

# Business Magazines

Combined Total Profile Circulation Certificate  
July 2015 to June 2016



Setting the standard

## Local Authority Building and Maintenance

# LABM

LOCAL AUTHORITY BUILDING & MAINTENANCE



### Key information

#### Metric type

Circulation

#### ABC total

16,267 average

#### Period

1 July 2015 to 30 June 2016

#### No of issues

10

#### Market sector

Government, Church & Public Services: General

#### Contact details

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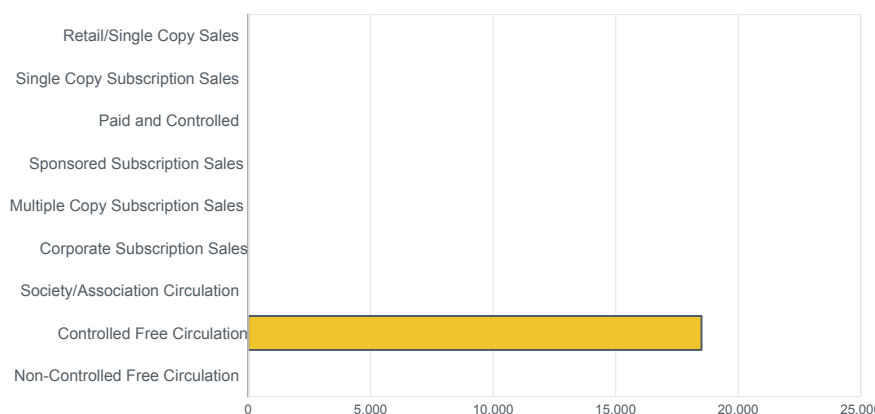
### Audit issue circulation analysis

	% 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:

Geographical Analysis  
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	16,267	16,267	-	16,267	16,267	-	-	-	-
Average Retail Sales Per Issue	-	-	-	-	-	-	-	-	-

## Analysis for the Audit issue cover dated June and distributed on 2 June 2016

<b>Audit Issue Circulation</b>	18,500	18,500	-	18,500	18,500	-	-	-	-
<b>Retail &amp; Other Single Copy Sales</b>	-	-	-	-	-	-	-	-	-
<b>Single Copy Subscription Sales</b>	-	-	-	-	-	-	-	-	-
<b>Paid and Controlled</b>	-	-	-	-	-	-	-	-	-
<b>Sponsored Subscription Sales</b>	-	-	-	-	-	-	-	-	-
<b>Multiple Copy Subscription Sales</b>	-	-	-	-	-	-	-	-	-
<b>Corporate Subscription Sales</b>	-	-	-	-	-	-	-	-	-
<b>Society/Association/Organisation</b>	-	-	-	-	-	-	-	-	-
<b>Controlled Free Circulation</b>	18,500	18,500	-	18,500	18,500	-	-	-	-
Individual requests	10,753	10,753	-	10,753	10,753	-	-	-	-
Company requests	-	-	-	-	-	-	-	-	-
Non-requested by name	7,747	7,747	-	7,747	7,747	-	-	-	-
Non-requested by job title / function	-	-	-	-	-	-	-	-	-
<b>Non-Controlled Free Circulation</b>	-	-	-	-	-	-	-	-	-

## 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 Local Authorities, Public Utilities, Health Trusts and Housing Associations employed in architecture/building design and project design, surveying, housing/community services, environmental health services/public health/trading standards, engineering/building services/building maintenance, building control, fire & safety, DLO/DSO, contract services, building works and operations, purchasing/supply/procurement facilities, technical services, economic and industrial development, planning, education/leisure & sports/tourism, estates, property and valuation. Proprietors, partners and employees of private building contractors, architects, surveyors, estate managers, mechanical and electrical companies.

	Total		0-1 Year		1-2 Years		2-3 Years	
	Qty	%	Qty	%	Qty	%	Qty	%
<b>Total</b>	10,753	100.0	4,057	37.7	3,418	31.8	3,278	30.5
Individual Requests - Print	10,753	100.0	4,057	37.7	3,418	31.8	3,278	30.5
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 %
July/August	08-Jul-15	15,299	15,299	-	-
September	21-Aug-15	15,299	15,299	-	-
October	07-Oct-15	15,299	15,299	-	-
November	02-Nov-15	15,199	15,199	-	-
December	01-Dec-15	15,300	15,300	-	-
January/February	03-Feb-16	15,196	15,196	-	-
March	10-Mar-16	15,146	15,146	-	-
April	08-Apr-16	18,713	18,713	-	15.0
May	28-Apr-16	18,715	18,715	-	15.0
June	02-Jun-16	18,500	18,500	-	13.7

# Local Authority Building and Maintenance

Certificate of Average Net Circulation for the 10 issues distributed between 1st July 2015 to 30th June 2016

