

Business Magazines

Combined Total Profile Circulation Certificate
July 2016 to June 2017



Setting the standard

Local Authority Building and Maintenance

LABM

LOCAL AUTHORITY BUILDING & MAINTENANCE



Key information

Metric type

Circulation

ABC total

18,721 average

Period

1 July 2016 to 30 June 2017

No of issues

10

Market sector

Government, Church & Public Services: General

Contact details

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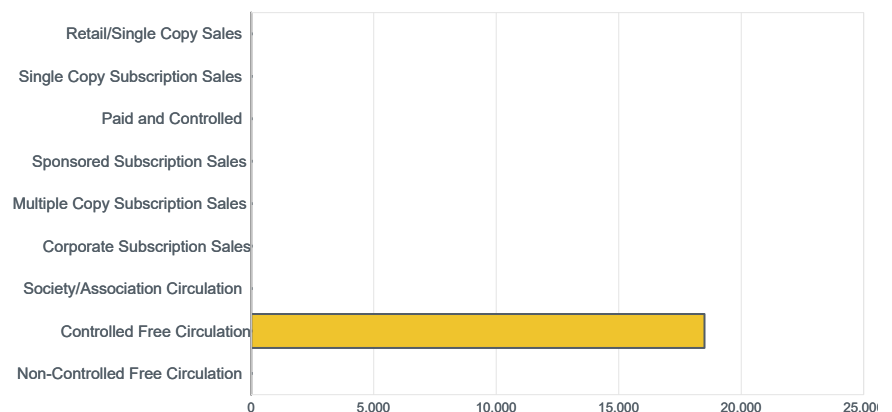
Audit issue circulation analysis

	% 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	18,721	18,721	-	18,721	18,721	-	-	-	-
Average Retail Sales Per Issue	-	-		-	-		-	-	

Analysis for the Audit issue cover dated June and distributed on 25 May 2017

Audit Issue Circulation	18,500	18,500	-	18,500	18,500	-	-	-	-
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	18,500	18,500	-	18,500	18,500	-	-	-	-
Individual requests	10,527	10,527	-	10,527	10,527	-	-	-	-
Company requests	-	-		-	-		-	-	
Non-requested by name	7,973	7,973		7,973	7,973		-	-	
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 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	%
Total	10,527	100.0	3,960	37.6	3,611	34.3	2,956	28.1
Individual Requests - Print	10,527	100.0	3,960	37.6	3,611	34.3	2,956	28.1
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	13-Jul-16	18,745	18,745	-	-
September	22-Aug-16	18,746	18,746	-	-
October	27-Sep-16	18,744	18,744	-	-
November	26-Oct-16	18,744	18,744	-	-
December	23-Nov-16	18,745	18,745	-	-
January/February	31-Jan-17	18,746	18,746	-	-
March	06-Mar-17	18,746	18,746	-	-
April	31-Mar-17	18,746	18,746	-	-
May	26-Apr-17	18,746	18,746	-	-
June	25-May-17	18,500	18,500	-	-

Local Authority Building and Maintenance

Certificate of Average Net Circulation for the 10 issues distributed between 1st July 2016 to 30th June 2017

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						
TOTAL	10,527	7,973			18,500		18,500	100.00
Not Analysed								
Analysed	10,527	7,973			18,500		18,500	100.00
<u>Breakdown of Analysed Responses</u>								
Total United Kingdom	10,527	7,973			18,500		18,500	100.00
East Anglia	415	303			718		718	3.88
East Midlands	811	603			1,414		1,414	7.64
Midlands	774	558			1,332		1,332	7.20
London	851	967			1,818		1,818	9.83
Northern	603	346			949		949	5.13
North West	971	720			1,691		1,691	9.14
South East	2,080	1,770			3,850		3,850	20.81
South West	876	670			1,546		1,546	8.36
Yorkshire	766	471			1,237		1,237	6.69
Scotland	1,374	947			2,321		2,321	12.55
Wales	520	379			899		899	4.86
Northern Ireland	486	239			725		725	3.92

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						
TOTAL	10,527	7,973			18,500		18,500	100.00
Not Analysed								
Analysed	10,527	7,973			18,500		18,500	100.00
<u>Breakdown of Analysed Responses</u>								
Local Authority	5,707	4,575			10,282		10,282	55.58
Housing Association	1,833	2,028			3,861		3,861	20.87
Private Architectural Company	1,610	622			2,232		2,232	12.06
Private Surveying Company	231	114			345		345	1.86
Private Mechanical, Electrical, Structural, Services Company	143	1			144		144	0.78
Private Building Contracting Company	1,003	633			1,636		1,636	8.84

