

THAT'S LIFE
JANUARY TO DECEMBER 2023



That's Life has reported in accordance with ABC's industry-agreed standards for Consumer Magazines



118,353

CIRCULATION
(AVERAGE PER ISSUE)

For more information:



www.bauermedia.co.uk

Issued: 20 Feb 2024

www.abc.org.uk

116,982

PAID
SINGLE COPIES

1,371

PAID
SUBSCRIPTIONS

PAID
MULTIPLE COPIES

FREE COPIES

WEEKLY

50 ISSUES

100%

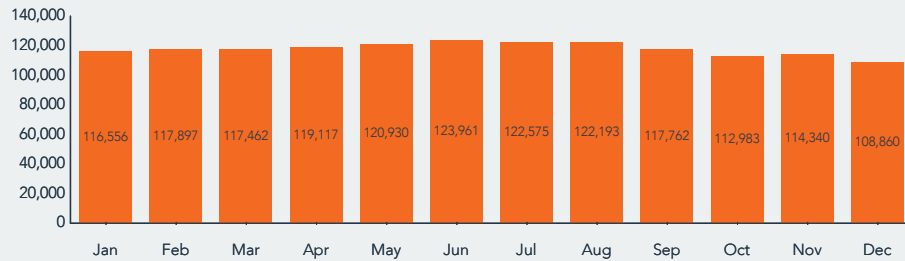
117,801
ACTIVELY PURCHASED
UK & ROI

	TOTAL	UK & ROI	OTHER	PRINT	UK & ROI	OTHER	DIGITAL	UK & ROI	OTHER
AVERAGE CIRCULATION	118,353	117,801	552	118,353	117,801	552	-	-	-
PAID SINGLE COPIES	116,982	116,430	552	116,982	116,430	552	-	-	-
FULL RATE	116,982	116,430	552	116,982	116,430	552	-	-	-
20% - 99% OF FULL RATE	-	-	-	-	-	-	-	-	-
BELOW 20% OF FULL RATE	-	-	-	-	-	-	-	-	-
PAID SUBSCRIPTIONS	1,371	1,371	-	1,371	1,371	-	-	-	-
INDIVIDUAL	1,371	1,371	-	1,371	1,371	-	-	-	-
FULL RATE	1,172	1,172	-	1,172	1,172	-	-	-	-
20%-99% OF FULL RATE	199	199	-	199	199	-	-	-	-
BELOW 20% OF FULL RATE	-	-	-	-	-	-	-	-	-
ALL YOU CAN READ	-	-	-	-	-	-	-	-	-
OTHER	-	-	-	-	-	-	-	-	-
MULTIPLE COPY	-	-	-	-	-	-	-	-	-
REQUESTED SPONSORED SUBSCRIPTIONS	-	-	-	-	-	-	-	-	-
PAID MULTIPLE COPIES	-	-	-	-	-	-	-	-	-
FREE COPIES	-	-	-	-	-	-	-	-	-
REGULAR	-	-	-	-	-	-	-	-	-
NET	-	-	-	-	-	-	-	-	-
GROSS	-	-	-	-	-	-	-	-	-
SAMPLE	-	-	-	-	-	-	-	-	-
NET	-	-	-	-	-	-	-	-	-
GROSS	-	-	-	-	-	-	-	-	-
ACTIVELY PURCHASED	100%	100%	100%	100%	100%	100%	0%	0%	0%

PRICES

BASIC COVER PRICE	£0.95
UK ANNUAL SUBSCRIPTION RATE	£47.50
ROI ANNUAL SUBSCRIPTION RATE	£38.76
OTHER COUNTRIES ANNUAL SUBSCRIPTION RATE	VARIOUS

ACTIVELY PURCHASED BY MONTH



	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
% OF MONTHLY TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
NUMBER OF ISSUES	4	4	5	4	4	5	4	5	4	4	5	2

ISSUE VARIANCES

The following issue varied by 10% or more from the average circulation:

202353 by -17%

MONTHLY ANALYSIS

AVERAGE CIRCULATION - 118,353 |

MONTH (issues)	TOTAL	PRINT	DIGITAL
January (4)	116,556	116,556	-
February (4)	117,897	117,897	-
March (5)	117,462	117,462	-
April (4)	119,117	119,117	-
May (4)	120,930	120,930	-
June (5)	123,961	123,961	-
July (4)	122,575	122,575	-
August (5)	122,193	122,193	-
September (4)	117,762	117,762	-
October (4)	112,983	112,983	-
November (5)	114,340	114,340	-
December (2)	108,860	108,860	-

TOTAL CIRCULATED COPIES

5,917,650

Total number of copies circulated in the 12-month period
1 January 2023 - 31 December 2023

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ABC is also a trusted verification provider. We audit media brand measurement data and the adoption of good practice and processes to industry-agreed standards.

Established in 1931, ABC was the first UK Joint Industry Currency (JIC) and is a founder of the International Federation of ABCs.

For more information please visit: www.abc.org.uk



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