

# Business Magazines

Combined Total Profile Circulation Certificate

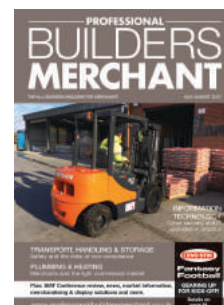
July 2016 to June 2017



Setting the standard

## Professional Builders Merchant

# PROFESSIONAL BUILDERS MERCHANT



### Key information

#### Metric type

Circulation

#### ABC total

9,956 average

#### Period

1 July 2016 to 30 June 2017

#### 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

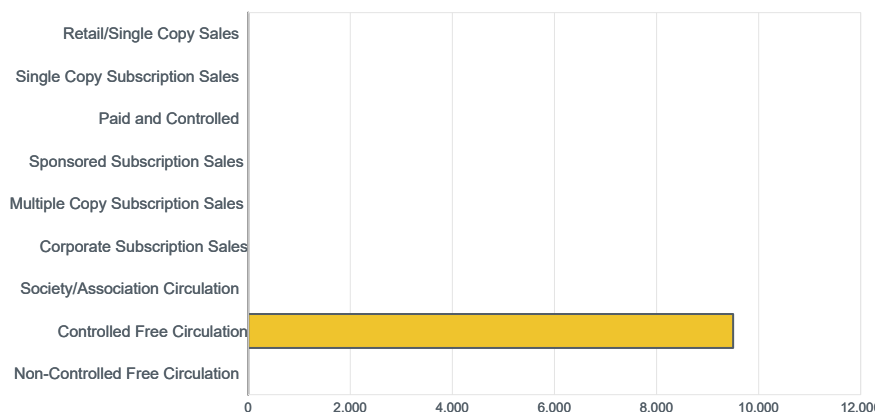
### Audit issue circulation analysis

|  | % 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  | 9,956 | 9,956       | -             | 9,956          | 9,956         | -               | -               | -             | -               |
| Average Retail Sales Per Issue | -     | -           |               | -              | -             |                 | -               | -             |                 |

#### Analysis for the Audit issue cover dated June and distributed on 26 May 2017

|   |       |       |   |       |       |   |   |   |   |
|---|-------|-------|---|-------|-------|---|---|---|---|
| <b>Audit Issue Circulation</b>              | 9,500 | 9,500 | - | 9,500 | 9,500 | - | - | - | - |
| <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>          | 9,500 | 9,500 | - | 9,500 | 9,500 | - | - | - | - |
| Individual requests                         | 9,172 | 9,172 | - | 9,172 | 9,172 | - | - | - | - |
| Company requests                            | -     | -     |   | -     | -     |   | - | - |   |
| Non-requested by name                       | 328   | 328   |   | 328   | 328   |   | - | - |   |
| 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 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       | %    |
| <b>Total</b>                  | 9,172 | 100.0 | 3,987    | 43.5 | 2,962     | 32.3 | 2,223     | 24.2 |
| Individual Requests - Print   | 9,172 | 100.0 | 3,987    | 43.5 | 2,962     | 32.3 | 2,223     | 24.2 |
| 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     | 11-Jul-16         | 10,003            | 10,003 | -       | -          |
| September       | 24-Aug-16         | 10,017            | 10,017 | -       | -          |
| October         | 26-Sep-16         | 10,025            | 10,025 | -       | -          |
| November        | 25-Oct-16         | 10,030            | 10,030 | -       | -          |
| December        | 29-Nov-16         | 9,744             | 9,744  | -       | -          |
| January         | 03-Jan-17         | 10,030            | 10,030 | -       | -          |
| February        | 31-Jan-17         | 10,040            | 10,040 | -       | -          |
| March           | 01-Mar-17         | 10,041            | 10,041 | -       | -          |
| April           | 31-Mar-17         | 10,041            | 10,041 | -       | -          |
| May             | 27-Apr-17         | 10,048            | 10,048 | -       | -          |
| June            | 26-May-17         | 9,500             | 9,500  | -       | -          |

