

BUSINESS PRESS TODAY

JULY 2017 TO JUNE 2018



Business

PRESS TODAY The magazine for business magazines

Business Press Today has reported in accordance with ABC's industry-agreed standards for Business Magazines



9,277


AVERAGE CIRCULATION

For more information:

 Berkhamsted Ltd

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 www.address.com

 01234 567890

Issued: DRAFT

www.abc.org.uk

51.5%

CONTROLLED FREE
Issue distributed 26/06/18

18.7%

OTHER FREE
Issue distributed 26/06/18

11.8%

PAID
Issue distributed 26/06/18

18.1%

MEMBERSHIP
Issue distributed 26/06/18

EVERY 2 WEEKS

18 ISSUES

MEDIA,
MARKETING &
ADVERTISING

MARKET SECTOR

BUSINESS PRESS TODAY

JULY 2017 TO JUNE 2018



AUDIT ISSUE ANALYSIS

	TOTAL	UNITED KINGDOM	OTHER COUNTRIES	PRINT EDITION	UNITED KINGDOM	OTHER COUNTRIES	DIGITAL EDITION	UNITED KINGDOM	OTHER COUNTRIES
ISSUE DISTRIBUTED 26/06/18	11,972	11,495	477	10,282	10,184	98	1,690	1,311	379
FREE COPIES	8,394	8,369	25	8,128	8,103	25	266	266	0
CONTROLLED FREE	6,160	6,135	25	5,894	5,869	25	266	266	-
REQUESTED (INDIVIDUAL)	3,270	3,258	12	3,158	3,146	12	112	112	-
REQUESTED (COLLEAGUE)	1,225	1,212	13	1,149	1,136	13	76	76	-
NON-REQUESTED (NAME)	1,395	1,395	-	1,341	1,341	-	54	54	-
NON-REQUESTED (JOB)	270	270	-	246	246	-	24	24	-
OTHER FREE	2,234	2,234	-	2,234	2,234	-	-	-	-
NON-CONTROLLED FREE	884	884	-	884	884	-	-	-	-
MONITORED FREE DISTRIBUTION	1,100	1,100	-	1,100	1,100	-	-	-	-
SAMPLE FREE DISTRIBUTION	250	250	-	250	250	-	-	-	-
MEMBERSHIP COPIES	2,161	1,823	338	1,024	1,011	13	1,137	812	325
PAID COPIES	1,417	1,303	114	1,130	1,070	60	287	233	54
PAID SUBSCRIPTIONS	1,026	954	72	391	349	42	-	-	-
INDIVIDUAL	783	729	54	576	564	12	207	165	42
MULTIPLE COPY	195	177	18	127	121	6	68	56	12
CORPORATE	48	48	-	36	36	-	12	12	-
PAID SINGLE COPIES	391	349	42	739	721	18	287	233	54

AUDIT ISSUE ANALYSIS

FREE COPIES DESCRIPTION

CONTROLLED: Publishers who produce business publications for circulation within the UK and Internationally

MONITORED: Copies are distributed to Airports/Airlines, Hotels, Educational Establishments, Offices and Retail Outlets where they are made available for free collection.

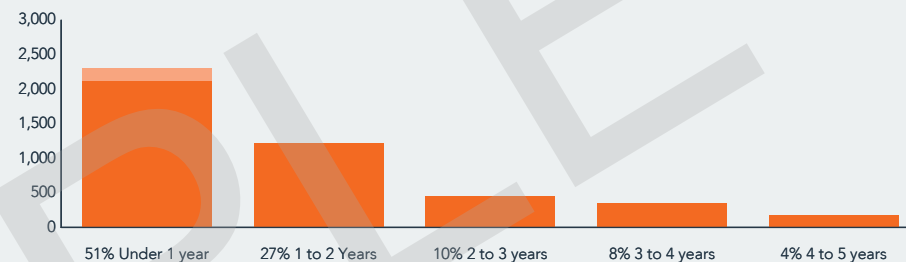
MONITORED FREE TYPE

MONITORED - NET BY HAND	300	
MONITORED - NET OTHER	100	
MONITORED - GROSS	300	

MONITORED FREE DISTRIBUTION

TYPE	COPIES DISTRIBUTED	
Airports/Airlines	200	
Hotels	200	
Educational Establishments	100	
Offices	200	
Retail Outlets	400	

AGE OF CONTROLLED REQUESTS



MEMBERSHIP INFORMATION

The official journal of The Auditors' Guild

GROSS DIGITAL EDITION COPIES

Where individuals are identified as receiving both a print and Digital Edition copy, only their print copies are included in the claimed circulation. The total number of Digital Edition copies for the issue distributed on 26/06/18, including those also receiving print copy, was 5,478.

