

Business Magazines

Combined Total Profile Circulation Certificate

July 2015 to June 2016



Setting the standard

Professional Builders Merchant

PROFESSIONAL BUILDERS MERCHANT



Key information

Metric type

Circulation

ABC total

9,910 average

Period

1 July 2015 to 30 June 2016

No of issues

11

Market sector

Building: General

Contact details

Hamerville Media Group Ltd
Regal House
Regal Way
Watford
WD24 4YF
01923 237799
pbm@hamerville.co.uk
hamerville.co.uk

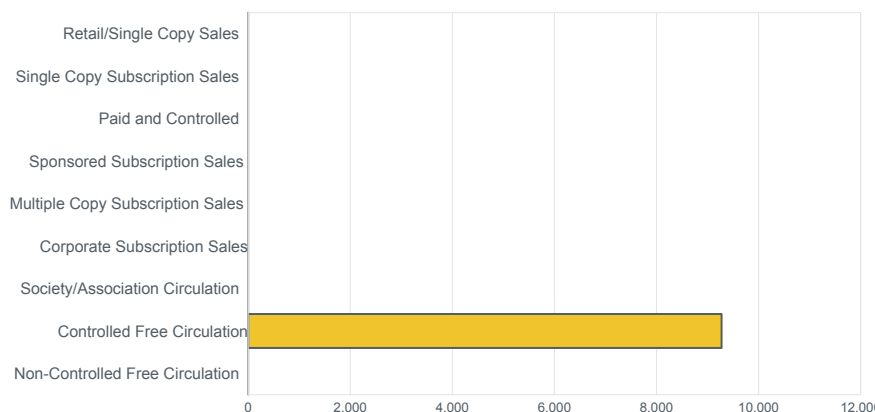
Audit issue circulation analysis

	% 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	9,910	9,910	-	9,910	9,910	-	-	-	-
Average Retail Sales Per Issue	-	-	-	-	-	-	-	-	-

Analysis for the Audit issue cover dated June and distributed on 1 June 2016

Audit Issue Circulation	9,273	9,273	-	9,273	9,273	-	-	-	-
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	9,273	9,273	-	9,273	9,273	-	-	-	-
Individual requests	8,324	8,324	-	8,324	8,324	-	-	-	-
Company requests	-	-	-	-	-	-	-	-	-
Non-requested by name	949	949	-	949	949	-	-	-	-
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 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.

	Total		0-1 Year		1-2 Years		2-3 Years	
	Qty	%	Qty	%	Qty	%	Qty	%
Total	8,324	100.0	4,262	51.2	1,889	22.7	2,173	26.1
Individual Requests - Print	8,324	100.0	4,262	51.2	1,889	22.7	2,173	26.1
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	07-Jul-15	9,932	9,932	-	-
September	21-Aug-15	9,937	9,937	-	-
October	07-Oct-15	9,935	9,935	-	-
November	04-Nov-15	9,945	9,945	-	-
December	08-Dec-15	9,995	9,995	-	-
January	04-Jan-16	9,994	9,994	-	-
February	09-Feb-16	9,998	9,998	-	-
March	01-Mar-16	10,002	10,002	-	-
April	01-Apr-16	10,002	10,002	-	-
May	26-Apr-16	10,002	10,002	-	-
June	01-Jun-16	9,273	9,273	-	-

Professional Builders Merchant

Certificate of Average Net Circulation for the 11 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						
TOTAL	8,324	949			9,273		9,273	100.00
Not Analysed								
Analysed	8,324	949			9,273		9,273	100.00
<u>Breakdown of Analysed Responses</u>								
Total United Kingdom	8,324	949			9,273		9,273	100.00
East Anglia	376	51			427		427	4.60
East Midlands	650	67			717		717	7.73
Midlands	716	86			802		802	8.65
London	337	47			384		384	4.14
Northern	375	43			418		418	4.51
North West	801	71			872		872	9.40
South East	2,048	238			2,286		2,286	24.65
South West	1,007	113			1,120		1,120	12.08
Yorkshire	663	62			725		725	7.82
Scotland	605	68			673		673	7.26
Wales	552	73			625		625	6.74
Northern Ireland	194	30			224		224	2.42

Professional Builders Merchant

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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	8,324	949			9,273		9,273	100.00
Not Analysed								
Analysed	8,324	949			9,273		9,273	100.00
<u>Breakdown of Analysed Responses</u>								
Builders Merchant	5,558	814			6,372		6,372	68.72
Plumbing Merchant	1,675	86			1,761		1,761	18.99
Timber Merchant	487	4			491		491	5.29
Heating Merchant	112	6			118		118	1.27
Decorators Merchant	126				126		126	1.36
Home Improvement Centre	7				7		7	0.08
Bathroom Specialist	51				51		51	0.55
Kitchen Specialist	18				18		18	0.19
Architectural Ironmongers	53				53		53	0.57
Others	237	39			276		276	2.98