# Professional Builders Merchant

Certificate of Average Net Circulation for the 11 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 |                                 |  |                           |                           |              |                        |
| <b>TOTAL</b>                           | <b>9,172</b>                  | <b>328</b>    |                                 |  | <b>9,500</b>              |                           | <b>9,500</b> | <b>100.00</b>          |
| <b>Not Analysed</b>                    |                               |               |                                 |  |                           |                           |              |                        |
| <b>Analysed</b>                        | <b>9,172</b>                  | <b>328</b>    |                                 |  | <b>9,500</b>              |                           | <b>9,500</b> | <b>100.00</b>          |
| <u>Breakdown of Analysed Responses</u> |                               |               |                                 |  |                           |                           |              |                        |
| <b>Total United Kingdom</b>            | <b>9,172</b>                  | <b>328</b>    |                                 |  | <b>9,500</b>              |                           | <b>9,500</b> | <b>100.00</b>          |
| East Anglia                            | 431                           | 1             |                                 |  | <b>432</b>                |                           | <b>432</b>   | 4.55                   |
| East Midlands                          | 743                           | 7             |                                 |  | <b>750</b>                |                           | <b>750</b>   | 7.89                   |
| Midlands                               | 802                           | 35            |                                 |  | <b>837</b>                |                           | <b>837</b>   | 8.81                   |
| London                                 | 393                           | 10            |                                 |  | <b>403</b>                |                           | <b>403</b>   | 4.24                   |
| Northern                               | 413                           | 7             |                                 |  | <b>420</b>                |                           | <b>420</b>   | 4.42                   |
| North West                             | 875                           | 34            |                                 |  | <b>909</b>                |                           | <b>909</b>   | 9.57                   |
| South East                             | 2,232                         | 87            |                                 |  | <b>2,319</b>              |                           | <b>2,319</b> | 24.41                  |
| South West                             | 1,088                         | 28            |                                 |  | <b>1,116</b>              |                           | <b>1,116</b> | 11.75                  |
| Yorkshire                              | 706                           | 22            |                                 |  | <b>728</b>                |                           | <b>728</b>   | 7.66                   |
| Scotland                               | 666                           | 48            |                                 |  | <b>714</b>                |                           | <b>714</b>   | 7.52                   |
| Wales                                  | 593                           | 6             |                                 |  | <b>599</b>                |                           | <b>599</b>   | 6.31                   |
| Northern Ireland                       | 230                           | 43            |                                 |  | <b>273</b>                |                           | <b>273</b>   | 2.87                   |

# Professional Builders Merchant

Certificate of Average Net Circulation for the 11 issues distributed between 1st July 2016 to 30th June 2017

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>9,172</b>                  | <b>328</b>    |                                 |   | <b>9,500</b>              |                           | <b>9,500</b> | <b>100.00</b>          |
| <b>Not Analysed</b>                    |                               |               |                                 |   |                           |                           |              |                        |
| <b>Analysed</b>                        | <b>9,172</b>                  | <b>328</b>    |                                 |   | <b>9,500</b>              |                           | <b>9,500</b> | <b>100.00</b>          |
| <u>Breakdown of Analysed Responses</u> |                               |               |                                 |   |                           |                           |              |                        |
| Builders Merchant                      | 5,671                         | 122           |                                 |   | <b>5,793</b>              |                           | <b>5,793</b> | 60.98                  |
| Plumbing Merchant                      | 2,199                         | 129           |                                 |   | <b>2,328</b>              |                           | <b>2,328</b> | 24.51                  |
| Timber Merchant                        | 568                           |               |                                 |   | <b>568</b>                |                           | <b>568</b>   | 5.98                   |
| Heating Merchant                       | 6                             |               |                                 |   | <b>6</b>                  |                           | <b>6</b>     | 0.06                   |
| Decorators Merchant                    | 198                           | 30            |                                 |   | <b>228</b>                |                           | <b>228</b>   | 2.40                   |
| Home Improvement Centre                | 136                           |               |                                 |   | <b>136</b>                |                           | <b>136</b>   | 1.43                   |
| Bathroom Specialist                    | 60                            |               |                                 |   | <b>60</b>                 |                           | <b>60</b>    | 0.63                   |
| Kitchen Specialist                     | 27                            |               |                                 |   | <b>27</b>                 |                           | <b>27</b>    | 0.28                   |
| Architectural Ironmongers              | 103                           | 47            |                                 |   | <b>150</b>                |                           | <b>150</b>   | 1.58                   |
| Others                                 | 204                           |               |                                 |   | <b>204</b>                |                           | <b>204</b>   | 2.15                   |