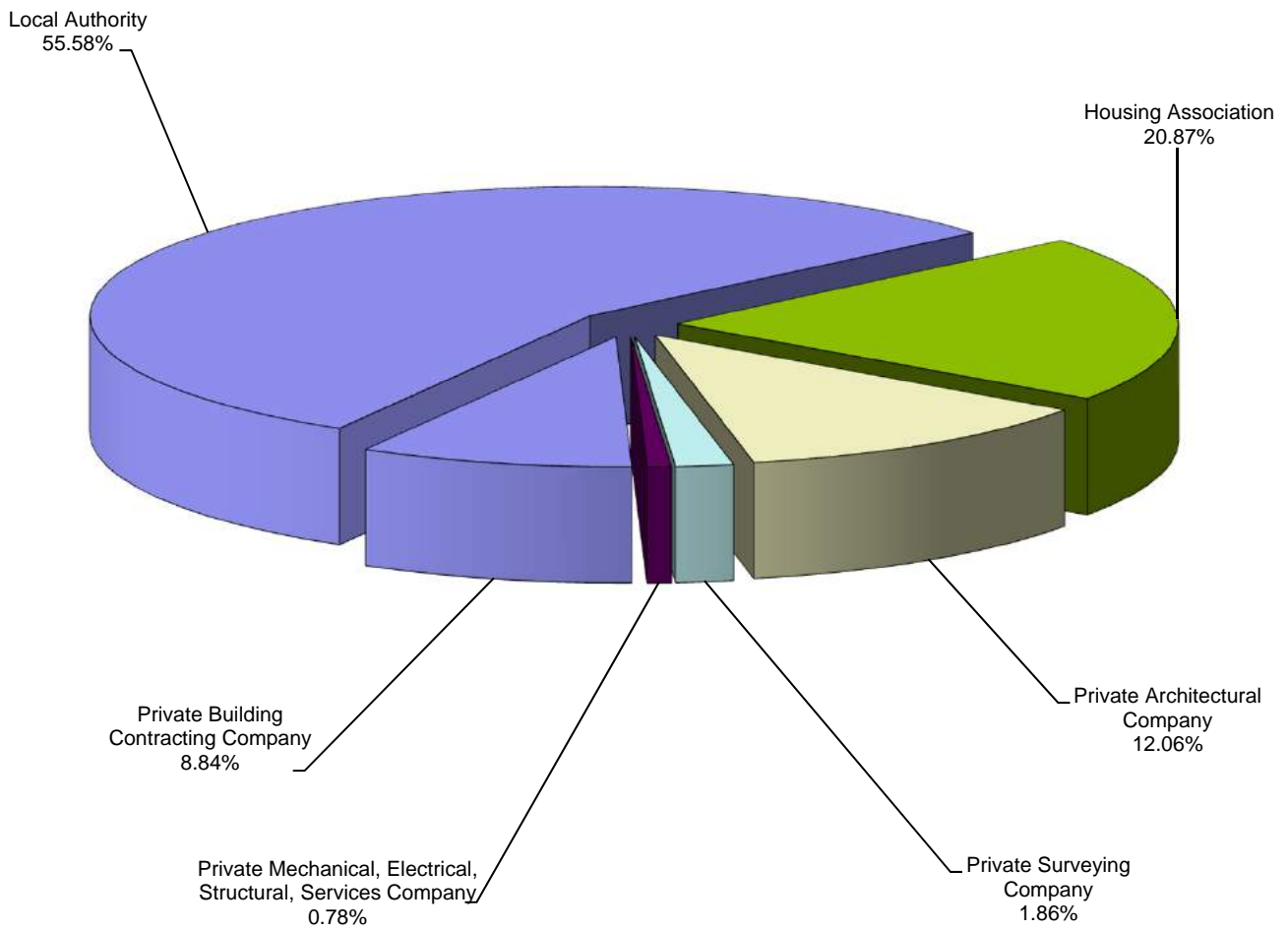
Local Authority Building and Maintenance

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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

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Analysis of the Audit Issue by: Job Function

