

Consumer Magazines

Combined Total Distribution Certificate

January to December 2016



Setting the standard

Professional Motor Mechanic

PROFESSIONAL
MOTOR
mechanic
SERVICING ■ REPAIR ■ BODYSHOP ■ MOT



Key information

Metric type

Distribution

ABC total

64,968 average - print & digital (gross)

64,968 average (print)

0 average (digital)

Period

1 January 2016 to 31 December 2016

No of issues

11

Market sector

Trade & Professional: Other Trades

Contact details

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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 Motor Factors 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)

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	64,968
Sample Free Distribution	

1 January to 31 December 2016

Analysis of Distribution

	Total	UK & Rol	Other Countries
Average Distribution - print & digital (gross)	64,968	64,968	-

	Total		UK & Rol		Other Countries	
	Print	Digital	Print	Digital	Print	Digital
Average Distribution Per Issue	64,968	-	64,968	-	-	-
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	64,968		64,968		-	
Net Distribution by Hand	-		-		-	
Net Distribution - Other	-		-		-	
Gross Distribution	64,968		64,968		-	
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.

Basic Cover Price	£30.00
Published Annual UK Subscription Rate	£50.00

Monitored Free Distribution (print only)

Method of Distribution:

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

Normal Distribution Schedule:

Monthly (combined July/August)

	No of Distribution Points	No of copies
Analysis of MFD by Distribution Point Type	1,044	64,968
Other	1,044	64,968

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	-	64,206	-	-	64,206	-
February	-	63,666	-	-	63,666	-
March	-	64,422	-	-	64,422	-
April	-	64,260	-	-	64,260	-
May	-	63,990	-	-	63,990	-
June	-	65,950	-	-	65,950	-
July/August	-	66,100	-	-	66,100	-
September	-	66,050	-	-	66,050	-
October	-	65,850	-	-	65,850	-
November	-	65,100	-	-	65,100	-
December	-	65,050	-	-	65,050	-

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	64,206	0	0%
February	63,666	0	0%
March	64,422	0	0%
April	64,260	0	0%
May	63,990	0	0%
June	65,950	0	0%
July/August	66,100	0	0%
September	66,050	0	0%
October	65,850	0	0%
November	65,100	0	0%
December	65,050	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.

The data included is derived from a return of circulation prepared by the publisher: Hamerville Media Group Limited.

The Publisher has certified that the data has been reported in accordance with ABC reporting standards. If an audit or inspection reveals a material difference ABC will revise and re-issue the certificate together with an audit/inspection report detailing the changes. For details of audit or inspection reports issued or the reporting standards and procedures, please contact ABC.

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