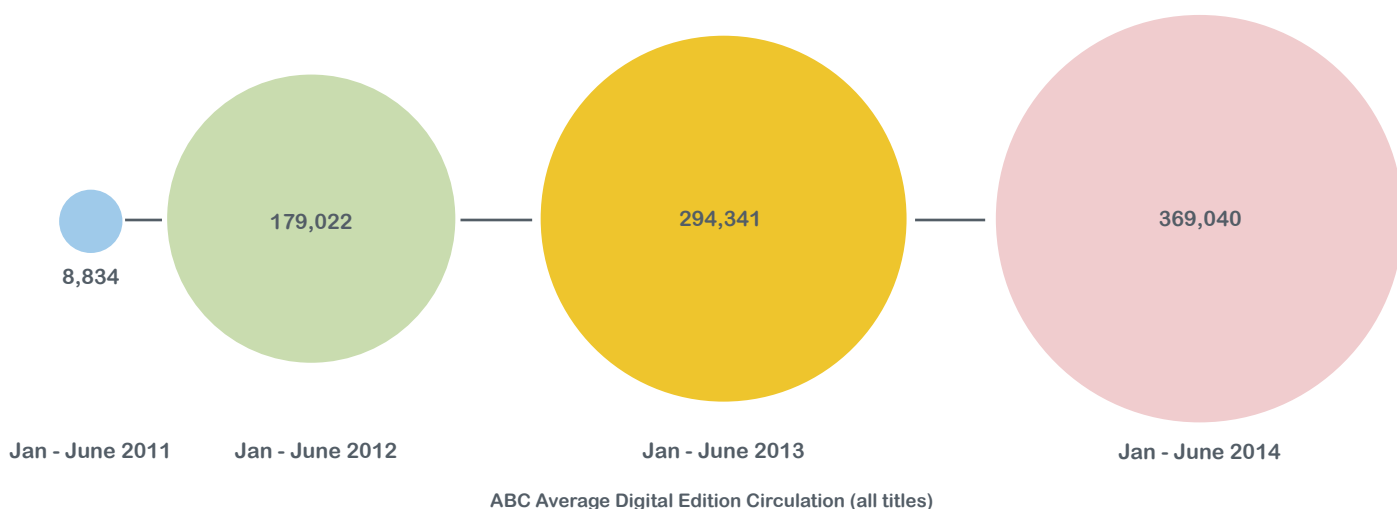


ABC Consumer Magazines Report Digital Edition Circulation January - June 2014



Digital Editions were first introduced to the ABC Consumer Magazines Report in 2011 and have grown significantly since then. In each subsequent Consumer Magazine Report we see more publishers reporting Digital Editions, with ever-increasing circulation figures.

ABC Digital Edition Circulation Growth



Top 10 titles by Digital Edition Circulation and % of Gross Circulation that is Digital Editions

Title	Average Digital Edition Circulation	% of Gross Circulation that is Digital Editions
The Economist - Continental Europe Edition	22,422	9.03%
The Economist - Asia Pacific Edition	22,196	14.57%
The Economist - United Kingdom Edition	21,780	9.73%
Total Film	14,091	23.10%
BBC Top Gear Magazine	13,553	9.47%
Empire	13,073	8.83%
Slimming World Magazine	11,621	2.44%
GQ	11,361	9.09%
BBC History Magazine	11,286	12.54%
BBC Good Food	10,989	4.64%

The ABC Board comprises of representatives from the publishing, digital, advertising and media buying communities. These industry leaders embody our position as representing the needs of all parties and they are ultimately responsible for the direction that ABC takes and the products and services we develop. ABC has the ability to deliver certification to verify performance on any new platform as long as the industry agrees the parameters for that measurement.