

# Business Magazines

## Combined Total Circulation Certificate

July 2016 to June 2017



Setting the standard

### New Food



#### Key information

##### Metric type

Circulation

##### ABC total

13,599 average

##### Period

1 July 2016 to 30 June 2017

##### No of issues

6

##### Market sector

Retailing & Wholesaling: Food & Drink

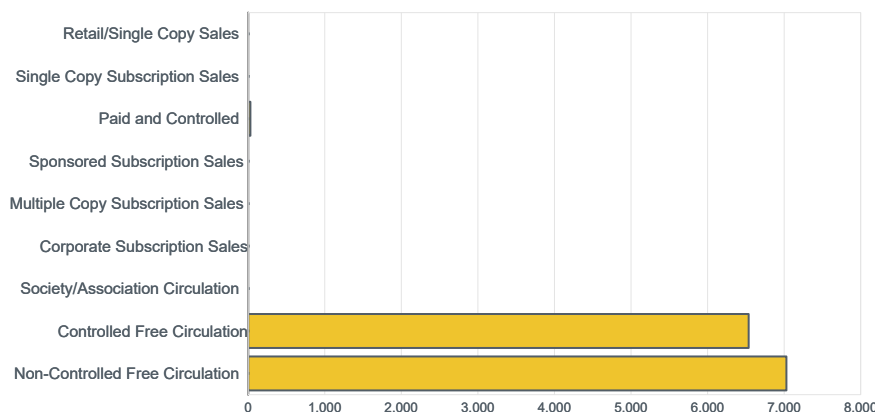
#### Audit issue circulation analysis

	% of circulation
Retail & Single Copy Sales	0%
Single Copy Subscription Sales	0%
Paid and Controlled	0.21%
Sponsored Subscription Sales	0%
Multiple Copy Subscription Sales	0%
Corporate Subscription Sales	0%
Society/Association/Organisation Circulation	0%
Controlled Free Circulation	48.08%
Non-Controlled Free Circulation	51.71%

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#### Audit issue circulation breakdown - Print/Digital



	Total			United Kingdom			Other Countries		
	Total	Total Print	Total Digital	Total	Print Edition	Digital Edition	Total	Print Edition	Digital Edition
<b>Average Circulation Per Issue</b>	<b>13,599</b>	<b>13,599</b>	-	<b>2,999</b>	<b>2,999</b>	-	<b>10,600</b>	<b>10,600</b>	-
Average Retail Sales Per Issue	-	-		-	-		-	-	

#### Analysis for the Audit issue cover dated Issue 3 2017 and distributed on 21 June 2017

<b>Audit Issue Circulation</b>	<b>13,594</b>	<b>13,594</b>	-	<b>2,994</b>	<b>2,994</b>	-	<b>10,600</b>	<b>10,600</b>	-
<b>Retail &amp; Other Single Copy Sales</b>	-	-	-	-	-	-	-	-	-
<b>Single Copy Subscription Sales</b>	-	-	-	-	-	-	-	-	-
<b>Paid and Controlled</b>	<b>29</b>	<b>29</b>	-	<b>12</b>	<b>12</b>	-	<b>17</b>	<b>17</b>	-
At full rate	4	4	-	-	-	-	4	4	-
Less than full rate but not 50%	25	25	-	12	12	-	13	13	-
Less than 50% but not than 20%	-	-	-	-	-	-	-	-	-
Less than 20% but not than 10%	-	-	-	-	-	-	-	-	-
Less than 10% of full rate	-	-	-	-	-	-	-	-	-
<b>Sponsored Subscription Sales</b>	-	-		-	-		-	-	
<b>Multiple Copy Subscription Sales</b>	-	-		-	-		-	-	
<b>Corporate Subscription Sales</b>	-		-	-		-	-		-
<b>Society/Association/Organisation</b>	-	-	-	-	-	-	-	-	-
<b>Controlled Free Circulation</b>	<b>6,536</b>	<b>6,536</b>	-	<b>2,465</b>	<b>2,465</b>	-	<b>4,071</b>	<b>4,071</b>	-
Individual requests	3,399	3,399	-	1,118	1,118	-	2,281	2,281	-
Company requests	-	-		-	-		-	-	
Non-requested by name	3,137	3,137		1,347	1,347		1,790	1,790	
Non-requested by job title / function	-	-		-	-		-	-	
<b>Non-Controlled Free Circulation</b>	<b>7,029</b>	<b>7,029</b>		<b>517</b>	<b>517</b>		<b>6,512</b>	<b>6,512</b>	
By name	7,022	7,022		516	516		6,506	6,506	
Not by name	7	7		1	1		6	6	

#### Duplication

The level of duplication on the mailing list for the audit issue was: 0%

#### Basic cover price & subscription rates for the audit issue

Basic cover price (UK):

Basic cover price (Rol):

Basic annual rate (UK): £120.00

Basic annual rate (OC): £120.00 to £180.00

## Controlled circulation for the audit issue

Terms of control: Academics, Consultants, Directors, Engineers, Managers, Specialists, Scientists, Technologists and individuals within Agencies, Associations, Business Development, Consultancies, Distribution, Equipment Manufacturer, Financial, Food Service, Governmental, Hygiene, Ingredients Companies, Laboratories, Legal, Manufacturing, Marketing, Packaging, Procurement, Processing, Production, Quality Assurance, Quality Control, Regulation, Research and Development, Safety, Sales, Suppliers, Wholesale Retail and Academia within the International Food and Drink Industry.

	Total		0-1 Year		1-2 Years		2-3 Years	
	Qty	%	Qty	%	Qty	%	Qty	%
<b>Total</b>	<b>3,399</b>	<b>100.0</b>	<b>1,092</b>	<b>32.1</b>	<b>1,696</b>	<b>49.9</b>	<b>611</b>	<b>18.0</b>
Individual Requests - Print	3,399	100.0	1,092	32.1	1,696	49.9	611	18.0
Individual Requests - Digital	-	-	-	-	-	-	-	-
Company Requests - Print	-	-	-	-	-	-	-	-
Company Requests - Digital								

## Issue by issue analysis (variances will show only if over 10% +/- the average net circulation)

Cover Date / ID	Distribution Date	Total Circulation	Print	Digital	Variance %
Issue 4 2016	22-Aug-16	13,600	13,600	-	-
Issue 5 2016	19-Oct-16	13,600	13,600	-	-
Issue 6 2016	13-Dec-16	13,600	13,600	-	-
Issue 1 2017	20-Feb-17	13,600	13,600	-	-
Issue 2 2017	26-Apr-17	13,600	13,600	-	-
Issue 3 2017	21-Jun-17	13,594	13,594	-	-

## 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](http://www.abc.org.uk)

To find out more about the Business Magazines sector and the definitions used on this certificate, please visit: [www.abcstandards.org.uk](http://www.abcstandards.org.uk)

## About this certificate

This certificate was issued on 11 August 2017.

The data included is derived from a return of circulation prepared by the publisher: Russell Publishing Ltd.

The Publisher has certified that the data has been reported in accordance with ABC reporting standards. If an audit or inspection reveals a material difference ABC will revise and re-issue the certificate together with an audit/inspection report detailing the changes. For details of audit or inspection reports issued or the reporting standards and procedures, please contact ABC.

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ABC Ref: 12424/CA:20170811/BMSv21