

Business Magazines

Combined Total Circulation Certificate

July 2016 to June 2017



Setting the standard

Blinds & Shutters

Blinds & shutters

Key information

Metric type

Circulation

ABC total

5,626 average

Period

1 July 2016 to 30 June 2017

No of issues

4

Market sector

Architecture: General

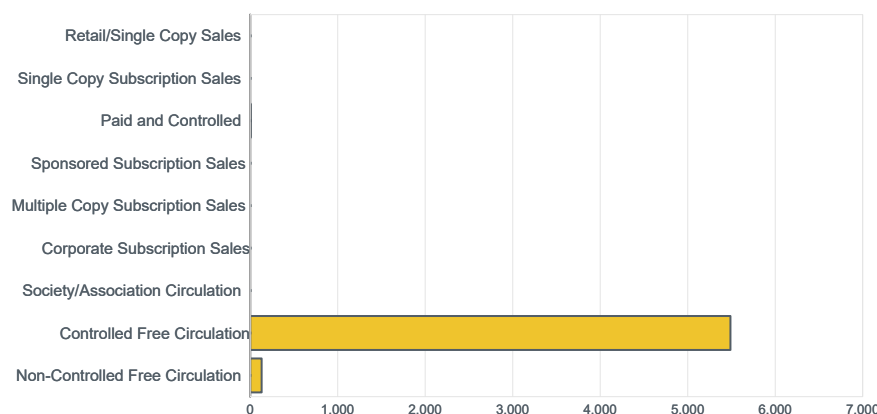
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Audit issue circulation analysis

	% of circulation
Retail & Single Copy Sales	0%
Single Copy Subscription Sales	0%
Paid and Controlled	0.11%
Sponsored Subscription Sales	0%
Multiple Copy Subscription Sales	0%
Corporate Subscription Sales	0%
Society/Association/Organisation Circulation	0%
Controlled Free Circulation	97.56%
Non-Controlled Free Circulation	2.33%

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
Average Circulation Per Issue	5,626	5,626	-	5,596	5,596	-	30	30	-
Average Retail Sales Per Issue	-	-		-	-		-	-	

Analysis for the Audit issue cover dated Issue 2 2017 and distributed on 28 March 2017

Audit Issue Circulation	5,625	5,625	-	5,595	5,595	-	30	30	-
Retail & Other Single Copy Sales	-	-	-	-	-	-	-	-	-
Single Copy Subscription Sales	-	-	-	-	-	-	-	-	-
Paid and Controlled	6	6	-	1	1	-	5	5	-
At full rate	6	6	-	1	1	-	5	5	-
Less than full rate but not 50%	-	-	-	-	-	-	-	-	-
Less than 50% but not than 20%	-	-	-	-	-	-	-	-	-
Less than 20% but not than 10%	-	-	-	-	-	-	-	-	-
Less than 10% of full rate	-	-	-	-	-	-	-	-	-
Sponsored Subscription Sales	-	-		-	-		-	-	
Multiple Copy Subscription Sales	-	-		-	-		-	-	
Corporate Subscription Sales	-		-	-		-			-
Society/Association/Organisation	-	-	-	-	-	-	-	-	-
Controlled Free Circulation	5,488	5,488	-	5,485	5,485	-	3	3	-
Individual requests	756	756	-	753	753	-	3	3	-
Company requests	-	-		-	-		-	-	
Non-requested by name	4,732	4,732		4,732	4,732		-	-	
Non-requested by job title / function	-	-		-	-		-	-	
Non-Controlled Free Circulation	131	131		109	109		22	22	
By name	114	114		92	92		22	22	
Not by name	17	17		17	17		-	-	

Duplication

The level of duplication on the mailing list for the audit issue was: 1%

Basic cover price & subscription rates for the audit issue

Basic cover price (UK):

Basic cover price (RoI):

Basic annual rate (UK): £49.00

Basic annual rate (OC): £71.00 to £85.00

Controlled circulation for the audit issue

Terms of control: Managers & individuals within the blinds and awnings industry, interior design, shopfitting, construction, health authority, government, hotels, regulatory bodies and individual interior designers and architects. Also individuals who influence, specify or authorise purchasing responsibility for blinds, shutters, awnings and grilles and visitors to the Blinds & Shutters show and members of the BBSA.

	Total		0-1 Year		1-2 Years		2-3 Years	
	Qty	%	Qty	%	Qty	%	Qty	%
Total	756	100.0	153	20.2	103	13.6	500	66.1
Individual Requests - Print	756	100.0	153	20.2	103	13.6	500	66.1
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 3 2016	04-Jul-16	5,625	5,625	-	-
Issue 4 2016	27-Sep-16	5,625	5,625	-	-
Issue 1 2017	19-Jan-17	5,625	5,625	-	-
Issue 2 2017	28-Mar-17	5,625	5,625	-	-

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 Business Magazines sector and the definitions used on this certificate, please visit: www.abcstandards.org.uk

About this certificate

This certificate was issued on 23 August 2017.

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

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