

# Business Magazines

Combined Total Circulation Certificate

January to December 2017



Setting the standard

## Machinery

# MACHINERY



### Key information

#### Metric type

Circulation

#### ABC total

13,647 average - print & digital (gross)

13,647 average (print)

0 average (digital)

#### Period

1 January 2017 to 31 December 2017

#### No of issues

12

#### Market sector

Materials: Metalworking & Machinery

#### Contact details

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### Audit issue circulation analysis

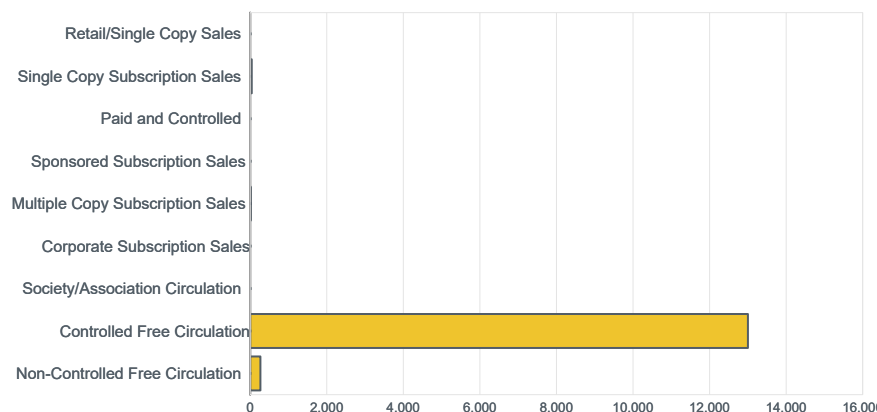
	% of circulation
Retail & Single Copy Sales	0%
Single Copy Subscription Sales	0.31%
Paid and Controlled	0%
Sponsored Subscription Sales	0%
Multiple Copy Subscription Sales	0.11%
Corporate Subscription Sales	0%
Society/Association/Organisation Circulation	0%
Controlled Free Circulation	97.58%
Non-Controlled Free Circulation	2%

### Demographics included:

Industry/Business Sector

Job Function

### 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	13,647	13,647	-	13,602	13,602	-	45	45	-
Average Retail Sales Per Issue	-	-	-	-	-	-	-	-	-

**Analysis for the Audit issue cover dated December 2017 and distributed on 8 December 2017**

<b>Audit Issue Circulation</b>	13,322	13,322	-	13,280	13,280	-	42	42	-
<b>Retail &amp; Other Single Copy Sales</b>	-	-	-	-	-	-	-	-	-
<b>Single Copy Subscription Sales</b>	41	41	-	18	18	-	23	23	-
At full rate	41	41	-	18	18	-	23	23	-
Less than full rate but not 50%	-	-	-	-	-	-	-	-	-
Less than 50% but not 20%	-	-	-	-	-	-	-	-	-
Less than 20% but not 10%	-	-	-	-	-	-	-	-	-
Less than 10% of full rate	-	-	-	-	-	-	-	-	-
<b>Paid and Controlled</b>	-	-	-	-	-	-	-	-	-
<b>Sponsored Subscription Sales</b>	-	-	-	-	-	-	-	-	-
<b>Multiple Copy Subscription Sales</b>	14	14	-	14	14	-	-	-	-
At full rate	-	-	-	-	-	-	-	-	-
Less than full rate but not 50%	14	14	-	14	14	-	-	-	-
Less than 50% but not 20%	-	-	-	-	-	-	-	-	-
Less than 20% but not 10%	-	-	-	-	-	-	-	-	-
Less than 10% of full rate	-	-	-	-	-	-	-	-	-
<b>Corporate Subscription Sales</b>	-	-	-	-	-	-	-	-	-
<b>Society/Association/Organisation</b>	-	-	-	-	-	-	-	-	-
<b>Controlled Free Circulation</b>	13,000	13,000	-	13,000	13,000	-	-	-	-
Individual requests	11,185	11,185	-	11,185	11,185	-	-	-	-
Company requests	1,745	1,745	-	1,745	1,745	-	-	-	-
Non-requested by name	70	70	-	70	70	-	-	-	-
Non-requested by job title / function	-	-	-	-	-	-	-	-	-
<b>Non-Controlled Free Circulation</b>	267	267	-	248	248	-	19	19	-
By name	267	267	-	248	248	-	19	19	-
Not by name	-	-	-	-	-	-	-	-	-

**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): £118.00

Basic annual rate (OC): £173.00 to £198.00

## Controlled circulation for the audit issue

Terms of control: Individuals in production engineering and management in UK sites using machine tools or outsourcing machine tool work.

