

CONSUMER DEMO

JANUARY TO JUNE 2025



Consumer

DEMO ABC MAGAZINE

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



59,143

CIRCULATION (AVERAGE PER ISSUE)

2,413 individuals received both print and digital copies (average per issue)

For more information:



Demo Publisher



ads@demo-publisher.com



www.demo-publisher.com



555-121-555

Issued: 21 Aug 2025

www.abc.org.uk

13,959

PAID
SINGLE COPIES

30,725

PAID
SUBSCRIPTIONS

1,145

PAID
MULTIPLE COPIES

13,314

FREE COPIES

MONTHLY

8 ISSUES

77%

UK & ROI
ACTIVELY PURCHASED

23,496

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	TOTAL	UK & ROI	OTHER COUNTRIES	PRINT COPIES	UK & ROI	OTHER COUNTRIES	DIGITAL COPIES	UK & ROI	OTHER COUNTRIES
AVERAGE CIRCULATION	59,143	30,501	28,642	45,187	23,542	21,645	13,956	6,959	6,997
PAID SINGLE COPIES	13,959	9,148	4,811	13,689	9,013	4,676	270	135	135
PAID SUBSCRIPTIONS	30,725	16,782	13,943	17,039	9,958	7,081	13,686	6,824	6,862
INDIVIDUAL	23,820	14,348	9,472	13,032	9,885	3,147	10,788	4,463	6,325
SINGLE COPY SUBSCRIPTIONS	18,215	11,373	6,842	13,032	9,885	3,147	5,183	1,488	3,695
ALL YOU CAN READ SALES	5,605	2,975	2,630	-	-	-	5,605	2,975	2,630
OTHER	6,905	2,434	4,471	4,007	73	3,934	2,898	2,361	537
MULTIPLE COPY SUBSCRIPTIONS	6,905	2,434	4,471	4,007	73	3,934	2,898	2,361	537
MEMBERSHIP COPIES	-	-	-	-	-	-	-	-	-
PAID MULTIPLE COPIES	1,145	574	571	1,145	574	571	-	-	-
FREE COPIES	13,314	3,997	9,317	13,314	3,997	9,317	-	-	-
ACTIVELY PURCHASED	64%	77%	50%	59%	80%	36%	79%	66%	92%

TOTAL CIRCULATED COPIES

946,288

Total number of copies circulated in the 12-month period
1 July 2024 - 30 June 2025

PUBLICATION DETAILS

Sector: Leisure Interests: Photography

Frequency: Monthly

Issues in audit period: 8

Publisher: Demo Publisher

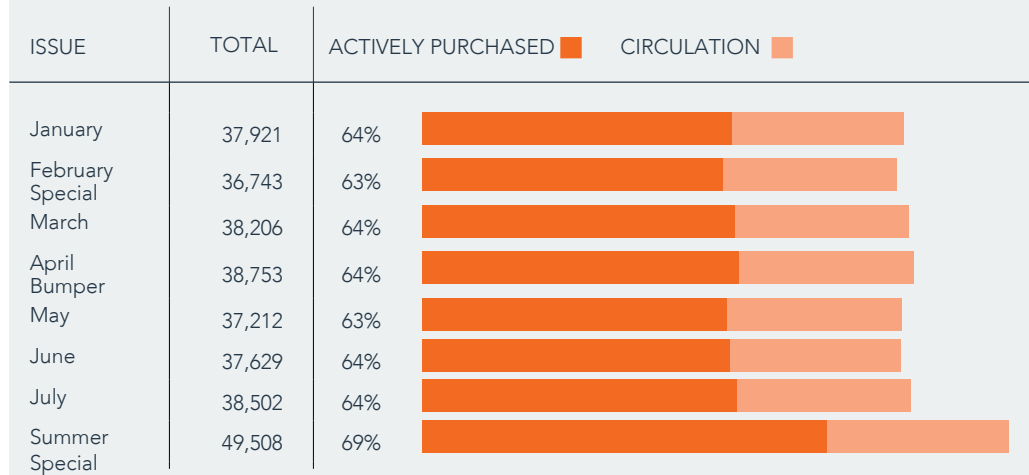


CONSUMER DEMO

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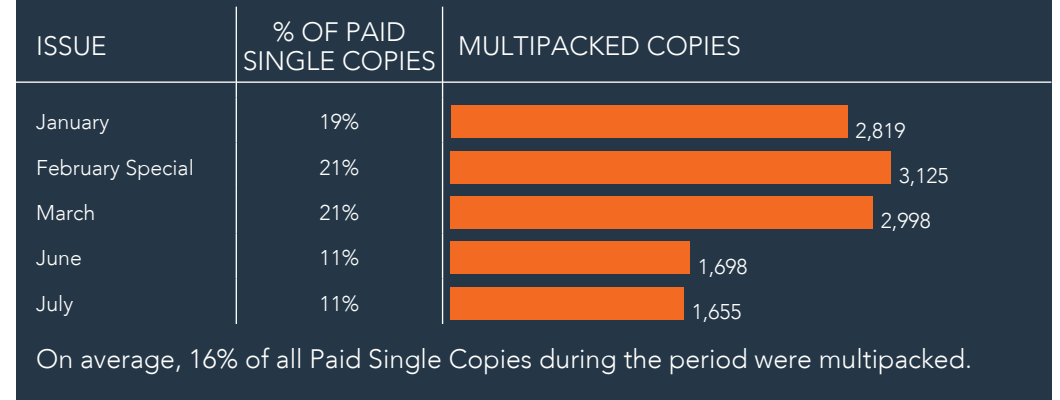
ACTIVELY PURCHASED BY ISSUE



REPURPOSED UNSOLD RETAIL COPIES

21% of the average circulation were repurposed unsold retail copies.
17% of the Actively Purchased circulation were repurposed unsold retail copies, sold in Multipacks.

MULTIPACK DETAIL



MULTIPACKED ISSUES

ISSUE	MULTIPACKED WITH...
January	1. Consumer World, 2. Consumer Life
February Special	1. Consumer World
March	1. Consumer Life
June	1. Consumer World, 2. Consumer Life, 3. Consumer Gold
July	1. Consumer Life

TYPES OF FREE





FREE COPIES DESCRIPTION

FREE PICK UP: Copies are delivered to airlines, hotels and corporate offices in UK cities for collection by passengers, guests and staff

ISSUE ANALYSIS

AVERAGE CIRCULATION - 59,143 |

ISSUE	TOTAL	PRINT	DIGITAL
January	58,945	43,861	15,084
February Special	58,041	43,617	14,424
March	59,579	44,199	15,380
April Sizzler	60,120	44,457	15,663
May	58,666	41,624	17,042
June	58,537	44,149	14,388
July	59,719	44,649	15,070
Summer Bumper	71,777	54,929	16,848

About ABC

ABC delivers a stamp of trust for the media industry. We are owned and developed jointly by media owners, advertisers and agencies to set agreed standards for media brand measurement across print, digital and events.

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



About this certificate

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