

Consumer Magazines

Combined Total Distribution Certificate

January to June 2016



Setting the standard

NME



Key information

Metric type

Distribution

ABC total

308,606 average - print & digital (gross)

308,606 average (print)

0 average (digital)

Period

1 January 2016 to 30 June 2016

No of issues

24

Market sector

Music: Rock

Contact details

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Free Distribution analysis (print only)

	Percentage of ABC Total			
	Net - By hand	Net - Other	Gross	Total
Monitored Free Distribution	37.5%	0.0%	60.8%	98.3%
Sample Free Distribution	.6%	0.0%	0.0%	0.6%

Monitored Free Distribution - Method of Distribution:

Copies are distributed by hand weekly throughout the UK at railway stations, educational establishments and London Underground Stations.

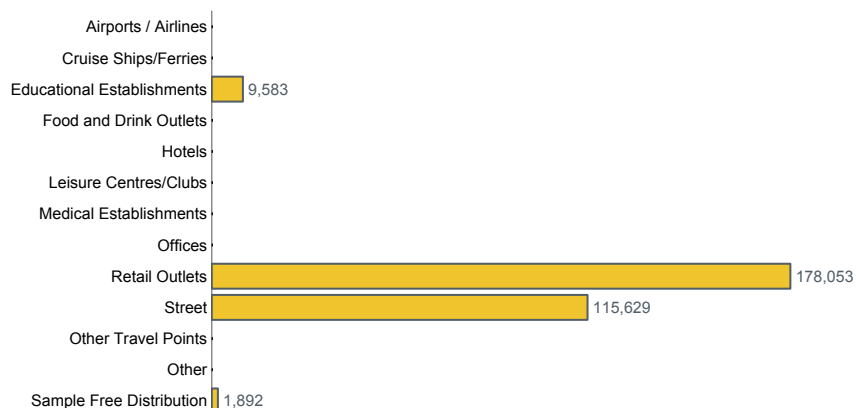
Copies are also made available from Friday for free pick-up throughout the week at educational establishments, live music venues, record stores & retail outlets

Copies are distributed to educational establishments during term time only and out of term time these additional copies are distributed at railway stations, underground stations & Music Festivals.

Monitored Free Distribution - Normal Distribution Schedule:

Key day for weekly hand distribution is Friday with limited hand distribution on other days. Also available for pick up throughout the week.

Free Distribution breakdown (print only)



1 January to 30 June 2016

Analysis of Distribution

	Total	UK & Rol	Other Countries
Average Distribution - print & digital (gross)	308,606	307,726	880

	Total		UK & Rol		Other Countries	
	Print	Digital	Print	Digital	Print	Digital
Average Distribution Per Issue	308,606	-	307,726	-	880	-
Retail and Single Copy Sales	-	-	-	-	-	-
Single Copy Subscription Sales	3,449	-	2,569	-	880	-
At Basic Annual Rate	3,449	-	2,569	-	880	-
Below BAR but not less than 50%	-	-	-	-	-	-
Less than 50% of BAR but not less than 20%	-	-	-	-	-	-
Less than 20% of BAR but not less than 10%	-	-	-	-	-	-
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	-	-	-	-	-	-
Monitored Free Distribution	303,265	-	303,265	-	-	-
Net Distribution by Hand	115,629	-	115,629	-	-	-
Net Distribution - Other	-	-	-	-	-	-
Gross Distribution	187,636	-	187,636	-	-	-
Free Retail Voucher Copies	-	-	-	-	-	-
Sample Free Distribution (Monitored Free Distribution)	1,892	-	1,892	-	-	-

Actively Purchased Analysis

	Total	UK & Rol	Other Countries			
Actively Purchased - print & digital	1.1%	0.8%	100%			
	Print	Digital	Print	Digital	Print	Digital
	1.1%	0%	0.8%	0%	100%	0%

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.

Published Annual UK Subscription Rate	£36.00
Published Annual Rol Subscription Rate	€70.00
Published annual other countries subscription rate	Various

Duplication:

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

Monitored Free Distribution (print only)

1 January to 30 June 2016

Method of Distribution:

Copies are distributed by hand weekly throughout the UK at railway stations, educational establishments and London Underground Stations. Copies are also made available from Friday for free pick-up throughout the week at educational establishments, live music venues, record stores & retail outlets

Copies are distributed to educational establishments during term time only and out of term time these additional copies are distributed at railway stations, underground stations & Music Festivals.