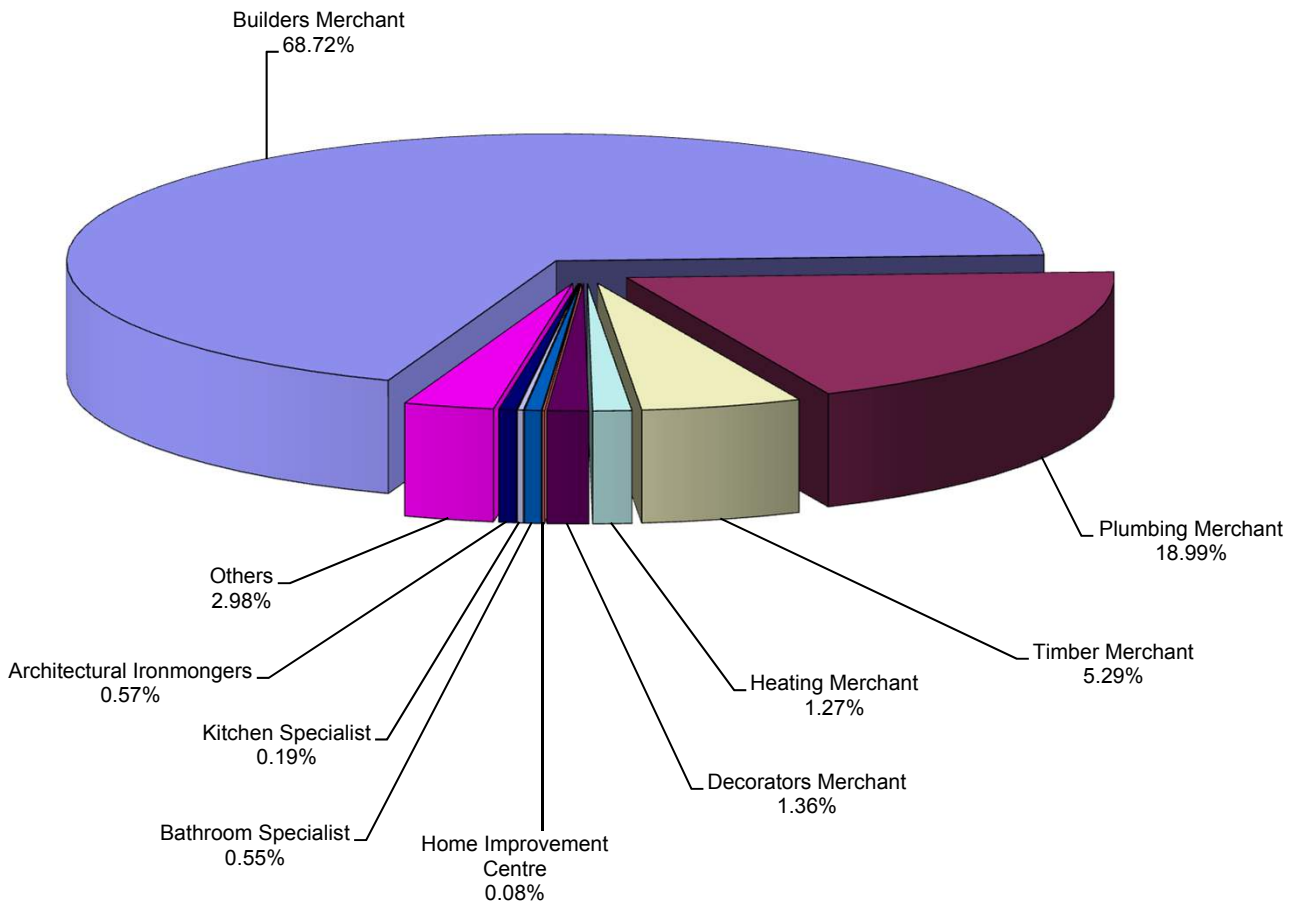
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Certificate of Average Net Circulation for the 11 issues distributed between 1st July 2015 to 30th June 2016

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.



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Certificate of Average Net Circulation for the 11 issues distributed between 1st July 2015 to 30th June 2016