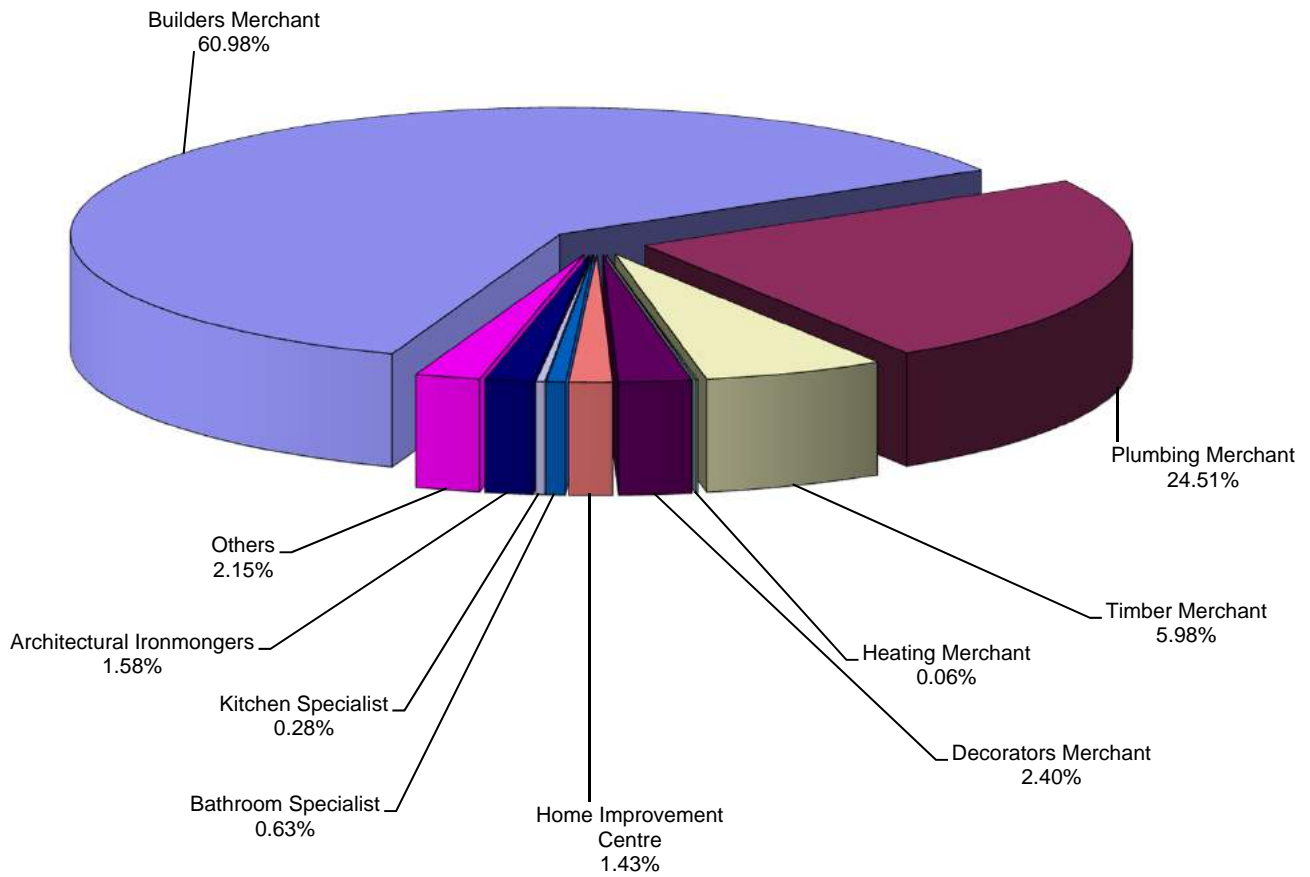
# Professional Builders Merchant

Certificate of Average Net Circulation for the 11 issues distributed between 1st July 2016 to 30th June 2017

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.