PRICES

COVER PRICE	£4.99
UNITED KINGDOM ANNUAL SUBSCRIPTION RATE	£39.99
OTHER COUNTRIES ANNUAL SUBSCRIPTION RATE	€49.99 TO €69.99

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DIGITAL LICENCES

FREE PAID

ORGANISATION	LICENCES	SEATS
MediaCom	1	500
Hilton	12	100

DEMOGRAPHIC ANALYSIS OF AUDIT ISSUE

Job title

DESCRIPTION	TOTAL
Owner/CEO/MD	690
Finance Director	7,628
Other Director	187
Manager	1,458
Executive	401
Other	680

11,044 individuals answered this question (92% of the audit issue)

Business activity

DESCRIPTION	TOTAL
Consultancy	3,715
Distributor	1,124
Maintainer	1,136
Media	1,165
Entertainment	896
Hospitality	4,879
Travel	2,447
Other	133

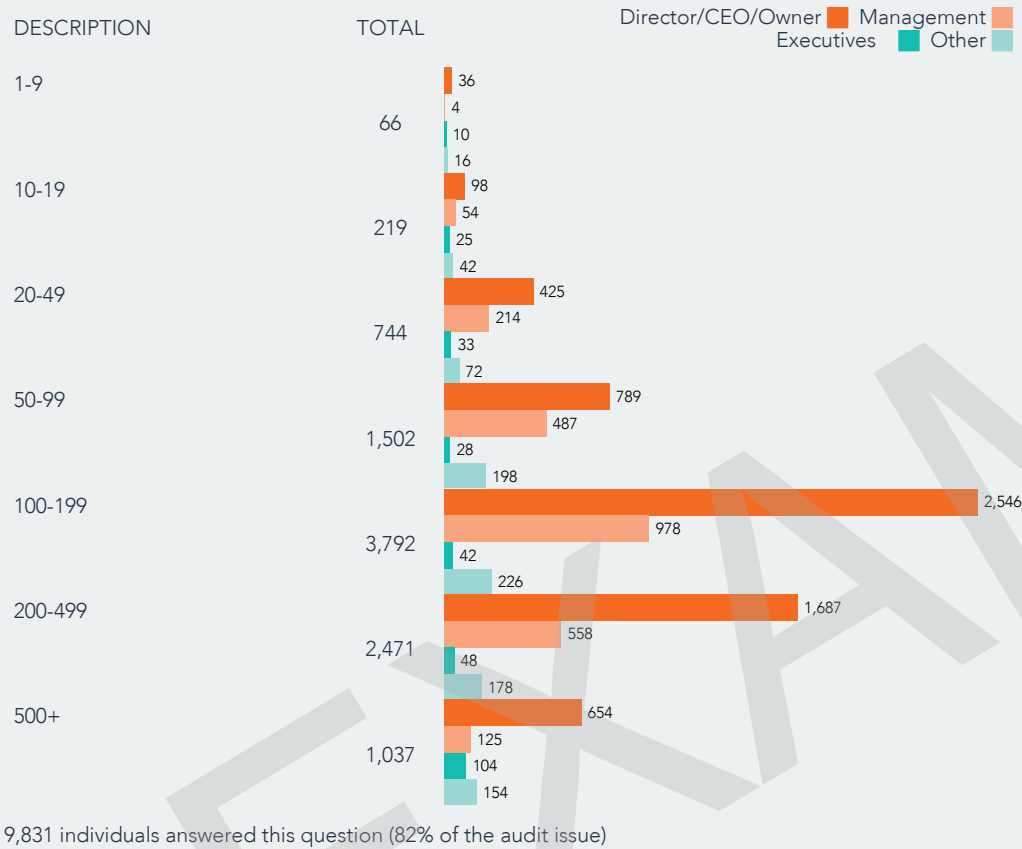
10,447 individuals answered this question (87% of the audit issue).
This question allowed for multiple responses.

