

Consumer Magazines

Combined Total Circulation Certificate

July to December 2016



Setting the standard

Woman's Weekly

Key information

Metric type

Circulation

ABC total

276,208 average - print & digital (gross)
276,208 average (print)
0 average (digital)

Period

1 July 2016 to 31 December 2016

No of issues

24

Market sector

Women's Interests: Women's Weeklies

Contact details

Time Inc. (UK) Ltd
Mrs Usha Ranchhod
Treasury, VAT & ABC Manager
Blue Fin Building
110 Southwark Street
London
SE1 0SU
0203 148 5000
usha.ranchhod@timeinc.com

Circulation analysis

Actively purchased - print & digital circulation (UK & ROI)	100%
Multipacked Retail sales circulation	4.2%
Price: Basic cover price	£0.98
Published annual UK subscription rate	£59.16
Published annual ROI subscription rate	€132.15
Published annual other countries subscription rate	Various

Circulation breakdown (print only)

Retail and other Single Copy Sales	256,171
Single Copy Subscription Sales	20,028
All You Can Read Sales	
Multiple Copy Subscription Sales	9
Requested Sponsored Subscription Sales	
Corporate Digital Edition Subscriptions	
Multiple Copy Sales	
Multiple Copy Business Sales	
Society / Association / Organisation	
Controlled Free Circulation	
Non-Controlled Free	
Monitored Free Distribution	
Free Retail Voucher Copies	
Sample Free Distribution	

Analysis of Circulation

	Total	UK & Rol	Other Countries
Average Circulation - print & digital (gross)	276,208	256,885	19,323

	Total		UK & Rol		Other Countries	
	Print	Digital	Print	Digital	Print	Digital
Average Circulation Per Issue	276,208	-	256,885	-	19,323	-
Retail and Single Copy Sales	256,171	-	238,982	-	17,189	-
At Basic Cover Price	244,323	-	227,134	-	17,189	-
Below BCP but not less than 50%	11,848	-	11,848	-	-	-
Less than 50% of BCP but not less than 20%	-	-	-	-	-	-
Less than 20% of BCP	-	-	-	-	-	-
Single Copy Subscription Sales	20,028	-	17,901	-	2,127	-
At Basic Annual Rate	4,544	-	2,953	-	1,591	-
Below BAR but not less than 50%	14,619	-	14,121	-	498	-
Less than 50% of BAR but not less than 20%	863	-	825	-	38	-
Less than 20% of BAR but not less than 10%	2	-	2	-	-	-
Less than 10% of BAR	-	-	-	-	-	-
All You Can Read Sales	-	-	-	-	-	-
Multiple Copy Subscription Sales	9	-	2	-	-	-
At Basic Annual Rate	9	-	2	-	7	-
Below BAR but not less than 50%	-	-	-	-	-	-
Less than 50% of BAR but not less than 20%	-	-	-	-	-	-
Less than 20% of BAR but not less than 10%	-	-	-	-	-	-
Less than 10% of BAR	-	-	-	-	-	-
Requested Sponsored Subscription Sales	-	-	-	-	-	-
Corporate Subscription Sales	-	-	-	-	-	-
Multiple Copy Sales	-	-	-	-	-	-
Multiple Copy Business Sales	-	-	-	-	-	-
Society / Association / Organisation Circulation	-	-	-	-	-	-
Controlled Free Circulation	-	-	-	-	-	-
Non-Controlled Free Circulation	-	-	-	-	-	-
Monitored Free Distribution	-	-	-	-	-	-
Free Retail Voucher Copies	-	-	-	-	-	-
Sample Free Distribution (Monitored Free Distribution)	-	-	-	-	-	-

Actively Purchased Analysis

	Total	UK & Rol	Other Countries			
Actively Purchased - print & digital	100%	100%	100%			
	Print	Digital	Print	Digital	Print	Digital
	100%	0%	100%	0%	100%	0%

Other Analysis

	Total	United Kingdom & Republic of Ireland	Other Countries
Multi Packed Retail Circulation (Print)	4.2%		
Publication Active Views (Digital)	-	-	-

Price: The following prices are accurate for the end of the audit period.

Basic Cover Price	£0.98
Published Annual UK Subscription Rate	£59.16
Published Annual RoI Subscription Rate	€132.15
Published annual other countries subscription rate	Various

Duplication:

The mailing list for the audit issue was tested, the level of duplication found was: 0%

Editions Analysis (print only)

Edition Title	Average Net Circulation
Standard edition	261,752
Womans Weekly Australia	14,456

Issue by Issue Analysis (print only)

Only variances of 10% or more are reported

Cover Date or Issue Identifier	Issue Variance from Total Average	Monitored Free Distribution				Sample Free Distribution
		Total	Net by Hand	Net - Other	Gross	
12/07/16	-	-	-	-	-	-
19/07/16	19.68	-	-	-	-	-
26/07/16	-	-	-	-	-	-
02/08/16	-	-	-	-	-	-
09/08/16	-	-	-	-	-	-
16/08/16	-	-	-	-	-	-
23/08/16	-	-	-	-	-	-
30/08/16	-	-	-	-	-	-
06/09/16	-	-	-	-	-	-
13/09/16	-	-	-	-	-	-
20/09/16	19.26	-	-	-	-	-
27/09/16	12.33	-	-	-	-	-
04/10/16	-	-	-	-	-	-
11/10/16	-	-	-	-	-	-
18/10/16	-	-	-	-	-	-
25/10/16	-	-	-	-	-	-
01/11/16	-	-	-	-	-	-
08/11/16	-	-	-	-	-	-
15/11/16	-	-	-	-	-	-
29/11/16	16.47	-	-	-	-	-
06/12/16	-	-	-	-	-	-
13/12/16	-	-	-	-	-	-
27/12/16	-	-	-	-	-	-
31/12/16	-	-	-	-	-	-

Multipacks

Cover Date or Issue Identifier	Retail and other Single Copy Sales - Multipacked		Other title(s) multipacked
12/07/16	-	-	
19/07/16	58,958	19.0%	WOMAN & WOMANS OWN
26/07/16	-	-	
02/08/16	17,875	6.7%	WOMAN & WOMANS OWN
09/08/16	-	-	
16/08/16	-	-	
23/08/16	17,435	6.6%	WOMAN & WOMANS OWN
30/08/16	-	-	
06/09/16	-	-	
13/09/16	-	-	
20/09/16	70,305	22.7%	WOMAN & WOMANS OWN
27/09/16	62,269	21.5%	WOMAN & WOMANS OWN
04/10/16	-	-	
11/10/16	14,513	5.9%	WOMANS OWN & WOMAN
18/10/16	-	-	
25/10/16	-	-	
01/11/16	15,433	5.9%	WOMAN & WOMANS OWN
08/11/16	-	-	
15/11/16	-	-	
29/11/16	-	-	
06/12/16	-	-	
13/12/16	-	-	
27/12/16	-	-	
31/12/16	-	-	

Issue by Issue Circulation Analysis (print only)

Data does not include adjustments for prior audit period reconciliations.

Issue Month	Number of Issues	Total Average Circulation	Average Actively Purchased Circulation (Print)	% Actively Purchased (Print)
July	4	287,476	287,465	100%
August	5	271,620	271,610	100%
September	4	292,775	292,767	100%
October	4	267,017	267,009	100%
November	4	274,492	274,484	100%
December	3	262,365	262,357	100%

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 Consumer Magazines sector and the definitions used on this certificate, please visit: www.abcstandards.org.uk

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