

Business Magazines

Combined Total Circulation Certificate

January to December 2017



Setting the standard

Kitchens & Bathrooms News

KITCHENS & BATHROOMS NEWS

THE BUSINESS MAGAZINE FOR KITCHEN & BATHROOM PROFESSIONALS



Key information

Metric type

Circulation

ABC total

13,457 average - print & digital (gross)

13,457 average (print)

0 average (digital)

Period

1 January 2017 to 31 December 2017

No of issues

11

Market sector

Furnishings & Woodworking

Contact details

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Audit issue circulation analysis

	% of circulation
Retail & Single Copy Sales	0%
Single Copy Subscription Sales	0%
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	100%
Non-Controlled Free Circulation	0%

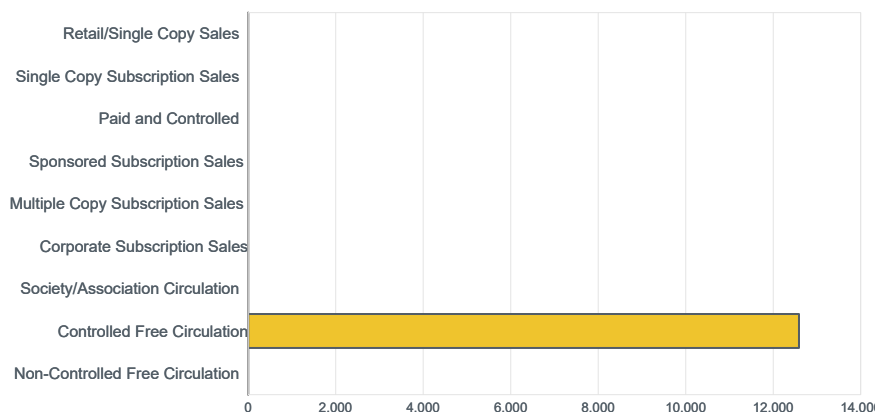
Demographics included:

Industry/Business/Sector

Job Function

Sources & Ages of Name and Address Records

Audit issue circulation breakdown - Print/Digital



	Total			United Kingdom			Other Countries		
	Total	Total Print	Total Digital	Total	Print Edition	Digital Edition	Total	Print Edition	Digital Edition
Average Circulation Per Issue	13,457	13,457	-	13,457	13,457	-	-	-	-
Average Retail Sales Per Issue	-	-		-	-		-	-	

Analysis for the Audit issue cover dated December and distributed on 22 November 2017

Audit Issue Circulation	12,588	12,588	-	12,588	12,588	-	-	-	-
Retail & Other Single Copy Sales	-	-	-	-	-	-	-	-	-
Single Copy Subscription Sales	-	-	-	-	-	-	-	-	-
Paid and Controlled	-	-	-	-	-	-	-	-	-
Sponsored Subscription Sales	-	-		-	-		-	-	
Multiple Copy Subscription Sales	-	-		-	-		-	-	
Corporate Subscription Sales	-		-	-		-	-		-
Society/Association/Organisation	-	-	-	-	-	-	-	-	-
Controlled Free Circulation	12,588	12,588	-	12,588	12,588	-	-	-	-
Individual requests	12,588	12,588	-	12,588	12,588	-	-	-	-
Company requests	-	-		-	-		-	-	
Non-requested by name	-	-	-	-	-	-	-	-	-
Non-requested by job title / function	-	-	-	-	-	-	-	-	-
Non-Controlled Free Circulation	-	-		-	-		-	-	

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 (RoI):

Basic annual rate (UK): £30.00

Basic annual rate (OC): £50.00 to £65.00

Controlled circulation for the audit issue

Terms of control: Employees of companies involved in the buying, selling, specification, design or distribution of kitchens, kitchen products, bathrooms and bathroom products. Employees working for kitchen & bathroom specialists, home improvement centres, builders/plumbers merchants, local authorities, housing associations, interior designers, house builders and home improvement builders.

	Total		0-1 Year		1-2 Years		2-3 Years	
	Qty	%	Qty	%	Qty	%	Qty	%
Total	12,588	100.0	6,266	49.8	5,126	40.7	1,196	9.5
Individual Requests - Print	12,588	100.0	6,266	49.8	5,126	40.7	1,196	9.5
Individual Requests - Digital	-	-	-	-	-	-	-	-
Company Requests - Print	-	-	-	-	-	-	-	-
Company Requests - Digital								

Issue by issue analysis (variances will show only if over 10% +/- the average net circulation)