Normal Distribution Schedule:

Key day for weekly hand distribution is Friday with limited hand distribution on other days. Also available for pick up throughout the week.

	No of Distribution Points	No of copies
Analysis of MFD by Distribution Point Type	729	303,265
Educational Establishments	37	9,583
Retail Outlets	550	178,053
Street	142	115,629

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				Sample Free Distribution
		Total	Net by Hand	Net - Other	Gross	
15/01/2016	-	302,807	113,050	-	189,757	-
22/01/2016	-	279,076	100,239	-	178,837	-
29/01/2016	-	299,913	118,276	-	181,637	-
05/02/2016	-	315,161	123,224	-	191,937	-
12/02/2016	-	320,035	120,998	-	199,037	-
19/02/2016	-	317,749	118,712	-	199,037	-
26/02/2016	-	328,973	134,836	-	194,137	-
04/03/2016	-	324,340	130,303	-	194,037	11,048
11/03/2016	-	326,028	132,491	-	193,537	6,393
18/03/2016	-	322,408	108,371	-	214,037	-
25/03/2016	-	276,252	91,565	-	184,687	-
01/04/2016	-	283,894	93,307	-	190,587	-
08/04/2016	-	309,228	107,041	-	202,187	-
15/04/2016	-	306,512	113,925	-	192,587	-
22/04/2016	-	321,709	129,322	-	192,387	-
29/04/2016	-	321,609	136,722	-	184,887	-
06/05/2016	-	310,331	133,444	-	176,887	-
13/05/2016	-	307,455	128,918	-	178,537	-
20/05/2016	-	297,013	119,326	-	177,687	-
27/05/2016	-	287,876	110,489	-	177,387	14,437
03/06/2016	-	279,707	102,320	-	177,387	-
10/06/2016	-	289,540	112,103	-	177,437	-
17/06/2016	-	279,249	101,912	-	177,337	-
24/06/2016	-	271,488	94,201	-	177,287	13,535

Issue by Issue Circulation Analysis (print only)

Data does not include adjustments for prior audit period reconciliations.

Issue Month	Number of Issues	Total Average Circulation	Average Actively Purchased Circulation (Print)	% Actively Purchased (Print)
January	3	296,842	2,910	1%
February	4	324,197	3,717	1.1%
March	4	320,221	3,604	1.1%
April	5	312,020	3,430	1.1%
May	4	307,724	3,446	1.1%
June	4	286,838	3,459	1.2%

Sample Free Distribution - Issue by Issue Analysis (Monitored Free Distribution - Print only)