# Professional Builders Merchant

Certificate of Average Net Circulation for the 11 issues distributed between 1st July 2016 to 30th June 2017

Analysis of the Audit Issue by: Job Function

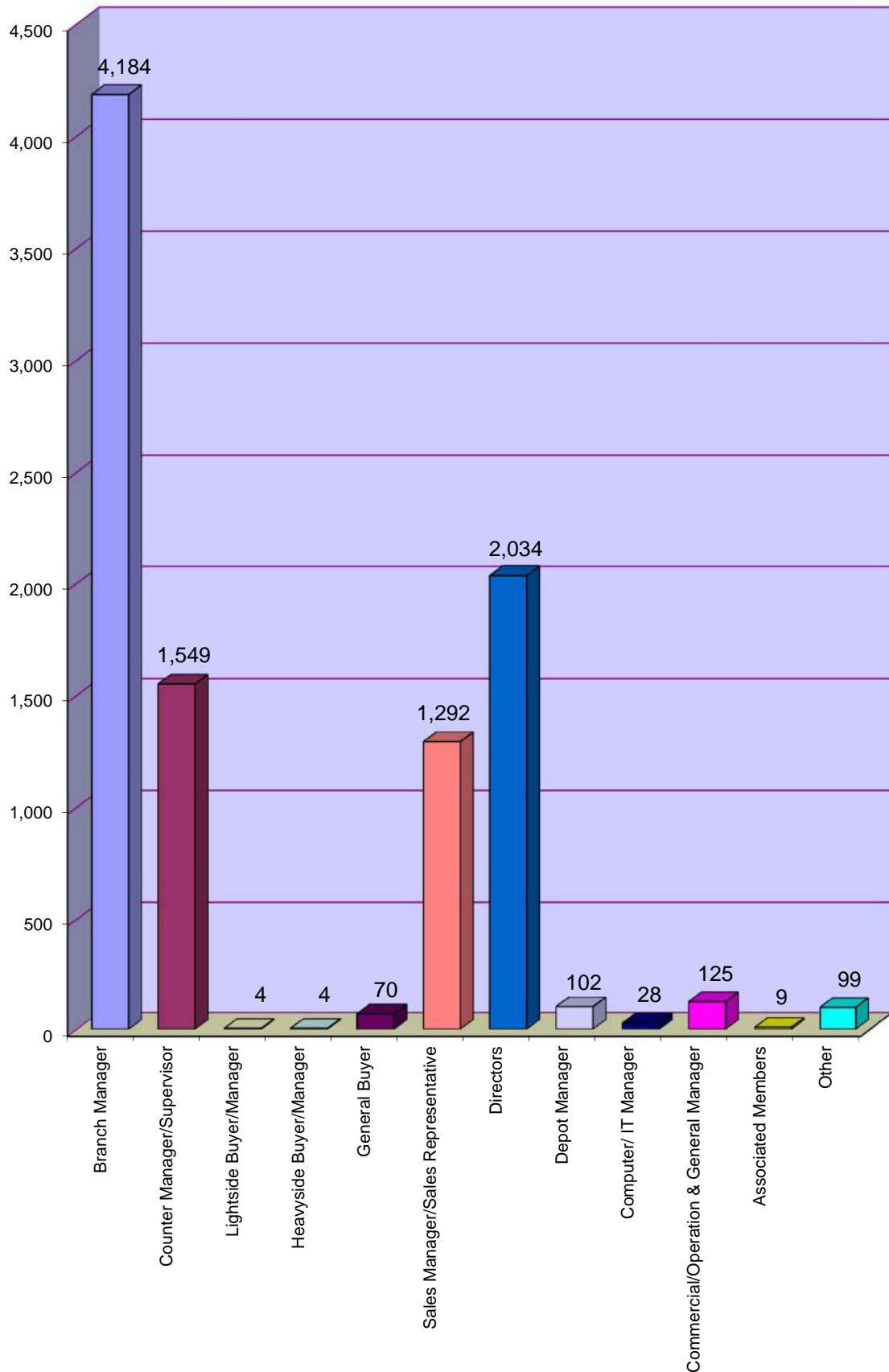
| Description                            | Breakdown of Free Circulation |               |                                 |   | Total of Free Circulation | Total of Paid Circulation | Total        | % of Total Circulation |
|--|-------------------------------|---------------|---------------------------------|---|---------------------------|---------------------------|--------------|------------------------|
|  | Controlled Free Copies        |               | Non Controlled Free Circulation | Free Society/ Association/ Organisation Circulation |                           |                           |              |                        |
|  | Requested                     | Non Requested |                                 |   |                           |                           |              |                        |
| <b>TOTAL</b>                           | <b>9,172</b>                  | <b>328</b>    |                                 |   | <b>9,500</b>              |                           | <b>9,500</b> | <b>100.00</b>          |
| <b>Not Analysed</b>                    |                               |               |                                 |   |                           |                           |              |                        |
| <b>Analysed</b>                        | <b>9,172</b>                  | <b>328</b>    |                                 |   | <b>9,500</b>              |                           | <b>9,500</b> | <b>100.00</b>          |
| <u>Breakdown of Analysed Responses</u> |                               |               |                                 |   |                           |                           |              |                        |
| Branch Manager                         | 4,083                         | 101           |                                 |   | <b>4,184</b>              |                           | <b>4,184</b> | 44.04                  |
| Counter Manager/Supervisor             | 1,547                         | 2             |                                 |   | <b>1,549</b>              |                           | <b>1,549</b> | 16.31                  |
| Lightside Buyer/Manager                | 4                             |               |                                 |   | <b>4</b>                  |                           | <b>4</b>     | 0.04                   |
| Heavyside Buyer/Manager                | 4                             |               |                                 |   | <b>4</b>                  |                           | <b>4</b>     | 0.04                   |
| General Buyer                          | 69                            | 1             |                                 |   | <b>70</b>                 |                           | <b>70</b>    | 0.74                   |
| Sales Manager/Sales Representative     | 1,289                         | 3             |                                 |   | <b>1,292</b>              |                           | <b>1,292</b> | 13.60                  |
| Directors                              | 1,820                         | 214           |                                 |   | <b>2,034</b>              |                           | <b>2,034</b> | 21.41                  |
| Depot Manager                          | 102                           |               |                                 |   | <b>102</b>                |                           | <b>102</b>   | 1.07                   |
| Computer/ IT Manager                   | 27                            | 1             |                                 |   | <b>28</b>                 |                           | <b>28</b>    | 0.29                   |
| Commercial/Operation & General Manager | 120                           | 5             |                                 |   | <b>125</b>                |                           | <b>125</b>   | 1.32                   |
| Associated Members                     | 9                             |               |                                 |   | <b>9</b>                  |                           | <b>9</b>     | 0.09                   |
| Other                                  | 98                            | 1             |                                 |   | <b>99</b>                 |                           | <b>99</b>    | 1.04                   |