Analysis of the Audit Issue by: Job Function

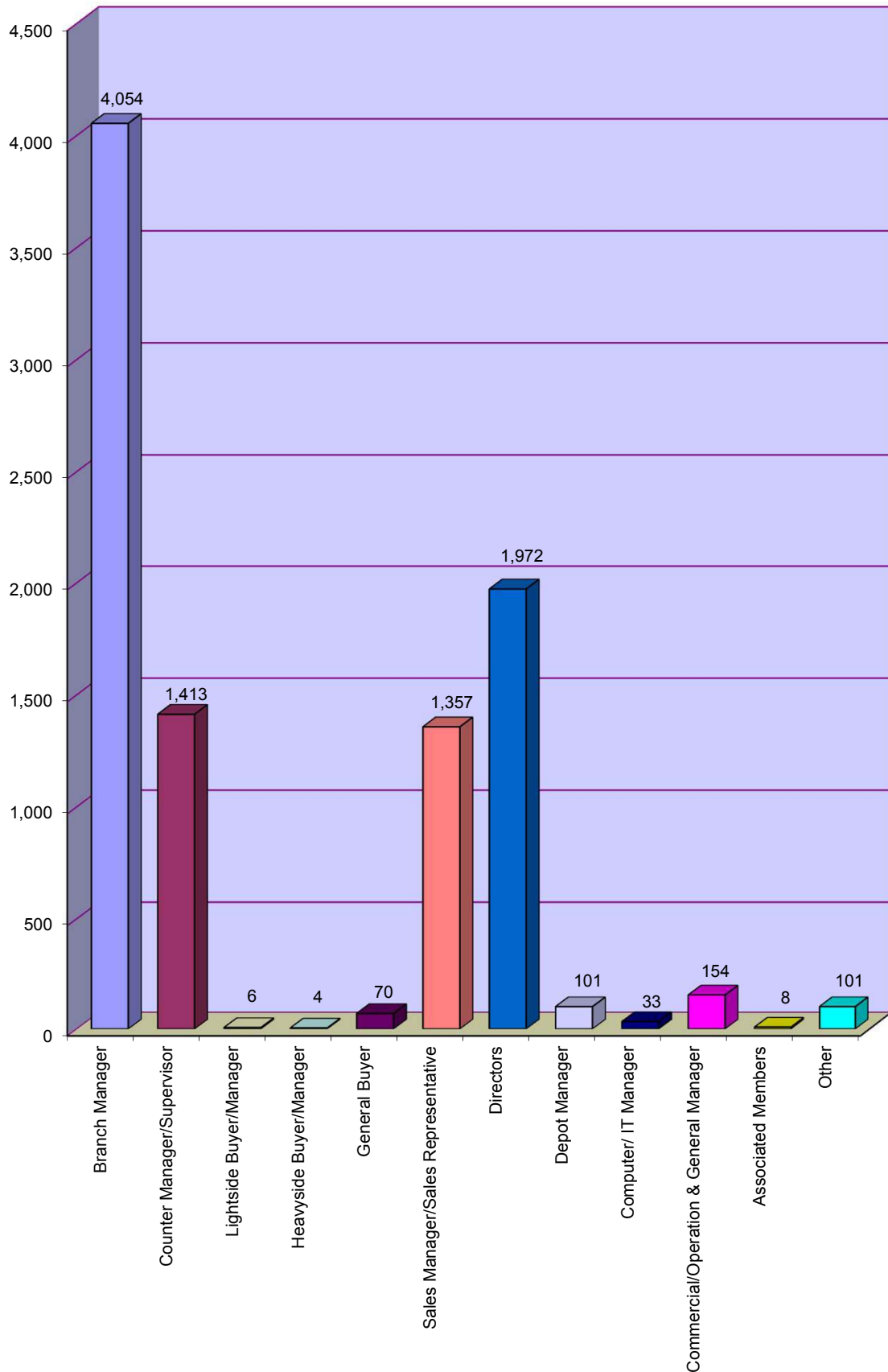
Description	Breakdown of Free Circulation				Total of Free Circulation	Total of Paid Circulation	Total	% of Total Circulation
	Controlled Free Copies		Non Controlled Free Circulation	Free Society/ Association/ Organisation Circulation				
	Requested	Non Requested						
TOTAL	8,324	949			9,273		9,273	100.00
Not Analysed								
Analysed	8,324	949			9,273		9,273	100.00
<u>Breakdown of Analysed Responses</u>								
Branch Manager	3,366	688			4,054		4,054	43.72
Counter Manager/Supervisor	1,410	3			1,413		1,413	15.24
Lightside Buyer/Manager	6				6		6	0.06
Heavyside Buyer/Manager	4				4		4	0.04
General Buyer	70				70		70	0.75
Sales Manager/Sales Representative	1,354	3			1,357		1,357	14.63
Directors	1,731	241			1,972		1,972	21.27
Depot Manager	100	1			101		101	1.09
Computer/ IT Manager	32	1			33		33	0.36
Commercial/Operation & General Manager	144	10			154		154	1.66
Associated Members	8				8		8	0.09
Other	99	2			101		101	1.09

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Analysis of the Audit Issue by: Job Function

This chart represents the analysed copies only.



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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	4,515	2,585	2,173		9,273	100.0
Not Analysed						
Analysed	4,515	2,585	2,173		9,273	100.0
<u>Breakdown of Analysed Responses</u>						
Controlled Free Circulation - Requested	4,262	1,889	2,173		8,324	89.8
Individual Requests	4,262	1,889	2,173		8,324	89.8
Company Requests						
Controlled Free - Non Requested	253	696			949	10.2
By Name	253	696			949	10.2
By Job Title/Function						
Non Controlled Free Circulation						
By Name						
Not by Name						
Paid Circulation						