Analysis of the Audit Issue by: Geographical Analysis

Description	Breakdown of Free Circulation				Total of Free Circulation	Total of Paid Circulation	Total	% of Total Circulation
	Controlled Free Copies		Non Controlled Free Circulation	Free Society/ Association/ Organisation/ Circulation				
	Requested	Non Requested						
<b>TOTAL</b>	<b>10,753</b>	<b>7,747</b>			<b>18,500</b>		<b>18,500</b>	<b>100.00</b>
<b>Not Analysed</b>								
<b>Analysed</b>	<b>10,753</b>	<b>7,747</b>			<b>18,500</b>		<b>18,500</b>	<b>100.00</b>
<u>Breakdown of Analysed Responses</u>								
<b>Total United Kingdom</b>	<b>10,753</b>	<b>7,747</b>			<b>18,500</b>		<b>18,500</b>	<b>100.00</b>
East Anglia	429	269			698		698	3.77
East Midlands	907	529			1,436		1,436	7.76
Midlands	795	545			1,340		1,340	7.24
London	770	1,038			1,808		1,808	9.77
Northern	612	378			990		990	5.35
North West	1,012	696			1,708		1,708	9.23
South East	2,155	1,633			3,788		3,788	20.48
South West	850	645			1,495		1,495	8.08
Yorkshire	782	508			1,290		1,290	6.97
Scotland	1,328	959			2,287		2,287	12.36
Wales	619	332			951		951	5.14
Northern Ireland	494	215			709		709	3.83

# Local Authority Building and Maintenance

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Analysis of the Audit Issue by: Industry/Business/Sector

Description	Breakdown of Free Circulation				Total of Free Circulation	Total of Paid Circulation	Total	% of Total Circulation
	Controlled Free Copies		Non Controlled Free Circulation	Free Society/ Association/ Organisation Circulation				
	Requested	Non Requested						
<b>TOTAL</b>	<b>10,753</b>	<b>7,747</b>			<b>18,500</b>		<b>18,500</b>	<b>100.00</b>
<b>Not Analysed</b>								
<b>Analysed</b>	<b>10,753</b>	<b>7,747</b>			<b>18,500</b>		<b>18,500</b>	<b>100.00</b>
<u>Breakdown of Analysed Responses</u>								
Local Authority	7,222	4,164			<b>11,386</b>		<b>11,386</b>	61.55
Housing Association	1,139	1,830			<b>2,969</b>		<b>2,969</b>	16.05
Private Architectural Company	1,305	732			<b>2,037</b>		<b>2,037</b>	11.01
Private Surveying Company	197	88			<b>285</b>		<b>285</b>	1.54
Private Mechanical, Electrical, Structural, Services Comp	113	2			<b>115</b>		<b>115</b>	0.62
Private Building Contracting Company	777	931			<b>1,708</b>		<b>1,708</b>	9.23

