

# PROFESSIONAL BUILDERS MERCHANT

JULY 2017 TO JUNE 2018



## PROFESSIONAL BUILDERS MERCHANT

THE No.1 BUSINESS MAGAZINE FOR MERCHANTS

Professional Builders Merchant has reported in accordance with ABC's industry-agreed standards for Business Magazines



# 10,000

## CIRCULATION (AVERAGE PER ISSUE)

### For more information:



Hamerville Media Group Ltd



pbm@hamerville.co.uk



hamerville.co.uk



01923 237799

Issued: 22 Aug 2018

[www.abc.org.uk](http://www.abc.org.uk)

# 100%

## CONTROLLED FREE

Issue distributed 01/06/18

## OTHER FREE

Issue distributed 01/06/18

## PAID

Issue distributed 01/06/18

## MEMBERSHIP

Issue distributed 01/06/18

## MONTHLY

11 ISSUES

## BUILDING

MARKET SECTOR

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AUDIT ISSUE ANALYSIS	TOTAL	UNITED KINGDOM	OTHER COUNTRIES	PRINT EDITION	UNITED KINGDOM	OTHER COUNTRIES	DIGITAL EDITION	UNITED KINGDOM	OTHER COUNTRIES
ISSUE DISTRIBUTED 01/06/18	9,500	9,500	-	9,500	9,500	-	-	-	-
FREE COPIES	9,500	9,500	-	9,500	9,500	-	-	-	-
CONTROLLED FREE	9,500	9,500	-	9,500	9,500	-	-	-	-
REQUESTED (INDIVIDUAL)	9,500	9,500	-	9,500	9,500	-	-	-	-
REQUESTED (COLLEAGUE)	-	-	-	-	-	-	-	-	-
NON-REQUESTED (NAME)	-	-	-	-	-	-	-	-	-
NON-REQUESTED (JOB)	-	-	-	-	-	-	-	-	-
OTHER FREE	-	-	-	-	-	-	-	-	-
NON-CONTROLLED FREE	-	-	-	-	-	-	-	-	-
MONITORED FREE DISTRIBUTION	-	-	-	-	-	-	-	-	-
SAMPLE FREE DISTRIBUTION	-	-	-	-	-	-	-	-	-
MEMBERSHIP COPIES	-	-	-	-	-	-	-	-	-
PAID COPIES	-	-	-	-	-	-	-	-	-
PAID SUBSCRIPTIONS	-	-	-	-	-	-	-	-	-
INDIVIDUAL	-	-	-	-	-	-	-	-	-
MULTIPLE COPY	-	-	-	-	-	-	-	-	-
CORPORATE	-	-	-	-	-	-	-	-	-
PAID SINGLE COPIES	-	-	-	-	-	-	-	-	-

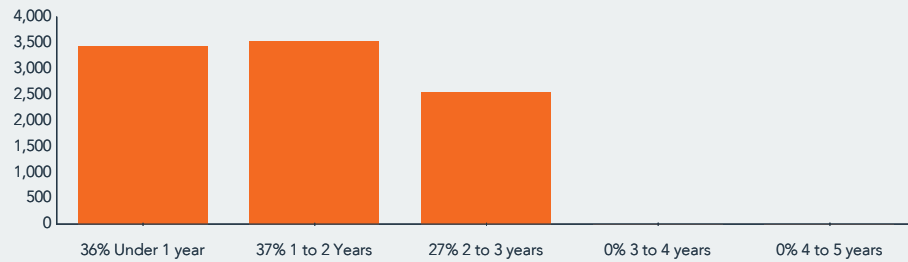
## AUDIT ISSUE ANALYSIS

### FREE COPIES DESCRIPTION

**CONTROLLED:** Employees of companies involved in the distribution and sales of building materials: builders/decorators/electrical/heating/plumbing/timber and specialist merchants, architectural ironmongers. Employees of members of the Builders' Merchants Federation, Institute of Builders Merchants and National Merchant Buyers Society.