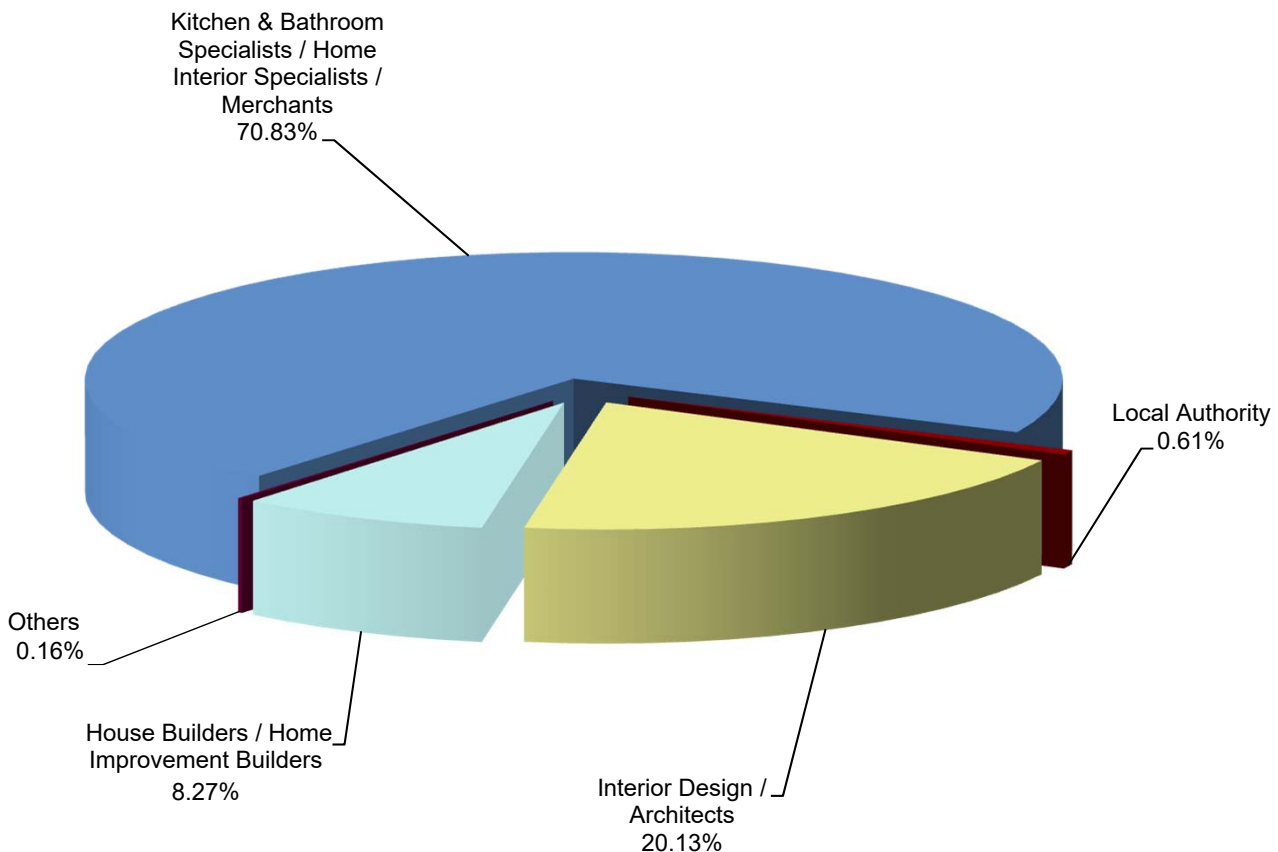
Cover Date / ID	Distribution Date	Total Circulation	Print	Digital	Variance %
February	06-Feb-17	13,545	13,545	-	-
March	07-Mar-17	13,545	13,545	-	-
April	10-Apr-17	13,545	13,545	-	-
May	12-May-17	13,545	13,545	-	-
June	31-May-17	13,545	13,545	-	-
July/August	05-Jul-17	13,545	13,545	-	-
September	31-Aug-17	13,543	13,543	-	-
October	05-Oct-17	13,543	13,543	-	-
November	25-Oct-17	13,543	13,543	-	-
December	22-Nov-17	12,588	12,588	-	-
January 2018	21-Dec-17	13,542	13,542	-	-

Demographic analysis for the audit issue

Question: Industry/Business/Sector	Print Circulation		Digital Circulation		Free	Paid	Total
	Free	Paid	Free	Paid	Circulation	Circulation	
People responding to this question	12,588				12,588		12,588
People not responding to this question	12,588				12,588		12,588
Answers:							
Kitchen & Bathroom Specialists / Home Interior Specialists / Merchants	8,916				8,916		8,916
Local Authority	77				77		77
Interior Design / Architects	2,534				2,534		2,534
House Builders / Home Improvement Builders	1,041				1,041		1,041
Others	20				20		20

