

KITCHENS & BATHROOMS NEWS

JANUARY TO DECEMBER 2022



KITCHENS & BATHROOMS NEWS

Kitchens & Bathrooms News has reported in accordance with ABC's industry-agreed standards for Business Magazines



13,505

CIRCULATION
(AVERAGE PER ISSUE)

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100%

CONTROLLED FREE
Issue distributed 27/11/22

OTHER FREE
Issue distributed 27/11/22

PAID
Issue distributed 27/11/22

MEMBERSHIP
Issue distributed 27/11/22

MONTHLY
10 ISSUES

FURNISHINGS &
WOODWORKING
MARKET SECTOR

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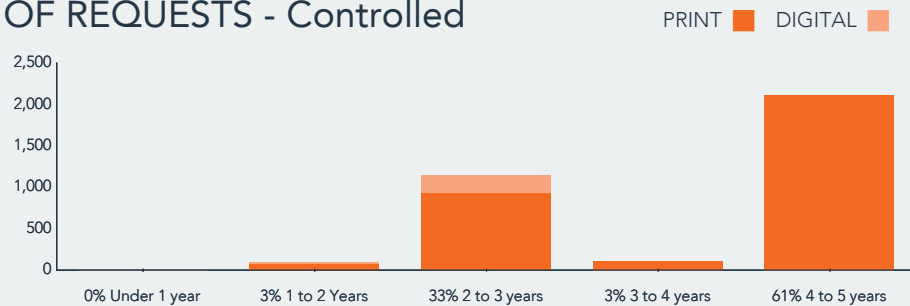
AUDIT ISSUE ANALYSIS	TOTAL	UNITED KINGDOM	OTHER COUNTRIES	PRINT	UNITED KINGDOM	OTHER COUNTRIES	DIGITAL	UNITED KINGDOM	OTHER COUNTRIES
ISSUE DISTRIBUTED 27/11/22	9,177	9,177	-	4,000	4,000	-	5,177	5,177	-
FREE COPIES	9,177	9,177	-	4,000	4,000	-	5,177	5,177	-
CONTROLLED FREE	9,177	9,177	-	4,000	4,000	-	5,177	5,177	-
REQUESTED (INDIVIDUAL)	3,446	3,446	-	3,220	3,220	-	226	226	-
REQUESTED (COLLEAGUE)	-	-	-	-	-	-	-	-	-
NON-REQUESTED (NAME)	5,731	5,731	-	780	780	-	4,951	4,951	-
NON-REQUESTED (JOB)	-	-	-	-	-	-	-	-	-
OTHER FREE	-	-	-	-	-	-	-	-	-
FREE REQUESTED DELIVERED	-	-	-	-	-	-	-	-	-
NON-CONTROLLED FREE	-	-	-	-	-	-	-	-	-
MONITORED FREE DISTRIBUTION	-	-	-	-	-	-	-	-	-
SAMPLE FREE DISTRIBUTION	-	-	-	-	-	-	-	-	-
MEMBERSHIP COPIES	-	-	-	-	-	-	-	-	-
PAID COPIES	-	-	-	-	-	-	-	-	-
PAID SUBSCRIPTIONS	-	-	-	-	-	-	-	-	-
INDIVIDUAL	-	-	-	-	-	-	-	-	-
MULTIPLE COPY	-	-	-	-	-	-	-	-	-
CORPORATE	-	-	-	-	-	-	-	-	-
PAID SINGLE COPIES	-	-	-	-	-	-	-	-	-

AUDIT ISSUE ANALYSIS

FREE COPIES DESCRIPTION

CONTROLLED: Employees of companies involved in the buying, selling, specification, design or distribution of kitchens, kitchen products, bathrooms and bathroom products. Employees working for kitchen & bathroom specialists, home improvement centres, builders/plumbers merchants, local authorities, housing associations, interior designers, house builders and home improvement builders.

AGE OF REQUESTS - Controlled



DEMOGRAPHIC ANALYSIS OF AUDIT ISSUE

Industry/Business/Sector

DESCRIPTION	TOTAL	Print	Digital
Kitchen & Bathroom Specialists/ Home Interior Specialists/ Merchants	7,914	~6,000	~1,914
Local Authority	35	35	0
Interior Design/Architects	333	333	0
House Builders/Home Improvement Builders	299	299	0
Other	596	~400	~196

9,177 individuals were analysed (100% of the audit issue)

Job Function

DESCRIPTION	TOTAL	Print	Digital
Buyers	32	32	0
Directors	4,347	~3,000	~1,347
Managers	3,150	~2,000	~1,150
Sales & Marketing	719	~400	~319
Designers	209	209	0
Surveyors/Estimators/Building Control	23	23	0
Architects	47	47	0
Admin & Finance	105	105	0
Fitters/Installers	383	~300	~83
Other	162	~100	~62

9,177 individuals were analysed (100% of the audit issue)

GEOGRAPHIC ANALYSIS

PRINT ■ DIGITAL ■

REGION/AREA	TOTAL
United Kingdom	9,177
East Anglia	427
East Midlands	612
London	295
Midlands	828
North West	854
Northern	317
South East	2,308
South West	904
Yorkshire	581
Northern Ireland	354
Scotland	594
Wales	467
Other UK	636

9,177 individuals were analysed (100% of the audit issue)

AVERAGE CIRCULATION ANALYSIS

	TOTAL	UNITED KINGDOM	OTHER COUNTRIES
AVERAGE CIRCULATION	13,505	13,505	-
PRINT	4,002	4,002	-
DIGITAL	9,503	9,503	-

ISSUE ANALYSIS

PRINT ■ DIGITAL ■

ISSUE	DISTRIBUTED	TOTAL
Jan/Feb	27/01/22	14,369
March	03/03/22	14,242
April	27/03/22	14,142
May	28/04/22	14,059
June	31/05/22	13,982
July/August	04/07/22	13,929
September	23/08/22	13,803
October	23/09/22	13,699
November	01/11/22	13,647
December	27/11/22	9,177

ISSUE VARIANCES

The following issue varied by 10% or more from the average circulation:

December by -32.05%

About ABC

ABC delivers a stamp of trust for the media industry. We are owned and developed jointly by media owners, advertisers and agencies to set agreed standards for media brand measurement across print, digital and events.

ABC is also a trusted verification provider. We audit media brand measurement data and the adoption of good practice and processes to industry-agreed standards.

Established in 1931, ABC was the first UK Joint Industry Currency (JIC) and is a founder of the International Federation of ABCs.

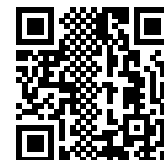
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