

Business Magazines

Combined Total Circulation Certificate

January to December 2016



Setting the standard

Cleaning & Maintenance



CLEANING AND MAINTENANCE



Key information

Metric type

Circulation

ABC total

10,502 average

Period

1 January 2016 to 31 December 2016

No of issues

12

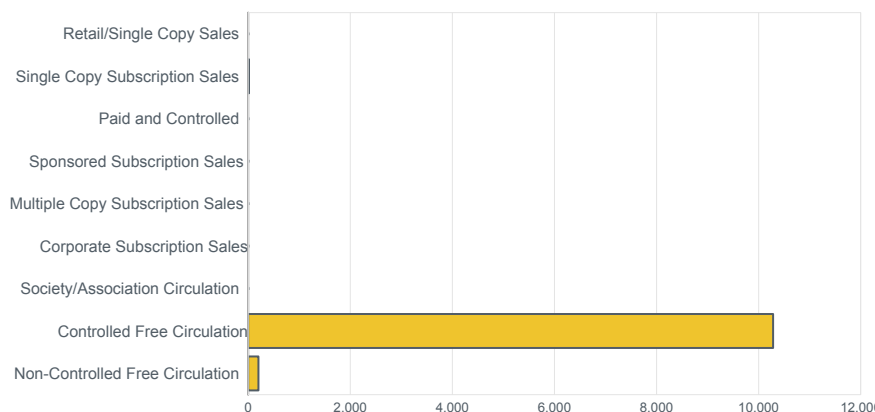
Market sector

Environment & Conservation: Cleaning

Audit issue circulation analysis

	% of circulation
Retail & Single Copy Sales	0%
Single Copy Subscription Sales	0.15%
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	97.93%
Non-Controlled Free Circulation	1.91%

Audit issue circulation breakdown - Print/Digital



Contact details

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	Total			United Kingdom			Other Countries		
	Total	Total Print	Total Digital	Total	Print Edition	Digital Edition	Total	Print Edition	Digital Edition
Average Circulation Per Issue	10,502	10,502	-	10,491	10,491	-	11	11	-
Average Retail Sales Per Issue	-	-		-	-		-	-	

Analysis for the Audit issue cover dated December 2016 and distributed on 13 December 2016

Audit Issue Circulation	10,500	10,500	-	10,488	10,488	-	12	12	-
Retail & Other Single Copy Sales	-	-	-	-	-	-	-	-	-
Single Copy Subscription Sales	16	16	-	5	5	-	11	11	-
At full rate	16	16	-	5	5	-	11	11	-
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	10,283	10,283	-	10,283	10,283	-	-	-	-
Individual requests	8,039	8,039	-	8,039	8,039	-	-	-	-
Company requests	-	-		-	-		-	-	
Non-requested by name	2,244	2,244		2,244	2,244		-	-	
Non-requested by job title / function	-	-		-	-		-	-	
Non-Controlled Free Circulation	201	201		200	200		1	1	
By name	185	185		184	184		1	1	
Not by name	16	16		16	16		-	-	

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): £152.00 to £170.00

Controlled circulation for the audit issue

Terms of control: Individuals responsible for the management, purchase, authorising or specifying of cleaning products and services used in the cleaning and maintenance of non-domestic establishments and individuals within the cleaning industry and attendees of The Cleaning Show.

	Total		0-1 Year		1-2 Years		2-3 Years	
	Qty	%	Qty	%	Qty	%	Qty	%
Total	8,039	100.0	2,925	36.4	2,279	28.3	2,835	35.3
Individual Requests - Print	8,039	100.0	2,925	36.4	2,279	28.3	2,835	35.3
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 2016	07-Jan-16	10,504	10,504	-	-
February 2016	04-Feb-16	10,504	10,504	-	-
March 2016	03-Mar-16	10,500	10,500	-	-
April 2016	31-Mar-16	10,500	10,500	-	-
May 2016	09-May-16	10,500	10,500	-	-
June 2016	07-Jun-16	10,500	10,500	-	-
July 2016	11-Jul-16	10,500	10,500	-	-
August 2016	09-Aug-16	10,498	10,498	-	-
September 2016	08-Sep-16	10,503	10,503	-	-
October 2016	12-Oct-16	10,504	10,504	-	-
November 2016	08-Nov-16	10,502	10,502	-	-
December 2016	13-Dec-16	10,500	10,500	-	-

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 has not been publicly issued.

The data included is derived from a return of circulation prepared by the publisher: Quartz Business Media.

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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