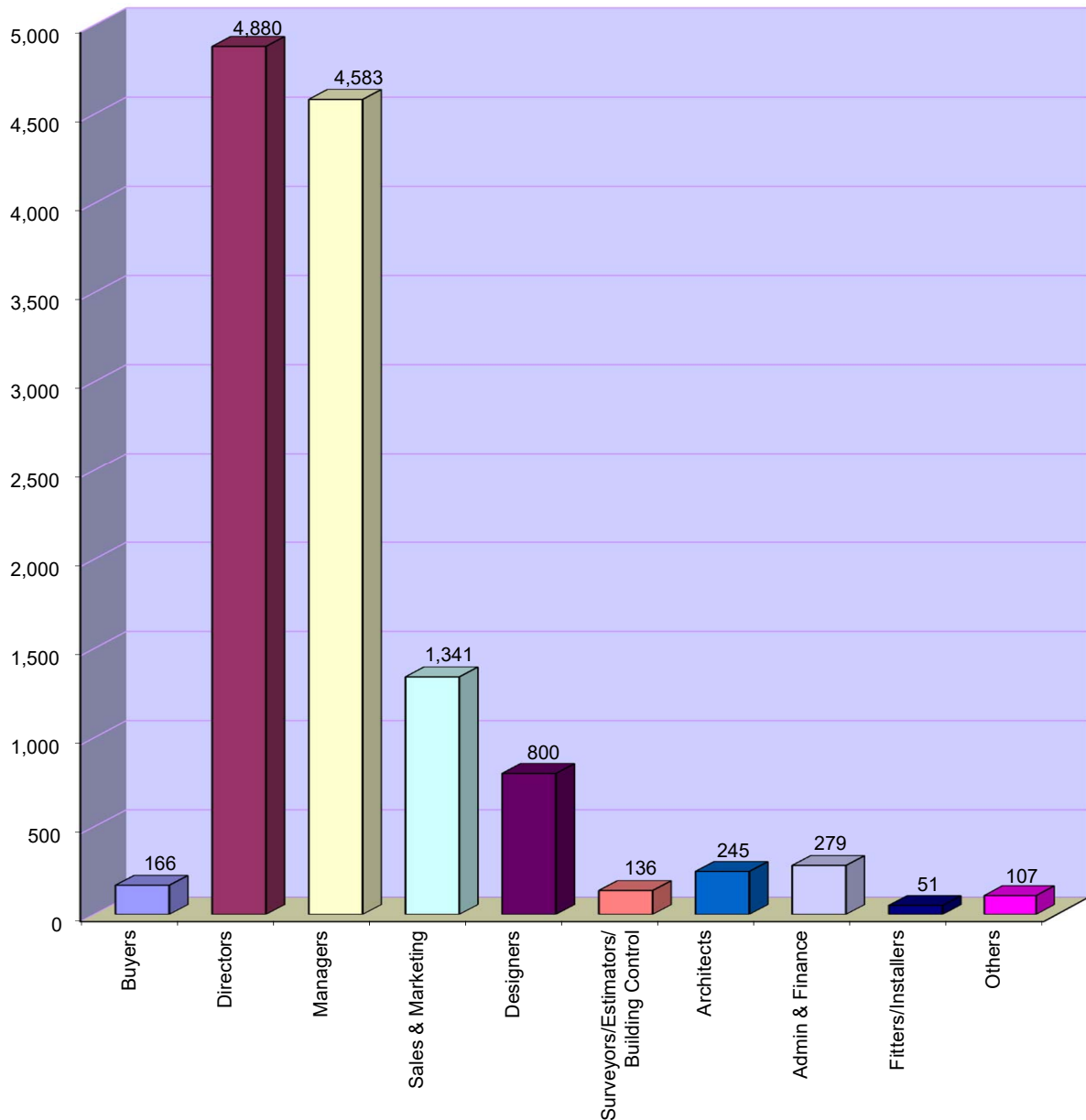
This chart represents the analysed copies only.

The percentages shown in this chart represent the analysed copies only.



Question: Job Function	Print Circulation		Digital Circulation		Free Circulation	Paid Circulation	Total
	Free	Paid	Free	Paid			
People responding to this question	12,588				12,588		12,588
People not responding to this question							
Answers:							
Buyers	166				166		166
Directors	4,880				4,880		4,880
Managers	4,583				4,583		4,583
Sales & Marketing	1,341				1,341		1,341
Designers	800				800		800
Surveyors/Estimators/Building Control	136				136		136
Architects	245				245		245
Admin & Finance	279				279		279
Fitters/Installers	51				51		51
Others	107				107		107

This chart represents the analysed copies only.



Analysis of the Audit Issue by: Sources & Ages of Name and Address Records

Description	Less than 1 Year	Between 1 and 2 Years	Between 2 and 3 Years	Not Analysed (Includes Paid Circulation)	Total	% of Total Circulation
TOTAL	6,266	126	1,196		7,588	100.0
Not Analysed						
Analysed	6,266	126	1,196		7,588	100.0
<u>Breakdown of Analysed Responses</u>						
Controlled Free Circulation - Requested	6,266	126	1,196		7,588	100.0
Individual Requests	6,266	126	1,196		7,588	
Company Requests						
Controlled Free - Non Requested						
By Name						
By Job Title/Function						
Non Controlled Free Circulation						
By Name						
Not by Name						
Paid Circulation						

Geographic analysis for the audit issue

Country/Region	Total Circulation	Print	Digital
TOTAL	12,588	12,588	-
United Kingdom	12,588	12,588	-
East Anglia	540	540	-
East Midlands	940	940	-
London	1,033	1,033	-
Midlands	951	951	-
North West	1,244	1,244	-
Northern	510	510	-
South East	3,321	3,321	-
South West	1,286	1,286	-
Yorkshire	901	901	-
Northern Ireland	371	371	-
Scotland	884	884	-
Wales	607	607	-
Not Analysed	-	-	-