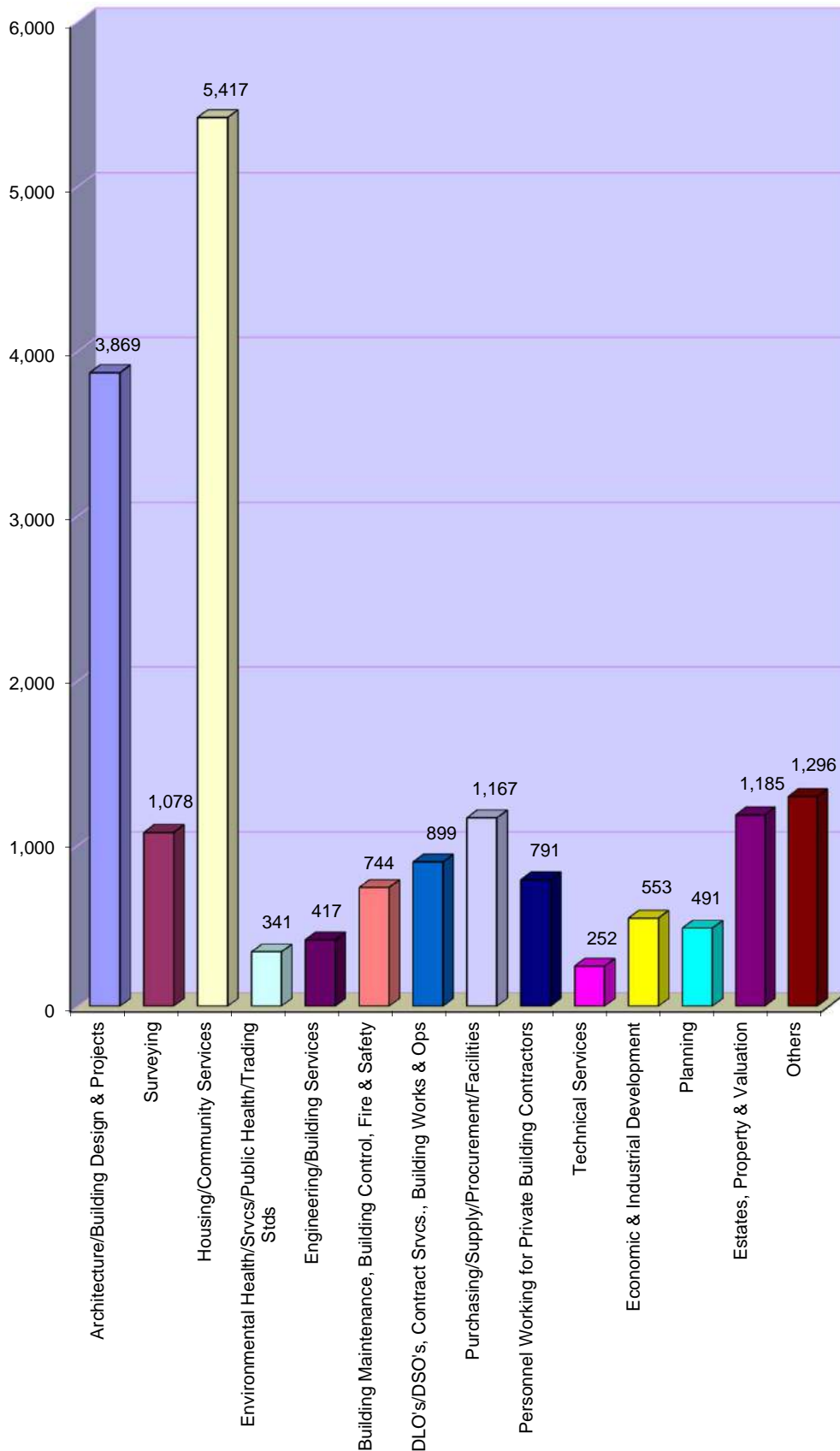
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	Controlled Free Copies		Non Controlled Free Circulation	Free Society/ Association/ Organisation Circulation				
	Requested	Non Requested						
TOTAL	10,527	7,973			18,500		18,500	100.00
Not Analysed								
Analysed	10,527	7,973			18,500		18,500	100.00
<u>Breakdown of Analysed Responses</u>								
Architecture/Building Design & Projects	2,527	1,342			3,869		3,869	20.91
Surveying	750	328			1,078		1,078	5.83
Housing/Community Services	2,239	3,178			5,417		5,417	29.28
Environmental Health/Srvcs/Public Health/Trading Stds	192	149			341		341	1.84
Engineering/Building Services	237	180			417		417	2.25
Building Maintenance, Building Control, Fire & Safety	609	135			744		744	4.02
DLO's/DSO's, Contract Svcs., Building Works & Ops	443	456			899		899	4.86
Purchasing/Supply/Procurement/Facilities	713	454			1,167		1,167	6.31
Personnel Working for Private Building Contractors	571	220			791		791	4.28
Technical Services	153	99			252		252	1.36
Economic & Industrial Development	303	250			553		553	2.99
Planning	299	192			491		491	2.65
Estates, Property & Valuation	775	410			1,185		1,185	6.41
Others	716	580			1,296		1,296	7.01

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Analysis of the Audit Issue by: Job Function

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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	6,111	5,534	6,855		18,500	100.0
Not Analysed						
Analysed	6,111	5,534	6,855		18,500	100.0
<u>Breakdown of Analysed Responses</u>						
Controlled Free Circulation - Requested	3,960	3,611	2,956		10,527	56.9
Individual Requests	3,960	3,611	2,956		10,527	56.9
Company Requests						
Controlled Free - Non Requested	2,151	1,923	3,899		7,973	43.1
By Name	2,151	1,923	3,899		7,973	43.1
By Job Title/Function						
Non Controlled Free Circulation						
By Name						
Not by Name						
Paid Circulation						