

Business Magazines

Combined Total Circulation Certificate

January to December 2017



Setting the standard

Meat Management



Key information

Metric type

Circulation

ABC total

3,683 average - print & digital (gross)

3,683 average (print)

0 average (digital)

Period

1 January 2017 to 31 December 2017

No of issues

10

Market sector

Retailing & Wholesaling: Food & Drink Trade

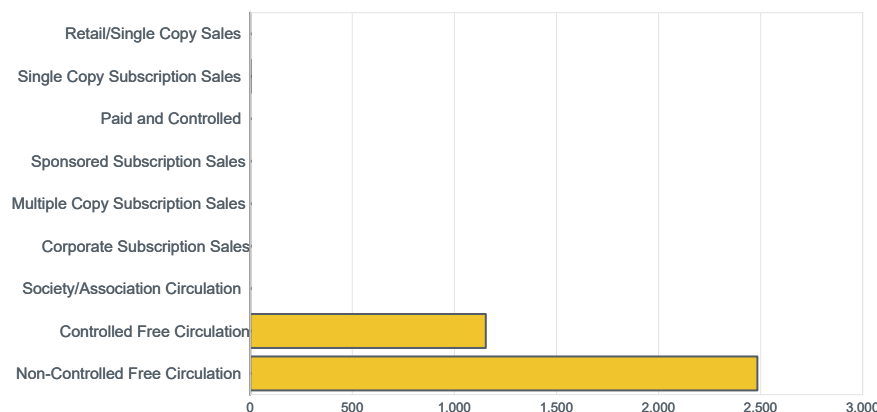
Contact details

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Audit issue circulation analysis

	% of circulation
Retail & Single Copy Sales	0%
Single Copy Subscription Sales	0.03%
Paid and Controlled	0%
Sponsored Subscription Sales	0%
Multiple Copy Subscription Sales	0%
Corporate Subscription Sales	0%
Society/Association/Organisation Circulation	0%
Controlled Free Circulation	31.71%
Non-Controlled Free Circulation	68.26%

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	3,683	3,683	-	3,493	3,493	-	190	190	-
Average Retail Sales Per Issue	-	-		-	-		-	-	

Analysis for the Audit issue cover dated December 2017 and distributed on 29 November 2017

Audit Issue Circulation	3,639	3,639	-	3,449	3,449	-	190	190	-
Retail & Other Single Copy Sales	-	-	-	-	-	-	-	-	-
Single Copy Subscription Sales	1	1	-	1	1	-	-	-	-
At full rate	1	1	-	1	1	-	-	-	-
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	-	-	-	-	-	-	-	-	-
Paid and Controlled	-	-	-	-	-	-	-	-	-
Sponsored Subscription Sales	-	-		-	-		-	-	
Multiple Copy Subscription Sales	-	-		-	-		-	-	
Corporate Subscription Sales	-		-	-		-	-		-
Society/Association/Organisation	-	-	-	-	-	-	-	-	-
Controlled Free Circulation	1,154	1,154	-	1,106	1,106	-	48	48	-
Individual requests	1,154	1,154	-	1,106	1,106	-	48	48	-
Company requests	-	-		-	-		-	-	
Non-requested by name	-	-	-	-	-	-	-	-	-
Non-requested by job title / function	-	-	-	-	-	-	-	-	-
Non-Controlled Free Circulation	2,484	2,484		2,342	2,342		142	142	
By name	2,484	2,484		2,342	2,342		142	142	
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): £50.00

Basic annual rate (OC):

Controlled circulation for the audit issue

Terms of control: Managers, proprietors, or individuals working in the meat and poultry industry including: Wholesaling, Transport/Distribution, Import/Export, Multiple Retailing, Equipment/Services, Supermarkets & Government bodies responsible for food matters. Trade associations representing or promoting the food industry, and Educational establishments offering facilities to the meat and food market, both in the UK and overseas

	Total		0-1 Year		1-2 Years		2-3 Years	
	Qty	%	Qty	%	Qty	%	Qty	%
Total	1,154	100.0	247	21.4	202	17.5	705	61.1
Individual Requests - Print	1,154	100.0	247	21.4	202	17.5	705	61.1
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 %
January/February 2017	27-Jan-17	3,699	3,699	-	-
March 2017	07-Mar-17	3,680	3,680	-	-
April 2017	10-Apr-17	3,685	3,685	-	-
May 2017	04-May-17	3,684	3,684	-	-
June 2017	08-Jun-17	3,701	3,701	-	-
July/August 2017	12-Jul-17	3,702	3,702	-	-
September 2017	08-Sep-17	3,694	3,694	-	-
October 2017	09-Oct-17	3,679	3,679	-	-
November 2017	03-Nov-17	3,669	3,669	-	-
December 2017	29-Nov-17	3,639	3,639	-	-

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 15 February 2018.

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

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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