	Total		0-1 Year		1-2 Years		2-3 Years	
	Qty	%	Qty	%	Qty	%	Qty	%
<b>Total</b>	<b>12,930</b>	<b>100.0</b>	<b>5,615</b>	<b>43.4</b>	<b>4,779</b>	<b>37.0</b>	<b>2,536</b>	<b>19.6</b>
Individual Requests - Print	11,185	86.5	4,618	35.7	4,297	33.2	2,270	17.6
Individual Requests - Digital	-	-	-	-	-	-	-	-
Company Requests - Print	1,745	13.5	997	7.7	482	3.7	266	2.1
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 %
January 2017	03-Jan-17	13,440	13,440	-	-
February 2017	06-Feb-17	16,342	16,342	-	19.7
March 2017	07-Mar-17	13,446	13,446	-	-
April 2017	07-Apr-17	13,447	13,447	-	-
May 2017	09-May-17	13,446	13,446	-	-
June 2017	13-Jun-17	13,443	13,443	-	-
July 2017	10-Jul-17	13,441	13,441	-	-
August 2017	04-Aug-17	13,437	13,437	-	-
September 2017	13-Sep-17	13,336	13,336	-	-
October 2017	06-Oct-17	13,334	13,334	-	-
November 2017	03-Nov-17	13,328	13,328	-	-
December 2017	08-Dec-17	13,322	13,322	-	-

## Demographic analysis for the audit issue

Question: Industry/Business Sector	Print Circulation		Digital Circulation		Free Circulation	Paid Circulation	Total
	Free	Paid	Free	Paid			
People responding to this question	13,000				13,000		<b>13,000</b>
People not responding to this question	267	55			267	55	<b>322</b>
<b>Answers:</b>							
Metal Goods	1,978				1,978		<b>1,978</b>
Industrial Plant & Steelwork	329				329		<b>329</b>
Metalworking Machine Tools	829				829		<b>829</b>
Machinery for Food, Chemicals etc.	167				167		<b>167</b>
Mining Machinery & Materials Handling Equipment	351				351		<b>351</b>
Machinery for Printing, Wood, Glass	63				63		<b>63</b>
Compressors & Fluid Power Equipment	148				148		<b>148</b>
Refrigeration & Space Heating Equipment	204				204		<b>204</b>
Mechanical & Precision Engineering	3,539				3,539		<b>3,539</b>
Other Mechanical Engineering	993				993		<b>993</b>
Office Machinery and Computer Equipment	51				51		<b>51</b>
Other Electrical/Electronic Engineering	1,303				1,303		<b>1,303</b>
Motor Vehicles & Parts	676				676		<b>676</b>
Other Transport Equipment	561				561		<b>561</b>
Measuring & Precision Instruments	179				179		<b>179</b>
Other Instrument Engineering	192				192		<b>192</b>
Rubber & Plastics	497				497		<b>497</b>
Miscellaneous Manufacturing Industries	190				190		<b>190</b>
Non-OEM/Non Manufacturing	750				750		<b>750</b>

Question: Job Function (more than one answer to this question was allowed)	Print Circulation		Digital Circulation		Free	Paid	Total
	Free	Paid	Free	Paid	Circulation	Circulation	
People responding to this question	12,546				12,546		12,546
People not responding to this question	721	55			721	55	776
<b>Answers:</b>							
General Management	9,120				9,120		9,120
Production Management	10,090				10,090		10,090
End Product/Metal Component Manufacture	6,611				6,611		6,611
Assembly/Finishing of Final Products	4,835				4,835		4,835
Production Engineering/Planning	4,721				4,721		4,721
Quality/Inspection	3,715				3,715		3,715
Tooling	8,429				8,429		8,429
Subcontracting	7,008				7,008		7,008
Purchasing	10,190				10,190		10,190
Control & Instrumentation/Automation	2,708				2,708		2,708
Test & Measurement/Calibration	2,926				2,926		2,926
Process Control/Engineering	3,451				3,451		3,451

### Geographic analysis for the audit issue

Country/Region	Total Circulation	Print	Digital
<b>TOTAL</b>	<b>13,322</b>	<b>13,322</b>	<b>-</b>
United Kingdom	13,280	13,280	-
East Anglia	665	665	-
East Midlands	1,427	1,427	-
London	151	151	-
Midlands	2,212	2,212	-
North West	1,261	1,261	-
Northern	622	622	-
South East	3,106	3,106	-
South West	1,339	1,339	-
Yorkshire	1,225	1,225	-
Northern Ireland	175	175	-
Scotland	617	617	-
Wales	480	480	-
Europe	24	24	-
Austria	1	1	-
Denmark	1	1	-
Finland	1	1	-
Germany	10	10	-
Republic of Ireland	1	1	-
Liechtenstein	1	1	-
Netherlands	5	5	-
Slovenia	1	1	-
Switzerland	3	3	-
North America	7	7	-
USA	7	7	-
Central & South America	1	1	-
Trinidad & Tobago	1	1	-
Australasia & Pacific	2	2	-
Australia	2	2	-
Asia	3	3	-
India	3	3	-
South East Asia & Pacific	5	5	-
Japan	2	2	-
Korea, Republic of	3	3	-
Not Analysed	-	-	-

## More Information

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'Gross' appended to the print and digital total reflects that the print total and the digital total have been combined without de-duplication.

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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

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