

Business Magazines

Combined Total Demographic Circulation Certificate

January to December 2016



Setting the standard

Comms Business

COMMSBUSINESS

The No.1 Magazine for Voice, Data and Mobile Channels www.commsbusiness.co.uk



Key information

Metric type

Circulation

ABC total

18,130 average (total)
15,199 average (print)
2,931 average (digital)

Period

1 January 2016 to 31 December 2016

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%

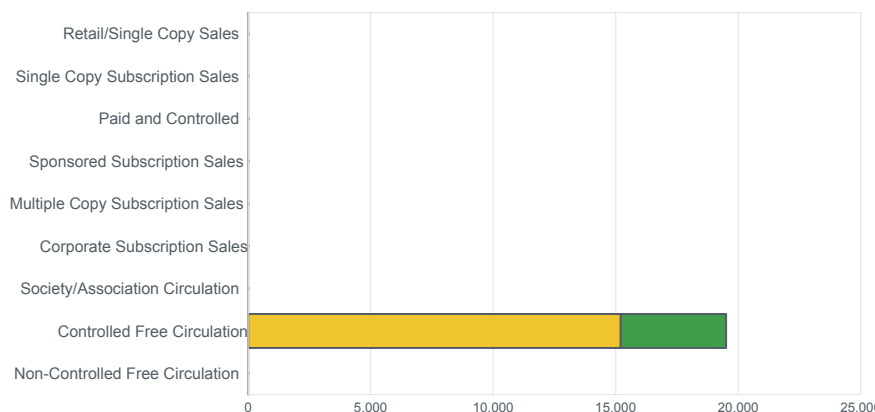
Demographics included:

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	18,130	15,199	2,931	17,928	15,199	2,729	202	-	202
Average Retail Sales Per Issue	-	-		-	-		-	-	

Analysis for the Audit issue cover dated December 2016 and distributed on 25 November 2016

Audit Issue Circulation	19,504	15,197	4,307	19,393	15,197	4,196	111	-	111
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	19,504	15,197	4,307	19,393	15,197	4,196	111	-	111
Individual requests	12,887	8,580	4,307	12,776	8,580	4,196	111	-	111
Company requests	952	952		952	952		-	-	
Non-requested by name	5,665	5,665		5,665	5,665		-	-	
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	13,839	100.0	4,749	34.3	2,927	21.2	6,163	44.5
Individual Requests - Print	8,580	62.0	2,424	17.5	1,652	11.9	4,504	32.5
Individual Requests - Digital	4,307	31.1	1,995	14.4	1,070	7.7	1,242	9.0
Company Requests - Print	952	6.9	330	2.4	205	1.5	417	3.0
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 2016	04-Jan-16	17,913	15,200	2,713	-
February 2016	26-Jan-16	18,168	15,200	2,968	-
March 2016	24-Feb-16	17,815	15,200	2,615	-
April 2016	04-Apr-16	17,841	15,200	2,641	-
May 2016	25-Apr-16	16,590	15,200	1,390	-
June 2016	24-May-16	17,919	15,198	2,721	-
July 2016	24-Jun-16	18,115	15,200	2,915	-
August 2016	28-Jul-16	18,136	15,200	2,936	-
September 2016	24-Aug-16	18,069	15,200	2,869	-
October 2016	28-Sep-16	18,986	15,199	3,787	-
November 2016	25-Oct-16	18,503	15,199	3,304	-
December 2016	25-Nov-16	19,504	15,197	4,307	-

Demographic analysis for the audit issue

Question: What position do you hold?	Print Circulation		Digital Circulation		Free	Paid	Total
	Free	Paid	Free	Paid	Circulation	Circulation	
People responding to this question	15,197		4,307		19,504		19,504
People not responding to this question							
Answers:							
Owner/CEO/MD	6,119		1,349		7,468		7,468
Finance Director	146		40		186		186
Other Director	2,257		728		2,985		2,985
Manager	4,970		1,591		6,561		6,561
Executive	1,250		379		1,629		1,629
Other	455		220		675		675

Question: What is your company's main business activity?	Print Circulation		Digital Circulation		Free	Paid	Total
	Free	Paid	Free	Paid	Circulation	Circulation	
People responding to this question	15,184		4,307		19,491		19,491
People not responding to this question	13				13		13
Answers:							
ASP/ISP/Broadband	962		120		1,082		1,082
AV Reseller	353		58		411		411
Computer Systems & Software (Sales)	379				379		379
Consultancy	2,055		295		2,350		2,350
Convergence Reseller	217		109		326		326
Data Reseller/IT Reseller	2,434		487		2,921		2,921
Distributor	801		302		1,103		1,103
Independent/Software Vendor	767		287		1,054		1,054
Installer	461		103		564		564
Maintainer	420		107		527		527
Managed Service Provider	24		49		73		73
Mobile reseller	528		86		614		614
Network operator	556		285		841		841
Switchless reseller	31		18		49		49
Systems integrator	528		177		705		705
Telecoms reseller	3,374		1,200		4,574		4,574
VAR	254		78		332		332
Vendor/Manufacturer	605		297		902		902
Other	435		249		684		684

