

KITCHENS & BATHROOMS NEWS

JANUARY TO DECEMBER 2019



KITCHENS & BATHROOMS NEWS

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



13,640

CIRCULATION (AVERAGE PER ISSUE)

For more information:



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100%

CONTROLLED FREE
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MONTHLY

11 ISSUES

FURNISHINGS & WOODWORKING

MARKET SECTOR

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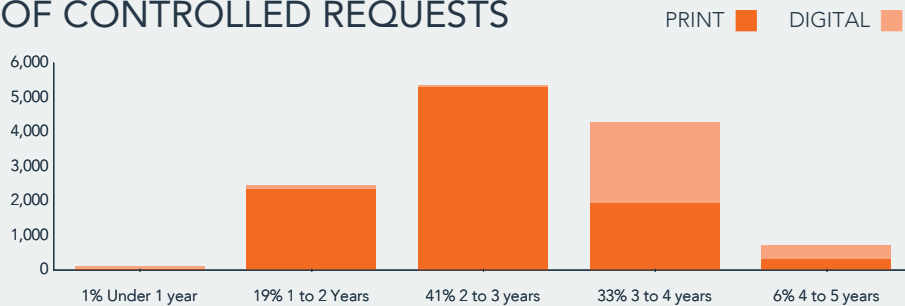
AUDIT ISSUE ANALYSIS	TOTAL	UNITED KINGDOM	OTHER COUNTRIES	PRINT EDITION	UNITED KINGDOM	OTHER COUNTRIES	DIGITAL EDITION	UNITED KINGDOM	OTHER COUNTRIES
ISSUE DISTRIBUTED 25/11/19	12,928	12,928	-	10,000	10,000	-	2,928	2,928	-
FREE COPIES	12,928	12,928	-	10,000	10,000	-	2,928	2,928	-
CONTROLLED FREE	12,928	12,928	-	10,000	10,000	-	2,928	2,928	-
REQUESTED (INDIVIDUAL)	12,928	12,928	-	10,000	10,000	-	2,928	2,928	-
REQUESTED (COLLEAGUE)	-	-	-	-	-	-	-	-	-
NON-REQUESTED (NAME)	-	-	-	-	-	-	-	-	-
NON-REQUESTED (JOB)	-	-	-	-	-	-	-	-	-
OTHER FREE	-	-	-	-	-	-	-	-	-
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 CONTROLLED REQUESTS



DEMOGRAPHIC ANALYSIS OF AUDIT ISSUE

Industry/Business/Sector

DESCRIPTION	TOTAL	Print	Digital
Kitchen & Bathroom Specialists / Home Interior Specialists / Merchants	9,383	~8,500	~883
Local Authority	76	~76	0
Interior Design / Architects	2,351	~1,800	~551
House Builders / Home Improvement Builders	1,088	~1,088	0
Others	30	~30	0

12,928 individuals were analysed (100% of the audit issue)

Job Function

DESCRIPTION	TOTAL	Print	Digital
Buyers	164	~164	0
Directors	4,919	~4,000	~919
Managers	4,735	~3,800	~935
Sales & Marketing	1,431	~1,100	~331
Designers	862	~700	~162
Surveyors/Estimators/Building Control	124	~124	0
Architects	234	~234	0
Admin & Finance	288	~288	0
Fitters/Installers	63	~63	0
Others	108	~108	0

12,928 individuals were analysed (100% of the audit issue)

GEOGRAPHIC ANALYSIS

PRINT ■ DIGITAL ■

REGION/AREA	TOTAL
United Kingdom	12,928
East Anglia	582
East Midlands	989
London	948
Midlands	988
North West	1,257
Northern	540
South East	3,386
South West	1,370
Yorkshire	920
Northern Ireland	396
Scotland	893
Wales	659

12,928 individuals were analysed (100% of the audit issue)

AVERAGE CIRCULATION ANALYSIS

	TOTAL	UNITED KINGDOM	OTHER COUNTRIES
AVERAGE CIRCULATION	13,640	13,640	-
PRINT EDITION	12,327	12,327	-
DIGITAL EDITION	1,313	1,313	-

ISSUE ANALYSIS

PRINT ■ DIGITAL ■

ISSUE	DISTRIBUTED	TOTAL
January	07/01/19	13,695
February	30/01/19	13,695
March	27/02/19	13,695
April	27/03/19	13,695
May	26/04/19	13,695
June	03/06/19	13,746
July/August	04/07/19	13,397
September	04/09/19	14,164
October	30/09/19	13,671
November	30/10/19	13,653
December	25/11/19	12,928

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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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