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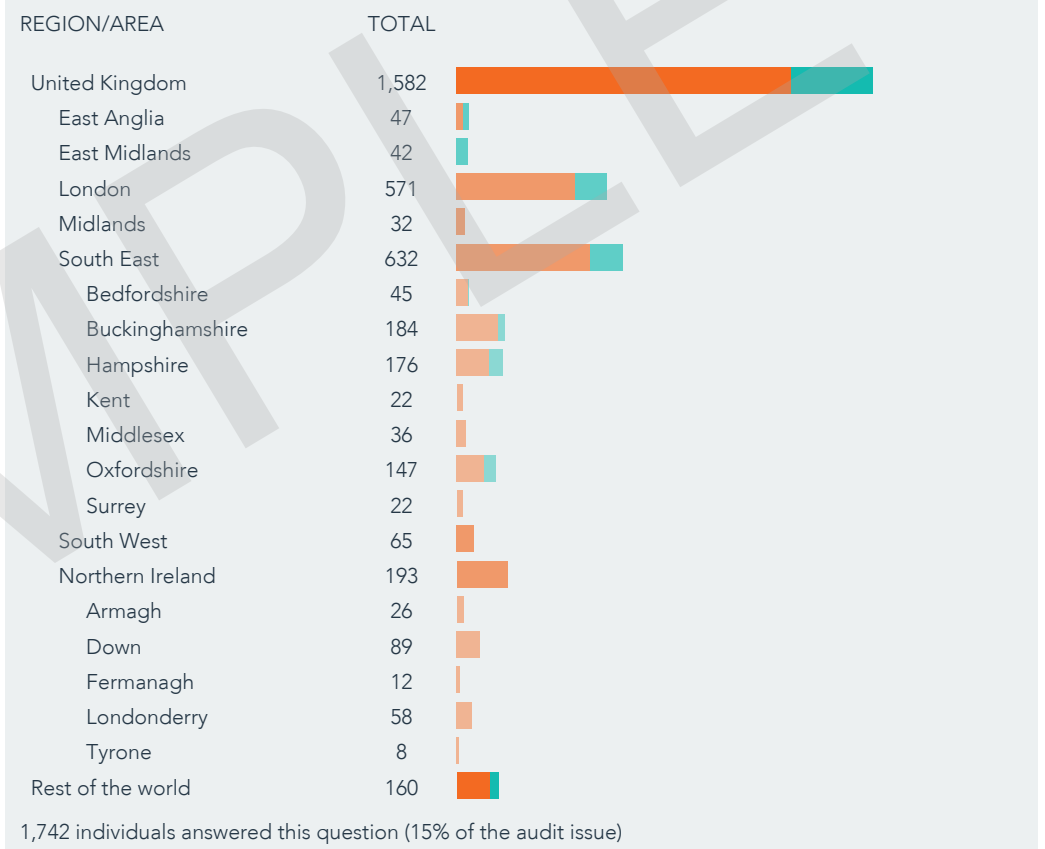
JULY 2017 TO JUNE 2018



Number of employees



GEOGRAPHIC ANALYSIS

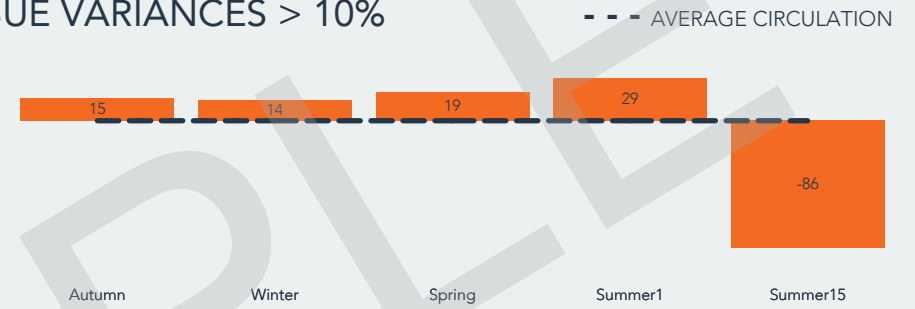


AVERAGE CIRCULATION ANALYSIS

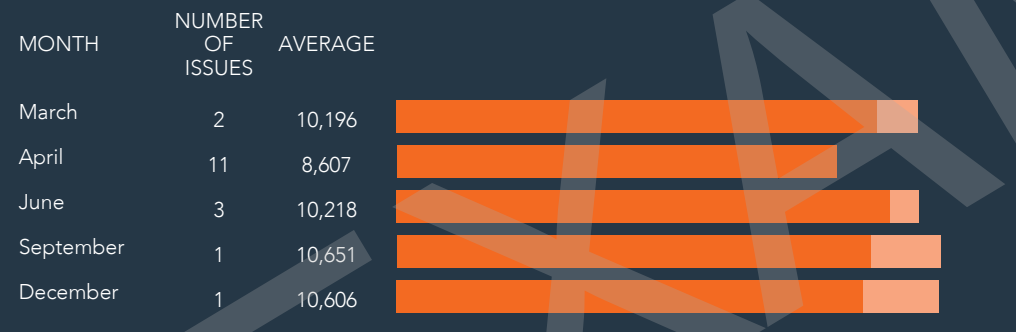
AVERAGE CIRCULATION

	TOTAL	UNITED KINGDOM	OTHER COUNTRIES
AVERAGE CIRCULATION	9,277	9,179	98
PRINT EDITION	8,936	8,909	26
DIGITAL EDITION	341	270	71

ISSUE VARIANCES > 10%



MONTHLY ISSUE ANALYSIS



SAMPLE FREE DISTRIBUTION

ISSUE	DESCRIPTION	NUMBER OF COPIES
Winter	Gross Distribution - Accounting Conference - London	400
Winter	Gross Distribution - Auditors Conference - Birmingham	400
Summer	Gross Distribution - Accounting Conference - Glasgow	250
Average Sample Free Distribution over the 18 issues in the period:		58

About this certificate

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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.

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