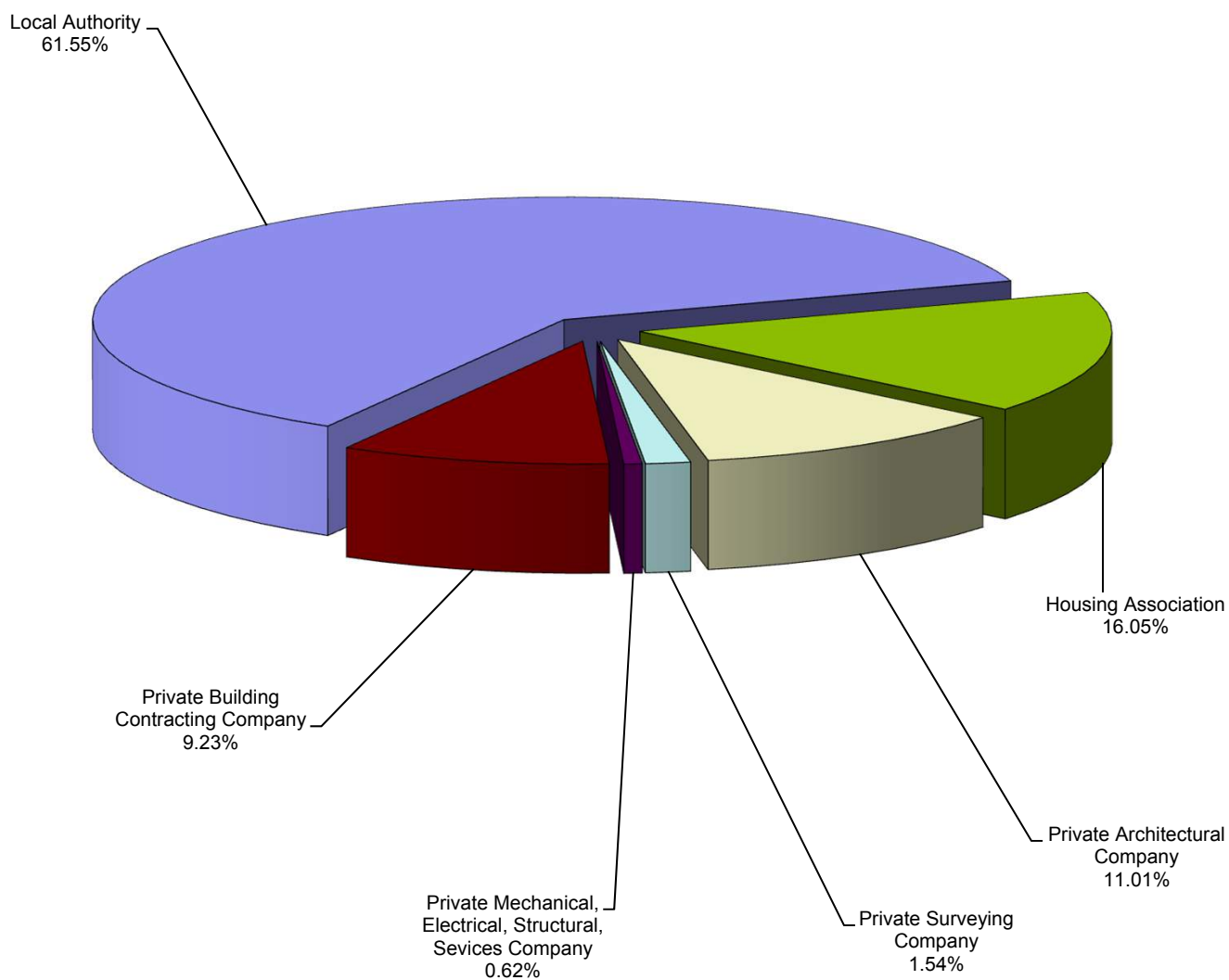
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**Analysis of the Audit Issue by:** Industry/Business/Sector

This chart represents the analysed copies only.

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



# Local Authority Building and Maintenance

Certificate of Average Net Circulation for the 10 issues distributed between 1st July 2015 to 30th June 2016

