

Multi-Platform Certificate (Brand)



Period January 2012 to December 2012

Setting the standard

ABC Business Media

Business Monthly

ABC - Industry agreed measurement



Key information

Certificate type

Multi-Platform

Period

Jan 2012 to Dec 2012

Market Sector

Media:
Broadcast Industry & Technology

Contact details

Publisher Ltd
Main Road
Berkhamsted
Hertfordshire
(44) 1442 200787
contact@publisher.com

Media Owner Brand Summary (not verified by ABC)

ABC Business Media has grown from a focused business magazine to a fully featured brand now including live events, newsletters and of course the popular and lively businessmonthly.com website.

Brand Overview



Business Weekly

Business Magazine

<http://www.abc.org.uk/Certificates/88888888.pdf>

19,112

Average Net Circulation

01 Jan 2012 to 31 Dec 2012

Frequency: Weekly



Business.com

Online Property

<http://www.abc.org.uk/Certificates/88888888.pdf>

19,118

Daily Average Unique Browsers

01 Jan 2012 to 31 Dec 2012

Frequency: N/A



Business Live

Trade Exhibition

<http://www.abc.org.uk/Certificates/88888888.pdf>

12,665

Unique Attendance

15 Oct 2012 to 18 Oct 2012

Frequency: Every Two Years



Business Media AM

Email

11,659

Average Net Distribution

01 Jan 2012 to 31 Dec 2012

Frequency: Daily



Business Media Weekly Bulletin

Email

24,987

Average Net Distribution

01 Jan 2012 to 31 Dec 2012

Frequency: Weekly



Business Media - LinkedIn

Social Media

<http://www.abc.org.uk/Certificates/88888888.pdf>

18,967

LinkedIn Community Members

01 Jan 2012 to 31 Dec 2012

Frequency: N/A

ABC Business Media

Period January 2012 to December 2012

Brand Activity

Product Name		Business Weekly	Business.com	Business Live	Business Media AM	Business Media Weekly Bulletin	Business Media - LinkedIn
Platform / Product Type		Print	Online Property	Trade Exhibition	Email	Email	Social Media
Metric		Average Net Circulation	Daily Average Unique Browsers	Unique Attendance	Average Net Distribution	Average Net Distribution	Community Members
January	Wk 1	19,847	17,235		11,659	24,987	17,865
	Wk 2	19,028					
	Wk 3	18,765					
	Wk 4	17,258					
February	Wk 5	19,822	16,997		17,842	23,879	18,006
	Wk 6	20,994					
	Wk 7	18,654					
	Wk 8	19,847					
March	Wk 9	19,028	17,029		11,984	25,158	18,158
	Wk 10	18,765					
	Wk 11	17,258					
	Wk 12	19,822					
	Wk 13	20,994					
April	Wk 14	18,654	17,235		9,852	25,351	18,250
	Wk 15	19,847					
	Wk 16	19,028					
	Wk 17	18,765					
May	Wk 18	17,258	16,997		10,687	24,650	18,358
	Wk 19	19,822					
	Wk 20	20,994					
	Wk 21	18,654					
June	Wk 22	19,847	17,029		12,057	24,952	18,409
	Wk 23	19,028					
	Wk 24	18,765					
	Wk 25	17,258					
	Wk 26	19,822					
July	Wk 27	20,994	17,235		12,659	24,987	18,442
	Wk 28	18,654					
	Wk 29	19,847					
	Wk 30	19,028					
August	Wk 31	18,765	16,997		17,842	23,879	18,657
	Wk 32	17,258					
	Wk 33	19,822					
	Wk 34	20,994					
September	Wk 35	18,654	17,029		11,984	25,158	18,652
	Wk 36	19,847					
	Wk 37	19,028					
	Wk 38	18,765					
	Wk 39	17,258					
October	Wk 40	19,822	27,235	12,665	9,852	25,351	18,657
	Wk 41	20,994					
	Wk 42	18,654					
	Wk 43	19,847					
November	Wk 44	19,028	16,997		10,687	24,650	19,024
	Wk 45	18,765					
	Wk 46	17,258					
	Wk 47	19,822					
December	Wk 48	20,994	17,029		12,057	24,952	20,158
	Wk 49	18,654					
	Wk 50	19,227					
	Wk 51	19,479					
	Wk 52	19,168					

ABC Business Media

Period January 2012 to December 2012

Detail by Platform

Business Weekly : Platform : Business Magazine

Key information for 52 issues distributed between 01-Jan-2012 to 31-Dec-2012

	Total			United Kingdom			Other Countries		
	Total	Total Print	Total Digital	Total	Print Edition	Digital Edition	Total	Print Edition	Digital Edition
Average Circulation Per Issue	7,137	5,852	1,285	6,857	5,689	1,168	280	163	117
Average Newstrade Sales Per Issue	-	-		-	-		-	-	

