

Professional Electrician & Installer

Professional ELECTRICIAN AND INSTALLER



Key information

Metric type

Distribution

ABC total

70,988 average - print & digital (gross)

70,988 average (print)

0 average (digital)

Period

1 January 2016 to 31 December 2016

No of issues

11

Market sector

Trade & Professional: Electrical & Engineering

Contact details

Hamerville Media Group Limited
Regal House
Regal Way
Watford
WD24 4YF
01923 237799
pe@hamerville.co.uk
www.hamerville.co.uk

Free Distribution analysis (print only)

| | Percentage of ABC Total | | | |
|-----------------------------|-------------------------|-------------|--------|--------|
| | Net - By hand | Net - Other | Gross | Total |
| Monitored Free Distribution | 0.0% | 0.0% | 100.0% | 100.0% |

Monitored Free Distribution - Method of Distribution:

The magazine is distributed free of charge through selected Electrical Wholesalers in England, Scotland and Wales. The scheduled distribution date is the first day of the month of publication.

Monitored Free Distribution - Normal Distribution Schedule:

Monthly (combined July/August issue)

Free Distribution breakdown (print only)

| | |
|----------------------------|--------|
| Airports / Airlines | |
| Cruise Ships/Ferries | |
| Educational Establishments | |
| Food and Drink Outlets | |
| Hotels | |
| Leisure Centres/Clubs | |
| Medical Establishments | |
| Offices | |
| Retail Outlets | |
| Street | |
| Other Travel Points | |
| Other | 70,988 |
| Sample Free Distribution | |

1 January to 31 December 2016

Analysis of Distribution

| | Total | UK & Rol | Other Countries |
|--|--------|----------|-----------------|
| Average Distribution - print & digital (gross) | 70,988 | 70,988 | - |

| | Total | | UK & Rol | | Other Countries | |
|--|--------|---------|----------|---------|-----------------|---------|
| | Print | Digital | Print | Digital | Print | Digital |
| Average Distribution Per Issue | 70,988 | - | 70,988 | - | - | - |
| Retail and Single Copy Sales | - | - | - | - | - | - |
| Single Copy Subscription Sales | - | - | - | - | - | - |
| All You Can Read Sales | | - | | - | | - |
| Multiple Copy Subscription Sales | - | | - | | - | |
| Corporate Subscription Sales | | - | | - | | - |
| Multiple Copy Sales | - | - | - | - | - | - |
| Multiple Copy Business Sales | | - | | - | | - |
| Society / Association / Organisation Circulation | - | - | - | - | - | - |
| Controlled Free Circulation | - | - | - | - | - | - |
| Non-Controlled Free Circulation | - | | - | | - | |
| Monitored Free Distribution | 70,988 | | 70,988 | | - | |
| Net Distribution by Hand | - | | - | | - | |
| Net Distribution - Other | - | | - | | - | |
| Gross Distribution | 70,988 | | 70,988 | | - | |
| Free Retail Voucher Copies | - | | - | | - | |
| Sample Free Distribution (Monitored Free Distribution) | - | | - | | - | |

Actively Purchased Analysis

| | Total | | UK & Rol | | Other Countries | |
|--------------------------------------|-------|---------|----------|---------|-----------------|---------|
| Actively Purchased - print & digital | 0% | | 0% | | 0% | |
| | Print | Digital | Print | Digital | Print | Digital |
| | 0% | 0% | 0% | 0% | 0% | 0% |

Other Analysis

| | Total | United Kingdom & Republic of Ireland | Other Countries |
|---|-------|--------------------------------------|-----------------|
| Multi Packed Retail Circulation (Print) | 0% | | |
| Publication Active Views (Digital) | - | - | - |

Price: The following prices are accurate for the end of the audit period.

| | |
|--|--------|
| Published Annual UK Subscription Rate | £30.00 |
| Published annual other countries subscription rate | £50.00 |

1 January to 31 December 2016

Monitored Free Distribution (print only)**Method of Distribution:**

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Normal Distribution Schedule:

Monthly (combined July/August issue)

Analysis of MFD by Distribution Point Type

Other

| | No of Distribution Points | No of copies |
|--|---------------------------|--------------|
| | 2,009 | 70,988 |
| | 2,009 | 70,988 |

Issue by Issue Analysis (print only)

Only variances of 10% or more are reported

| Cover Date or Issue Identifier | Issue Variance from Total Average | Monitored Free Distribution | | | | Sample Free Distribution |
|--------------------------------|-----------------------------------|-----------------------------|-------------|-------------|--------|--------------------------|
| | | Total | Net by Hand | Net - Other | Gross | |
| January | - | 70,992 | - | - | 70,992 | - |
| February | - | 70,934 | - | - | 70,934 | - |
| March | - | 71,050 | - | - | 71,050 | - |
| April | - | 70,673 | - | - | 70,673 | - |
| May | - | 70,673 | - | - | 70,673 | - |
| June | - | 70,760 | - | - | 70,760 | - |
| July/August | - | 70,122 | - | - | 70,122 | - |
| September | - | 70,354 | - | - | 70,354 | - |
| October | - | 70,325 | - | - | 70,325 | - |
| November | - | 72,600 | - | - | 72,600 | - |
| December | - | 72,390 | - | - | 72,390 | - |

Issue by Issue Circulation Analysis (print only)

Data does not include adjustments for prior audit period reconciliations.

| Issue Identifier | Total Circulation | Actively Purchased Circulation (Print) | % Actively Purchased (Print) |
|------------------|-------------------|--|------------------------------|
| January | 70,992 | 0 | 0% |
| February | 70,934 | 0 | 0% |
| March | 71,050 | 0 | 0% |
| April | 70,673 | 0 | 0% |
| May | 70,673 | 0 | 0% |
| June | 70,760 | 0 | 0% |
| July/August | 70,122 | 0 | 0% |
| September | 70,354 | 0 | 0% |
| October | 70,325 | 0 | 0% |
| November | 72,600 | 0 | 0% |
| December | 72,390 | 0 | 0% |

More Information

'Gross' appended to the print and digital total reflects that the print total and the digital total have been combined without de-duplication.

To find out more about ABC, please visit www.abc.org.uk

To find out more about the Consumer Magazines sector and the definitions used on this certificate, please visit: www.abcstandards.org.uk

About this certificate

This certificate was issued on 20 February 2017.

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