Analysis of the Audit Issue by: Job Function

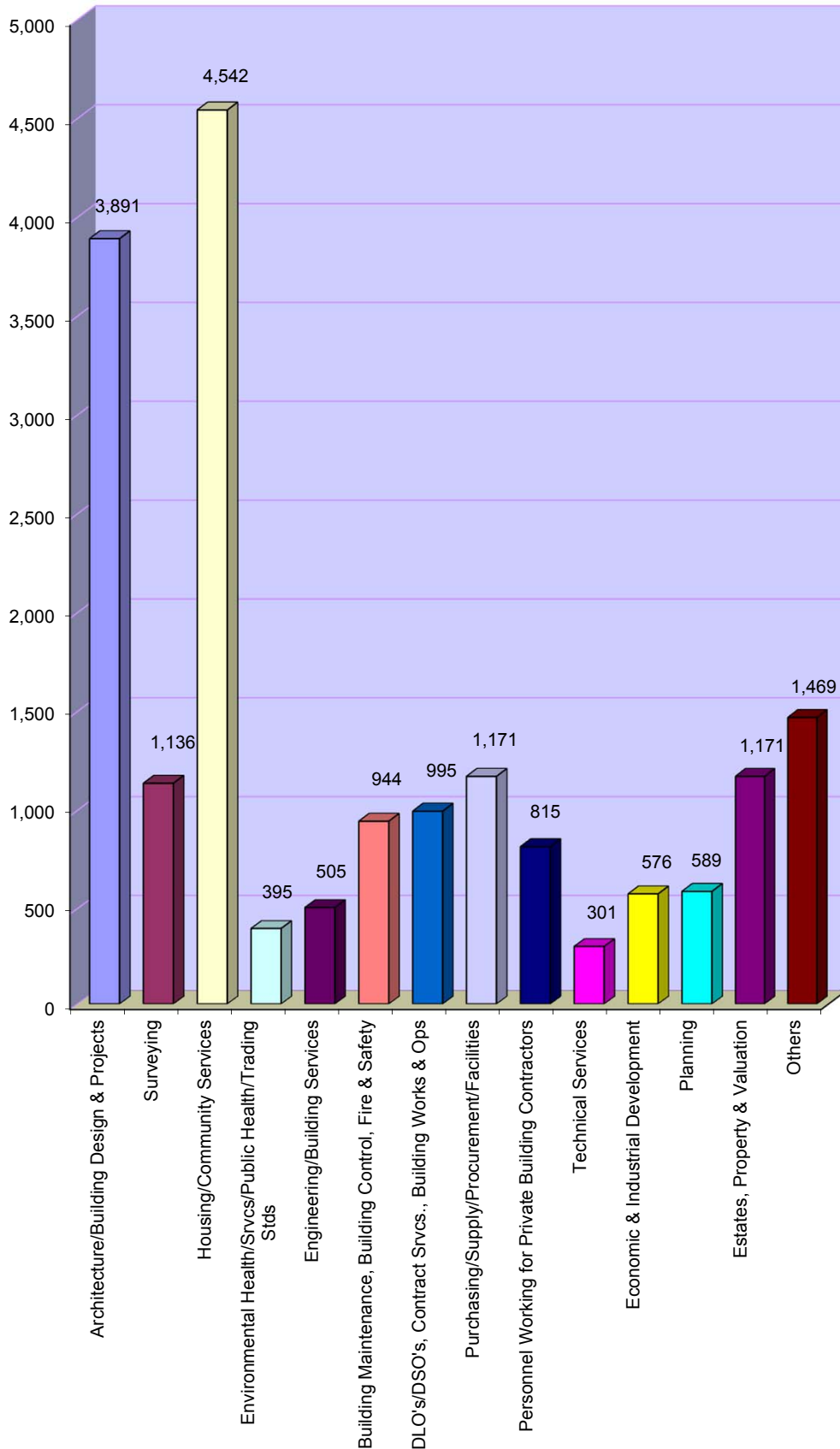
Description	Breakdown of Free Circulation				Total of Free Circulation	Total of Paid Circulation	Total	% of Total Circulation
	Controlled Free Copies		Non Controlled Free Circulation	Free Society/ Association/ Organisation Circulation				
	Requested	Non Requested						
<b>TOTAL</b>	<b>10,753</b>	<b>7,747</b>			<b>18,500</b>		<b>18,500</b>	<b>100.00</b>
<b>Not Analysed</b>								
<b>Analysed</b>	<b>10,753</b>	<b>7,747</b>			<b>18,500</b>		<b>18,500</b>	<b>100.00</b>
<u>Breakdown of Analysed Responses</u>								
Architecture/Building Design & Projects	2,165	1,726			<b>3,891</b>		<b>3,891</b>	21.03
Surveying	746	390			<b>1,136</b>		<b>1,136</b>	6.14
Housing/Community Services	2,053	2,489			<b>4,542</b>		<b>4,542</b>	24.55
Environmental Health/Srvcs/Public Health/Trading Stds	313	82			<b>395</b>		<b>395</b>	2.14
Engineering/Building Services	269	236			<b>505</b>		<b>505</b>	2.73
Building Maintenance, Building Control, Fire & Safety	783	161			<b>944</b>		<b>944</b>	5.10
DLO's/DSO's, Contract Svcs., Building Works & Ops	534	461			<b>995</b>		<b>995</b>	5.38
Purchasing/Supply/Procurement/Facilities	885	286			<b>1,171</b>		<b>1,171</b>	6.33
Personnel Working for Private Building Contractors	495	320			<b>815</b>		<b>815</b>	4.41
Technical Services	190	111			<b>301</b>		<b>301</b>	1.63
Economic & Industrial Development	331	245			<b>576</b>		<b>576</b>	3.11
Planning	357	232			<b>589</b>		<b>589</b>	3.18
Estates, Property & Valuation	869	302			<b>1,171</b>		<b>1,171</b>	6.33
Others	763	706			<b>1,469</b>		<b>1,469</b>	7.94

# Local Authority Building and Maintenance

Certificate of Average Net Circulation for the 10 issues distributed between 1st July 2015 to 30th June 2016

Analysis of the Audit Issue by: Job Function

This chart represents the analysed copies only.





# Local Authority Building and Maintenance

Certificate of Average Net Circulation for the 10 issues distributed between 1st July 2015 to 30th June 2016

**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
<b>TOTAL</b>	<b>7,110</b>	<b>7,764</b>	<b>3,626</b>		<b>18,500</b>	<b>100.0</b>
<b>Not Analysed</b>						
<b>Analysed</b>	<b>7,110</b>	<b>7,764</b>	<b>3,626</b>		<b>18,500</b>	<b>100.0</b>
<u>Breakdown of Analysed Responses</u>						
<b>Controlled Free Circulation - Requested</b>	<b>4,057</b>	<b>3,418</b>	<b>3,278</b>		<b>10,753</b>	<b>58.1</b>
Individual Requests	4,057	3,418	3,278		<b>10,753</b>	58.1
Company Requests						
<b>Controlled Free - Non Requested</b>	<b>3,053</b>	<b>4,346</b>	<b>348</b>		<b>7,747</b>	<b>41.9</b>
By Name	3,053	4,346	348		<b>7,747</b>	41.9
By Job Title/Function						
<b>Non Controlled Free Circulation</b>						
By Name						
Not by Name						
<b>Paid Circulation</b>						