Issue	Distribution Type	Distribution Point Type Statement	Distribution Date(s)	Distribution Points	Distribution Copies
04/03/2016	Net Distribution - by hand	The 1975 Live Music Event, O2 Brixton Academy, London; copies handed to people attending event next to and opposite the venue on the corner of Stockwell Road and Astoria Walk, and on the corner of Stockwell Road and Bellfields Road and travel points Brixton Tube and Stockwell Tube.	07/03/16 - 07/03/16	3	1,750
04/03/2016	Net Distribution - by hand	Adele Live Music Event, Manchester Arena, Manchester; copies handed to people attending event around the area of the Arena on Hunts Bank, at Manchester Piccadilly station and on Corporation Street and Shudehill	07/03/16 - 07/03/16	5	1,618
04/03/2016	Net Distribution - by hand	Ellie Goulding Live Music Event, Motorpoint Arena, Cardiff; copies handed to people attending event around the area of the Arena on David Street and travel points Cardiff Central Station, Queen Street Station and Cardiff Central Bus station.	08/03/16 - 08/03/16	3	1,385
04/03/2016	Net Distribution - by hand	The 1975 Live Music Event, O2 Brixton Academy, London; copies handed to people attending event next to and opposite the venue on the corner of Stockwell Road and Astoria Walk, and on the corner of Stockwell Road and Bellfields Road and travel points Brixton Tube and Stockwell Tube.	08/03/16 - 08/03/16	3	650
04/03/2016	Net Distribution - by hand	Adele Live Music Event, Manchester Arena, Manchester; copies handed to people attending event around the area of the Arena on Hunts Bank, at Manchester Piccadilly station and on Corporation Street and Shudehill	08/03/16 - 08/03/16	4	2,845
04/03/2016	Net Distribution - by hand	The 1975 Live Music Event, O2 Brixton Academy, London; copies handed to people attending event next to and opposite the venue on the corner of Stockwell Road and Astoria Walk, and on the corner of Stockwell Road and Bellfields Road and travel points Brixton Tube and Stockwell Tube.	09/03/16 - 09/03/16	3	800
04/03/2016	Net Distribution - by hand	Adele Live Music Event, Manchester Arena, Manchester; copies handed to people attending event around the area of the Arena on Hunts Bank, at Manchester Piccadilly station and on Corporation Street and Shudehill	10/03/16 - 10/03/16	4	2,000
11/03/2016	Net Distribution - by hand	The 1975 Live Music Event, Manchester O2 Apollo; copies handed to people attending event at the entrance to the Apollo (Stockport Road), on Hyde Road (next to the car park) and at travel points Manchester Piccadilly Station and Manchester Oxford Road Station	13/03/16 - 13/03/16	4	876
11/03/2016	Net Distribution - by hand	Ellie Goulding Live Music Event, Motorpoint Arena, Nottingham; copies handed to people attending event around area of the Arena at Belero Square, Nottingham Train Station, and close to the Taxi Rank on Lower Parliament Street and Bus Stop on Southwell Road	13/03/16 - 13/03/16	4	1,000
11/03/2016	Net Distribution - by hand	The 1975 Live Music Event, Manchester O2 Apollo; copies handed to people attending event at the entrance to the Apollo (Stockport Road), on Hyde Road (next to the car park) and at travel points Manchester Piccadilly Station and Manchester Oxford Road Station	14/03/16 - 14/03/16	4	900
11/03/2016	Net Distribution - by hand	Ellie Goulding Live Music Event, First Direct Arena, Leeds; copies handed to people attending event at entrance of event on Clay Pit Lane, at travel points Leeds Train Station, at Bus Stop on Wade Lane/Lovell Park Road and at Woodhouse Lane Car Park	15/03/16 - 15/03/16	4	1,037
11/03/2016	Net Distribution - by hand	Adele Live Music Event, London O2 Arena; copies handed to people attending event at North Greenwich Tube Station, Charlton Station, Waterloo Tube Station and at Bus Stops on Millennium Way	15/03/16 - 15/03/16	3	650
11/03/2016	Net Distribution - by hand	The 1975 Live Music Event, Manchester O2 Apollo; copies handed to people attending event at the entrance to the Apollo (Stockport Road), on Hyde Road (next to the car park) and at travel points Manchester Piccadilly Station and Manchester Oxford Road Station	15/03/16 - 15/03/16	4	600
11/03/2016	Net Distribution - by hand	Adele Live Music Event, London O2 Arena; copies handed to people attending event at North Greenwich Tube Station, Charlton Station, Waterloo Tube Station and at Bus Stops on Millennium Way	16/03/16 - 16/03/16	3	1,330
27/05/2016	Net Distribution - by hand	Kasabian Live Music Event, King Power stadium, Leicester; copies handed to people attending event on walkways to stadium on Raw Dykes Road and close to The Holiday Inn on Filbert Way	28/05/16 - 28/05/16	2	2,200
27/05/2016	Net Distribution - by hand	Kasabian Live Music Event, King Power stadium, Leicester; copies handed to people attending event on	29/05/16 - 29/05/16	2	2,500

		walkways to stadium on Raw Dykes Road and close to The Holiday Inn on Filbert Way			
27/05/2016	Net Distribution - by hand	Radio 1's Big Weekend Music Festival, Powderham Castle, Exeter; copies handed to people attending event close to gates of event and Exeter train station	28/05/16 - 28/05/16	3	5,153
27/05/2016	Net Distribution - by hand	Radio 1's Big Weekend Music Festival, Powderham Castle, Exeter; copies handed to people attending event close to gates of event and Exeter train station	29/05/16 - 29/05/16	3	4,594
24/06/2016	Net Distribution - by hand	Glastonbury Music Festival, Worthy Farm; copies handed to people attending event at Castle Cary station, Bristol Temple Meads and London travel points	22/06/16 - 22/06/16	1	3,350
24/06/2016	Net Distribution - by hand	Glastonbury Music Festival, Worthy Farm; copies handed to people attending event at Castle Cary station, Bristol Temple Meads and London travel points	23/06/16 - 23/06/16	4	10,185

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 August 2016.

The data included is derived from a return of circulation prepared by the publisher: Time Inc. (UK) Ltd.

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