

Consumer Magazines

Combined Total Circulation Certificate

July to December 2015



Setting the standard

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Key information

Metric type

Circulation

ABC total

44,050 average - print & digital (gross)
40,788 average (print)
3,262 average (digital)

Period

1 July 2015 to 31 December 2015

No of issues

6

Market sector

Music: Rock

Contact details

Bauer Media
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London
WC2H 8JG
020 7437 9011

Circulation analysis

Actively purchased - print & digital circulation (UK & ROI)	97.6%
Multipacked Retail sales circulation	11.2%
Price: Basic cover price	£4.20
Published annual UK subscription rate	£50.40
Published annual ROI subscription rate	£59.00
Published annual other countries subscription rate	£59.00 to £85.00

Circulation breakdown (print only)

Retail and other Single Copy Sales	24,514
Single Copy Subscription Sales	15,752
Multiple Copy Subscription Sales	63
Requested Sponsored Subscription Sales	
Corporate Digital Edition Subscriptions	
Multiple Copy Sales	
Society / Association / Organisation	
Controlled Free Circulation	
Non-Controlled Free	459
Monitored Free Distribution	
Free Retail Voucher Copies	

1 July to 31 December 2015

Analysis of Circulation

	Total	UK & Rol	Other Countries
Average Circulation - print & digital (gross)	44,050	35,506	8,544

	Total		UK & Rol		Other Countries	
	Print	Digital	Print	Digital	Print	Digital
Average Circulation Per Issue	40,788	3,262	33,971	1,535	6,817	1,727
Retail and Single Copy Sales	24,514	1,067	19,523	547	4,991	520
At Basic Cover Price	20,982	-	15,991	-	4,991	-
Below BCP but not less than 50%	3,532	313	3,532	117	-	196
Less than 50% of BCP but not less than 20%	-	91	-	39	-	52
Less than 20% of BCP		663		391		272
Single Copy Subscription Sales	15,752	2,195	13,978	988	1,774	1,207
At Basic Annual Rate	1,313	2	129	-	1,184	2
Below BAR but not less than 50%	12,256	1,421	11,674	725	582	696
Less than 50% of BAR but not less than 20%	2,065	720	2,059	246	6	474
Less than 20% of BAR but not less than 10%	4	52	4	17	-	35
Less than 10% of BAR	114	-	112	-	2	-
Multiple Copy Subscription Sales	63		30		33	
At Basic Annual Rate	26		-		26	
Below BAR but not less than 50%	32		25		7	
Less than 50% of BAR but not less than 20%	5		5		-	
Less than 20% of BAR but not less than 10%	-		-		-	
Less than 10% of BAR	-		-		-	
Corporate Subscription Sales		-		-		-
Multiple Copy Sales	-		-		-	
Society / Association / Organisation Circulation	-	-	-	-	-	-
Controlled Free Circulation	-	-	-	-	-	-
Non-Controlled Free Circulation	459		440		19	
By Name	446		427		19	
Not by Name	13		13		-	
Monitored Free Distribution	-		-		-	
Free Retail Voucher Copies	-		-		-	

Actively Purchased Analysis

	Total	UK & Rol	Other Countries			
Actively Purchased - print & digital	97.3%	97.6%	96.2%			
	Print	Digital	Print	Digital	Print	Digital
	98.7%	79.7%	98.6%	74.5%	99.2%	84.3%

Other Analysis

	Total	United Kingdom & Republic of Ireland	Other Countries
Multi Packed Retail Circulation (Print)	11.2%		
Publication Active Views (Digital)	-	-	-

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

Basic Cover Price	£4.20
Published Annual UK Subscription Rate	£50.40
Published Annual RoI Subscription Rate	£59.00
Published annual other countries subscription rate	£59.00 to £85.00

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
SEP 15	-	-	-	-	-
OCT 15	-	-	-	-	-
NOV 15	-	-	-	-	-
DEC 15	-	-	-	-	-
JAN 16	-	-	-	-	-
FEB 16	-	-	-	-	-

Multipacks

Cover Date or Issue Identifier	Retail and other Single Copy Sales - Multipacked		Other title(s) multipacked
SEP 15	-	-	
OCT 15	5,116	19.1%	Empire;
NOV 15	2,437	11.6%	FHM;
DEC 15	-	-	
JAN 16	6,100	21.6%	Empire;
FEB 16	2,800	12.7%	FHM;

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)
SEP 15	39,261	38,741	98.7%
OCT 15	43,380	42,827	98.7%
NOV 15	37,619	37,103	98.6%
DEC 15	38,460	37,946	98.7%
JAN 16	44,266	43,752	98.8%
FEB 16	40,573	40,059	98.7%

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: Bauer Consumer 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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