

Consumer Magazines

Republic of Ireland Combined Total Circulation Certificate

January to December 2017



Setting the standard

RTE Guide

RTE GUIDE



Key information

Metric type

Circulation

ABC total

45,861 average - print & digital (gross)

45,861 average (print)

0 average (digital)

Period

1 January 2017 to 31 December 2017

No of issues

52

Market sector

TV Listings: General

Contact details

RTE Guide
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Circulation analysis

Actively purchased circulation (UK & ROI)	98.85%
Price: Basic cover price	€1.95
Published annual UK subscription rate	€148.72
Published annual ROI subscription rate	€99.00
Published annual other countries subscription rate	€201.96

Circulation breakdown (print only)

Retail and other Single Copy Sales	44,412
Single Copy Subscription Sales	920
Multiple Copy Subscription Sales	
Requested Sponsored Subscription Sales	
Corporate Digital Edition Subscriptions	
Multiple Copy Sales	
Society / Association / Organisation	
Controlled Free Circulation	
Non-Controlled Free	375
Monitored Free Distribution	
Free Retail Voucher Copies	
Sample Free Distribution	154
All You Can Read Sales	

Analysis of Circulation

	Total	UK & Rol	Other Countries
Average Circulation - print & digital (gross)	45,861	45,854	7

	Total		UK & Rol		Other Countries	
	Print	Digital	Print	Digital	Print	Digital
Average Circulation Per Issue	45,861	-	45,854	-	7	-
Retail and Single Copy Sales	44,412	-	44,412	-	-	-
At Basic Cover Price	43,668	-	43,668	-	-	-
Below BCP but not less than 50%	638	-	638	-	-	-
Less than 50% of BCP but not less than 20%	106	-	106	-	-	-
Less than 20% of BCP		-		-		-
Single Copy Subscription Sales	920	-	913	-	7	-
At Basic Annual Rate	920	-	913	-	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	-	-	-	-	-	-
All You Can Read Sales		-		-		-
Multiple Copy Subscription Sales	-		-		-	
Corporate Subscription Sales		-		-		-
Multiple Copy Sales	-		-		-	
Society / Association / Organisation Circulation	-	-	-	-	-	-
Controlled Free Circulation	-	-	-	-	-	-
Non-Controlled Free Circulation	375		375		-	
By Name	375		375		-	
Not by Name	-		-		-	
Monitored Free Distribution	-		-		-	
Free Retail Voucher Copies	-		-		-	
Sample Free Distribution (Monitored Free Distribution)	154		154		-	

Actively Purchased Analysis

	Total	UK & Rol	Other Countries			
Actively Purchased - print & digital	98.8%	98.8%	100%			
	Print	Digital	Print	Digital	Print	Digital
	98.8%	0%	98.8%	0%	100%	0%

Other Analysis

	Total	United Kingdom & Republic of Ireland	Other Countries
Multi Packed Retail Circulation (Print)	0%		
Publication Active Views (Digital)	-	-	-

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

Basic Cover Price	€1.95
Published Annual UK Subscription Rate	€148.72
Published Annual Rol Subscription Rate	€99.00
Published annual other countries subscription rate	€201.96

Duplication:

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

Issue by Issue Analysis (print only)

Cover Date or Issue Identifier	Issue Variance from Total Average*	Monitored Free Distribution			
		Total	Net by Hand	Net - Other	Gross
07/01/2017	-	-	-	-	-
14/01/2017	-	-	-	-	-
21/01/2017	-	-	-	-	-
28/01/2017	-	-	-	-	-
04/02/2017	-	-	-	-	-
11/2/2017	-12.3%	-	-	-	-
18/2/2017	-	-	-	-	-
25/2/2017	-	-	-	-	-
04/03/2017	-	-	-	-	-
11/3/2017	-	-	-	-	-
18/3/2017	-12.8%	-	-	-	-
25/03/2017	-	-	-	-	-
01/04/2017	-10.2%	-	-	-	-
08/04/2017	-12.9%	-	-	-	-
15/04/2017	-	-	-	-	-
22/04/2017	-	-	-	-	-
29/04/2017	-	-	-	-	-
06/05/2017	-14.7%	-	-	-	-
13/05/2017	-12.8%	-	-	-	-
20/05/2017	-15%	-	-	-	-
27/05/2017	-17.8%	-	-	-	-
03/06/2017	-	-	-	-	-
10/06/2017	-11.4%	-	-	-	-
17/06/2017	-18.4%	-	-	-	-
24/06/2017	-18.9%	-	-	-	-
01/07/2017	-16.1%	-	-	-	-
08/07/2017	-18.3%	-	-	-	-
15/07/2017	-20.1%	-	-	-	-
22/07/2017	-15.6%	-	-	-	-
29/07/2017	-16.5%	-	-	-	-
05/08/2017	-18.8%	-	-	-	-
12/08/2017	-20.6%	-	-	-	-
19/08/2017	-	-	-	-	-
26/08/2017	-12%	-	-	-	-
02/09/2017	-11.7%	-	-	-	-
09/09/2017	-17.6%	-	-	-	-
16/09/2017	-	-	-	-	-
23/09/2017	-	-	-	-	-
30/09/2017	-10.1%	-	-	-	-
07/10/2017	-	-	-	-	-
14/10/2017	-14.5%	-	-	-	-
21/10/2017	-17.4%	-	-	-	-
28/10/2017	-14.3%	-	-	-	-
04/11/2017	-12.4%	-	-	-	-
11/11/2017	-16.5%	-	-	-	-
18/11/2017	-	-	-	-	-
25/11/2017	-	-	-	-	-
02/12/2017	-	-	-	-	-
09/12/2017	-14.5%	-	-	-	-
16/12/2017	-	-	-	-	-
23/12/2017	536.9%	-	-	-	-
06/01/2018	-12.1%	-	-	-	-

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	% Actively Purchased
January	5	44,036	43,739	99.3%
February	4	42,766	42,471	99.3%
March	4	41,801	41,506	99.3%
April	4	41,642	40,596	97.5%
May	5	40,429	38,936	96.3%
June	4	38,433	37,630	97.9%
July	5	37,670	37,181	98.7%
August	4	39,938	39,636	99.2%
September	4	42,754	42,449	99.3%
October	5	39,978	39,674	99.2%
November	4	42,980	42,678	99.3%
December	4	103,220	102,918	99.7%

Sample Free Distribution - Issue by Issue Analysis (Monitored Free Distribution - Print only)

Issue	Distribution Type	Distribution Point Type Statement	Distribution Date(s)	Distribution Points	Distribution Copies
3 Jun 2017	Net Distribution - by hand	Copies given out at Bloom Garden Festival in June at the Phoenix Park in Dublin	01/06/17 - 04/06/17	1	6,000
10 Jun 2017	Net Distribution - by hand	Copies given out at Bloom Garden Festival in June at the Phoenix Park in Dublin	05/06/17 - 05/06/18	1	2,000

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

About this certificate

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