

Consumer Magazines

Combined Total Circulation Certificate

January to December 2015



Setting the standard

Rock Sound



ROCK SOUND



Key information

Metric type

Circulation

ABC total

13,924 average - print & digital (gross)
13,539 average (print)
385 average (digital)

Period

1 January 2015 to 31 December 2015

No of issues

13

Market sector

Music: Rock

Contact details

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Circulation analysis

Actively purchased - print & digital circulation (UK & ROI)	98.6%
Price: Basic cover price	£3.99
Published annual UK subscription rate	£37.99
Published annual ROI subscription rate	£49.00
Published annual other countries subscription rate	£49.00 to £69.00

Circulation breakdown (print only)

Retail and other Single Copy Sales	11,590
Single Copy Subscription Sales	1,796
Multiple Copy Subscription Sales	
Requested Sponsored Subscription Sales	
Corporate Digital Edition Subscriptions	
Multiple Copy Sales	
Society / Association / Organisation	
Controlled Free Circulation	
Non-Controlled Free	153
Monitored Free Distribution	
Free Retail Voucher Copies	

1 January to 31 December 2015

Analysis of Circulation

	Total	UK & Rol	Other Countries
Average Circulation - print & digital (gross)	13,924	9,796	4,128

	Total		UK & Rol		Other Countries	
	Print	Digital	Print	Digital	Print	Digital
Average Circulation Per Issue	13,539	385	9,649	147	3,890	238
Retail and Single Copy Sales	11,590	189	8,127	77	3,463	112
At Basic Cover Price	11,348	30	7,885	30	3,463	-
Below BCP but not less than 50%	239	75	239	4	-	71
Less than 50% of BCP but not less than 20%	3	84	3	43	-	41
Less than 20% of BCP	-	-	-	-	-	-
Single Copy Subscription Sales	1,796	196	1,383	70	413	126
At Basic Annual Rate	1,182	-	845	-	337	-
Below BAR but not less than 50%	308	196	232	70	76	126
Less than 50% of BAR but not less than 20%	301	-	301	-	-	-
Less than 20% of BAR but not less than 10%	5	-	5	-	-	-
Less than 10% of BAR	-	-	-	-	-	-
Multiple Copy Subscription Sales	-	-	-	-	-	-
Corporate Subscription Sales	-	-	-	-	-	-
Multiple Copy Sales	-	-	-	-	-	-
Society / Association / Organisation Circulation	-	-	-	-	-	-
Controlled Free Circulation	-	-	-	-	-	-
Non-Controlled Free Circulation	153	-	139	-	14	-
By Name	153	-	139	-	14	-
Not by Name	-	-	-	-	-	-
Monitored Free Distribution	-	-	-	-	-	-
Free Retail Voucher Copies	-	-	-	-	-	-

Actively Purchased Analysis

	Total	UK & Rol	Other Countries			
Actively Purchased - print & digital	98.9%	98.6%	99.7%			
	Print	Digital	Print	Digital	Print	Digital
	98.9%	100%	98.6%	100%	99.6%	100%

Other Analysis

	Total	United Kingdom & Republic of Ireland	Other Countries
Multi Packed Retail Circulation (Print)	0%	-	-
Publication Active Views (Digital)	-	-	-

Price: The following prices are accurate for the end of the audit period.

Basic Cover Price	£3.99
Published Annual UK Subscription Rate	£37.99
Published Annual Rol Subscription Rate	£49.00
Published annual other countries subscription rate	£49.00 to £69.00

Duplication:

The mailing list for the audit issue was tested, the level of duplication found was: 0%

Issue by Issue Analysis (print only)

Only variances of 10% or more are reported

Cover Date or Issue Identifier	Issue Variance from Total Average	Monitored Free Distribution			
		Total	Net by Hand	Net - Other	Gross
Feb 196	-	-	-	-	-
Mar 197	-19.86	-	-	-	-
Apr 198	-20.17	-	-	-	-
May 199	-	-	-	-	-
Jun 200	33.24	-	-	-	-
Jul 201	-10.33	-	-	-	-
Aug 202	-	-	-	-	-
Sum 203	-16.55	-	-	-	-
Sep 204	-14.53	-	-	-	-
Oct 205	-	-	-	-	-
Nov 206	24.06	-	-	-	-
Dec 206	-20.56	-	-	-	-
Jan 207	14.88	-	-	-	-

Issue by Issue Circulation Analysis (print only)

Data does not include adjustments for prior audit period reconciliations.

Issue Identifier	Total Circulation	Actively Purchased Circulation (Print)	% Actively Purchased (Print)
Feb 196	12,836	12,688	98.8%
Mar 197	10,850	10,701	98.6%
Apr 198	10,808	10,657	98.6%
May 199	13,627	13,477	98.9%
Jun 200	18,039	17,889	99.2%
Jul 201	12,141	11,983	98.7%
Aug 202	14,722	14,564	98.9%
Sum 203	11,298	11,141	98.6%
Sep 204	11,572	11,419	98.7%
Oct 205	13,612	13,459	98.9%
Nov 206	16,796	16,642	99.1%
Dec 206	10,756	10,601	98.6%
Jan 207	15,553	15,398	99.0%

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

About this certificate

This certificate was issued on 11 February 2016.

The data included is derived from a return of circulation prepared by the publisher: Rock Sound 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: 10673/CC:20160211/CMv23