

# Consumer Magazines

Combined Total Circulation Certificate

July to December 2015



Setting the standard

## Kerrang!

# KERRANG!

### Key information

#### Metric type

Circulation

#### ABC total

24,207 average - print & digital (gross)  
24,207 average (print)  
0 average (digital)

#### Period

1 July 2015 to 31 December 2015

#### No of issues

26

#### Market sector

Music: Rock

#### Contact details

Bauer Media  
Endeavour House  
189 Shaftesbury Avenue  
London  
WC2H 8JG  
020 7347 9011

### Circulation analysis

Actively purchased - print & digital circulation (UK & ROI)	99.1%
Price: Basic cover price	£2.30
Published annual UK subscription rate	£112.20
Published annual ROI subscription rate	£125.00
Published annual other countries subscription rate	£125.00 to £250.00

### Circulation breakdown (print only)

Retail and other Single Copy Sales	18,319
Single Copy Subscription Sales	5,664
Multiple Copy Subscription Sales	7
Requested Sponsored Subscription Sales	
Corporate Digital Edition Subscriptions	
Multiple Copy Sales	
Society / Association / Organisation	
Controlled Free Circulation	
Non-Controlled Free	217
Monitored Free Distribution	
Free Retail Voucher Copies	

## Analysis of Circulation

	Total	UK & Rol	Other Countries
Average Circulation - print & digital (gross)	24,207	22,759	1,448

	Total		UK & Rol		Other Countries	
	Print	Digital	Print	Digital	Print	Digital
<b>Average Circulation Per Issue</b>	24,207	-	22,759	-	1,448	-
<b>Retail and Single Copy Sales</b>	18,319	-	17,423	-	896	-
At Basic Cover Price	18,318	-	17,422	-	896	-
Below BCP but not less than 50%	1	-	1	-	-	-
Less than 50% of BCP but not less than 20%	-	-	-	-	-	-
Less than 20% of BCP	-	-	-	-	-	-
<b>Single Copy Subscription Sales</b>	5,664	-	5,120	-	544	-
At Basic Annual Rate	286	-	81	-	205	-
Below BAR but not less than 50%	3,929	-	3,674	-	255	-
Less than 50% of BAR but not less than 20%	1,398	-	1,314	-	84	-
Less than 20% of BAR but not less than 10%	49	-	49	-	-	-
Less than 10% of BAR	2	-	2	-	-	-
<b>Multiple Copy Subscription Sales</b>	7	-	7	-	-	-
At Basic Annual Rate	-	-	-	-	-	-
Below BAR but not less than 50%	7	-	7	-	-	-
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	-	-	-	-	-	-
<b>Corporate Subscription Sales</b>	-	-	-	-	-	-
<b>Multiple Copy Sales</b>	-	-	-	-	-	-
<b>Society / Association / Organisation Circulation</b>	-	-	-	-	-	-
<b>Controlled Free Circulation</b>	-	-	-	-	-	-
<b>Non-Controlled Free Circulation</b>	217	-	209	-	8	-
By Name	201	-	193	-	8	-
Not by Name	16	-	16	-	-	-
<b>Monitored Free Distribution</b>	-	-	-	-	-	-
<b>Free Retail Voucher Copies</b>	-	-	-	-	-	-

## Actively Purchased Analysis

	Total		UK & Rol		Other Countries	
Actively Purchased - print & digital	99.1%		99.1%		99.4%	
	Print	Digital	Print	Digital	Print	Digital
	99.1%	0%	99.1%	0%	99.4%	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.

Basic Cover Price	£2.30
Published Annual UK Subscription Rate	£112.20
Published Annual RoI Subscription Rate	£125.00
Published annual other countries subscription rate	£125.00 to £250.00

### 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
04 JUL 15	-	-	-	-	-
11 JUL 15	-	-	-	-	-
18 JUL 15	-	-	-	-	-
25 JUL 15	-	-	-	-	-
01 AUG 15	-	-	-	-	-
08 AUG 15	-	-	-	-	-
15 AUG 15	-	-	-	-	-
22 AUG 15	-	-	-	-	-
29 AUG 15	-	-	-	-	-
05 SEP 15	-	-	-	-	-
12 SEP 15	23.02	-	-	-	-
19 SEP 15	-	-	-	-	-
26 SEP 15	-	-	-	-	-
03 OCT 15	-	-	-	-	-
10 OCT 15	13.27	-	-	-	-
17 OCT 15	-12.27	-	-	-	-
24 OCT 15	-	-	-	-	-
31 OCT 15	-	-	-	-	-
07 NOV 15	-	-	-	-	-
14 NOV 15	-	-	-	-	-
21 NOV 15	-13.77	-	-	-	-
28 NOV 15	-11.02	-	-	-	-
05 DEC 15	-	-	-	-	-
12 DEC 15	-	-	-	-	-
19 DEC 15	17.69	-	-	-	-
02 JAN 16	-17.86	-	-	-	-

### 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)
July	5	24,633	24,397	99%
August	4	24,970	24,741	99.1%
September	5	24,754	24,526	99.1%
October	4	23,625	23,400	99%
November	4	21,763	21,552	99%
December	4	24,838	24,630	99.2%

## More Information

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'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](http://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](http://www.abcstandards.org.uk)

## About this certificate

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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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