# Professional Builders Merchant

Certificate of Average Net Circulation for the 11 issues distributed between 1st July 2016 to 30th June 2017

Analysis of the Audit Issue by: Job Function

This chart represents the analysed copies only.





# Professional Builders Merchant

Certificate of Average Net Circulation for the 11 issues distributed between 1st July 2016 to 30th June 2017

**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>4,315</b>     | <b>2,962</b>          | <b>2,223</b>          |  | <b>9,500</b> | <b>100.0</b>           |
| <b>Not Analysed</b>                            |                  |                       |                       |  |              |                        |
| <b>Analysed</b>                                | <b>4,315</b>     | <b>2,962</b>          | <b>2,223</b>          |  | <b>9,500</b> | <b>100.0</b>           |
| <u>Breakdown of Analysed Responses</u>         |                  |                       |                       |  |              |                        |
| <b>Controlled Free Circulation - Requested</b> | <b>3,987</b>     | <b>2,962</b>          | <b>2,223</b>          |  | <b>9,172</b> | <b>96.5</b>            |
| Individual Requests                            | 3,987            | 2,962                 | 2,223                 |  | 9,172        | 96.5                   |
| Company Requests                               |                  |                       |                       |  |              |                        |
| <b>Controlled Free - Non Requested</b>         | <b>328</b>       |                       |                       |  | <b>328</b>   | <b>3.5</b>             |
| By Name  | 328              |                       |                       |  | 328          | 3.5                    |
| By Job Title/Function                          |                  |                       |                       |  |              |                        |
| <b>Non Controlled Free Circulation</b>         |                  |                       |                       |  |              |                        |
| By Name  |                  |                       |                       |  |              |                        |
| Not by Name                                    |                  |                       |                       |  |              |                        |
| <b>Paid Circulation</b>                        |                  |                       |                       |  |              |                        |