### AGE OF CONTROLLED REQUESTS

PRINT 



## DEMOGRAPHIC ANALYSIS OF AUDIT ISSUE

### Industry/Business/Sector

DESCRIPTION	TOTAL	Total 
Builders Merchant	5,727	
Plumbing Merchant	2,439	
Timber Merchant	490	
Heating Merchant	116	
Decorators Merchant	247	
Home Improvement Centre	1	
Bathroom Specialist	57	
Kitchen Specialist	28	
Architectural Ironmongers	159	
Others	236	

9,500 individuals answered this question (100% of the audit issue)

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## Job Function

DESCRIPTION	TOTAL	Total
Branch Manager	4,425	
Counter Manager/Supervisor	1,601	
Lightside Buyer/Manager	1	
Heavyside Buyer/Manager	3	
General Buyer	54	
Sales Manager/Sales Representative	1,218	
Directors	1,826	
Depot Manager	84	
Computer/ IT Manager	18	
Commercial/Operation & General Manager	148	
Associated Members	5	
Other	117	

9,500 individuals answered this question (100% of the audit issue)

## GEOGRAPHIC ANALYSIS

PRINT

REGION/AREA	TOTAL	
United Kingdom	9,500	
East Anglia	425	
East Midlands	738	
London	436	
Midlands	848	
North West	922	
Northern	408	
South East	2,380	
South West	1,064	
Yorkshire	762	
Northern Ireland	263	
Scotland	674	
Wales	580	

9,500 individuals answered this question (100% of the audit issue)

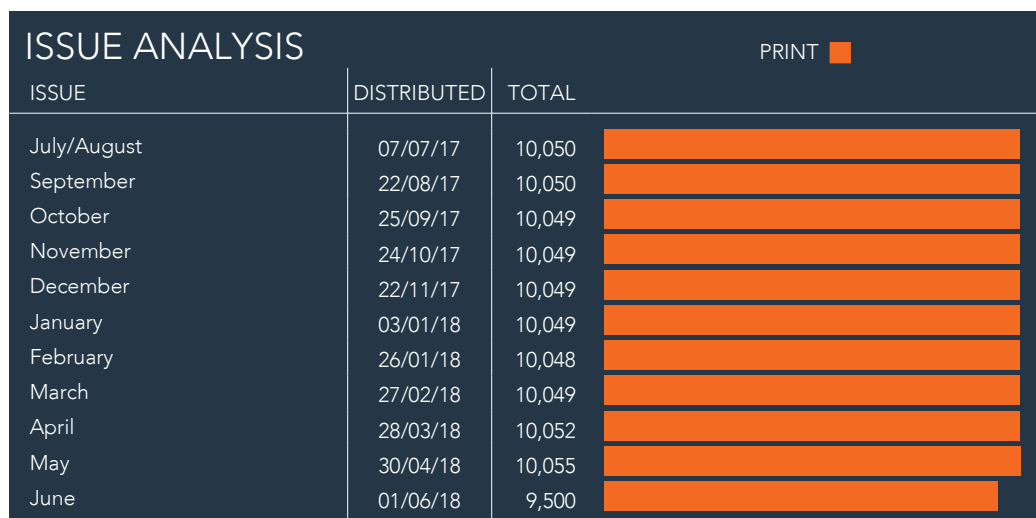
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## AVERAGE CIRCULATION ANALYSIS

	TOTAL	UNITED KINGDOM	OTHER COUNTRIES
AVERAGE CIRCULATION	10,000	10,000	-
PRINT EDITION	10,000	10,000	-
DIGITAL EDITION	-	-	-



### About this certificate

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ABC is also a trusted verification provider. We audit media brand measurement data and the adoption of good practice and processes to industry-agreed standards.

Established in 1931, ABC was the first UK Joint Industry Currency (JIC) and is a founder of the International Federation of ABCs.

For more information please visit: [www.abc.org.uk](http://www.abc.org.uk)