Geographic analysis for the audit issue

Country/Region	Total Circulation	Print	Digital
TOTAL	19,504	15,197	4,307
United Kingdom	19,393	15,197	4,196
East Anglia	652	536	116
Cambridgeshire	277	230	47
Norfolk	191	155	36
Suffolk	184	151	33
East Midlands	1,171	950	221
Derbyshire	230	185	45
Leicestershire	261	214	47
Lincolnshire (inc Rutland)	148	123	25
Northamptonshire	221	186	35
Nottinghamshire	311	242	69
London	2,226	1,729	497
Midlands	1,522	1,243	279
Herefordshire & Worcester	218	185	33
Shropshire	152	118	34
Staffordshire	310	256	54
Warwickshire	162	135	27
West Midlands	680	549	131
North West	2,309	1,719	590
Cheshire	717	521	196
Isle of Man	49	41	8
Lancashire	1,325	986	339
Merseyside	218	171	47
Northern	413	339	74
Cleveland	64	53	11
Cumbria	54	46	8
Durham	55	40	15
Northumberland	41	35	6
Tyne & Wear	199	165	34
South East	6,799	5,239	1,560
Bedfordshire	207	166	41
Berkshire	847	623	224
Buckinghamshire	495	395	100
East Sussex	247	186	61
Essex	612	485	127
Hampshire	902	699	203
Hertfordshire	640	489	151
Isle of Wight	29	24	5
Kent	601	466	135
Middlesex	567	446	121
Oxfordshire	275	215	60
Surrey	1,021	758	263
West Sussex	356	287	69
South West	1,401	1,122	279
Channel Islands	57	51	6
Cornwall	69	57	12
Devon	167	135	32
Dorset	267	219	48
Gloucestershire	246	184	62
Somerset	370	302	68
Wiltshire	225	174	51
Yorkshire	1,404	1,118	286
East Yorkshire	125	101	24
North Yorkshire	248	191	57
South Yorkshire	275	224	51
West Yorkshire	756	602	154
Northern Ireland	224	178	46
Antrim	130	99	31
Armagh	10	7	3
Down	35	27	8
Fermanagh	3	3	-

Geographic analysis for the audit issue

Country/Region	Total Circulation	Print	Digital
TOTAL	19,504	15,197	4,307
Londonderry	26	24	2
Tyrone	20	18	2
Scotland	800	648	152
Borders	20	13	7
Central	42	27	15
Dumfries and Galloway	10	7	3
Fife	51	46	5
Grampian	72	61	11
Highland	45	36	9
Lothians	169	142	27
Strathclyde	357	290	67
Tayside	34	26	8
Wales	472	376	96
Clwyd	116	93	23
Dyfed	27	23	4
Gwent	111	78	33
Gwynedd	12	11	1
Mid Glamorgan	50	40	10
Powys	18	13	5
South Glamorgan	88	74	14
West Glamorgan	50	44	6
Europe	58	-	58
Belgium	3	-	3
Denmark	2	-	2
France	2	-	2
Germany	3	-	3
Greece	1	-	1
Republic of Ireland	31	-	31
Luxembourg	1	-	1
Netherlands	5	-	5
Portugal	2	-	2
Slovenia	1	-	1
Spain	1	-	1
Sweden	1	-	1
Switzerland	3	-	3
Turkey	1	-	1
Ukraine	1	-	1
North America	15	-	15
Canada	3	-	3
USA	12	-	12
Central & South America	1	-	1
Argentina	1	-	1
Australasia & Pacific	5	-	5
Australia	2	-	2
New Zealand	3	-	3
Asia	9	-	9
Afghanistan	1	-	1
India	6	-	6
Pakistan	2	-	2
South East Asia & Pacific	8	-	8
Hong Kong	1	-	1
Korea, Republic of	6	-	6
Singapore	1	-	1
Africa	12	-	12
Kenya	1	-	1
Niger	1	-	1
Nigeria	7	-	7
South Africa	3	-	3
Middle East & North Africa	3	-	3
Algeria	1	-	1
Egypt	1	-	1

Geographic analysis for the audit issue

Country/Region	Total Circulation	Print	Digital
TOTAL	19,504	15,197	4,307
Emirates, United Arab	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 9 February 2017.

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