Analysis for the Audit Issue cover dated: Nov-12 and distributed on 12 November 2012

Total	7,137	5,852	1,285	6,857	5,689	1,168	280	163	117
Newstrade & Other Single Copy Sales	-	-	-	-	-	-	-	-	-
Paid & Controlled	-	-		-	-		-	-	
Single Copy Subscription Sales	132	132	-	74	74	-	58	58	-
At Full Rate	93	93	-	35	35	-	58	58	-
At Between 50% and 100% of Full Rate	-	-	-	-	-	-	-	-	-
At Less than 50% of Full rate	39	39	-	39	39	-	-	-	-
Multiple Copy Subscription Sales	-	-		-	-		-	-	
Corporate/Gift Subscription Sales	-		-	-		-	-		-
Single Copy Subscription Sales	132	132	-	74	74	-	58	58	-
Paid optional Single Copies	-	-	-	-	-	-	-	-	-
Unpaid Single Copies (Written Requests)	-	-	-	-	-	-	-	-	-
Unpaid Single Copies (Electronic Requests)	-	-	-	-	-	-	-	-	-
Unpaid Single Copies (Telephone Requests)	-	-	-	-	-	-	-	-	-
Non-Optional Single Copies	2,735	2,735		2,674	2,674		61	61	
Controlled Free Circulation	132	132	-	74	74	-	58	58	-
see terms of control. Sources for all addresses are less than 3 years old									
Individual Written Requests	-	-	-	-	-	-	-	-	-
Individual Electronic Requests	2,216	594	1,622	2,068	586	1,482	148	8	140
Individual Telephone Requests	-	-	-	-	-	-	-	-	-
Company Written Requests	-	-		-	-		-	-	
Company Electronic Requests	-	-		-	-		-	-	
Company Telephone Requests	-	-		-	-		-	-	
Non-Requested - By Name	2,179	2,179	-	2,179	2,179	-	-	-	-
Non-Requested - By Job Title/Function	-	-		-	-		-	-	
Non-Controlled Free Circulation	10	10	-	10	10	-	-	-	-
By Name	10	10	-	10	10	-	-	-	-
Not By Name	-	-		-	-		-	-	

Note: Grey shading indicates circulation categories for which print or digital editions are excluded

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

ABC Business Media

Period January 2012 to December 2012

Detail by Platform

Business.com : Platform : Online Property

Key information between 01-Jan-2012 and 31-Dec-2012

Month	Daily Average Unique Browsers	Monthly Unique Browsers	Average Monthly Visits
January	17,235	365,572	45,698
February	16,997	402,174	46,598
March	17,029	397,228	46,671
April	17,235	311,587	41,358
May	16,997	458,658	50,654
June	17,029	421,987	50,412
July	17,235	365,572	39,154
August	16,997	402,174	44,367
September	17,029	397,228	46,585
October	27,235	508,257	71,598
November	16,997	458,658	41,647
December	17,029	421,987	48,657

Business Live : Platform: Trade Exhibition

Key information between 15-Oct-2012 and 18-Oct-2012

Total Unique Attendance	4,576
Visitor Attendance	3,822
Exhibitor Attendance	754
Event Venue	ExCeL, London
Event Frequency	Annual

Business Media AM : Platform : Email

Key information for 12 issues distributed between 01-Jul-2012 to 31-Dec-2012

Average Distribution (Net)	11,659
Average Requested Addresses	9,899
Average Percent of Distribution Registered	91.80%

Business Media Weekly Bulletin : Platform : Email

Key information for 12 issues distributed between 01-Jul-2012 to 31-Dec-2012

Average Distribution (Net)	24,987
Average Requested Addresses	20,158
Average Percent of Distribution Registered	91.80%

Business Media - LinkedIn : Platform : Social Media

Key information between 01-Jan-2012 to 31-Dec-2012

LinkedIn Community Members	18,967
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ABC Business Media

Period January 2012 to December 2012

Contacts

Business Weekly	Contact details	Address
	Contact: Mr Joe Smith	Business Monthly Media Ltd
	Position: Circulation Manager	Business House
	Tel: 020 9999 2222	15 Company Road
	Email: joe.smith:company.co.uk	Anytown
	Web: www.company.co.uk	AT11 4BS

Business.com	Contact details	Address
	Contact: Mr Joe Smith	Business Monthly Media Ltd
	Position: Circulation Manager	Business House
	Tel: 020 9999 2222	15 Company Road
	Email: joe.smith:company.co.uk	Anytown
	Web: www.company.co.uk	AT11 4BS

Business Live	Contact details	Address
	Contact: Mr Joe Smith	Business Monthly Media Ltd
	Position: Circulation Manager	Business House
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	Email: joe.smith:company.co.uk	Anytown
	Web: www.company.co.uk	AT11 4BS

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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 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.