

PROFESSIONAL BUILDERS
MERCHANT
JULY 2023 TO JUNE 2024



PROFESSIONAL
**BUILDERS
MERCHANT**
THE No.1 BUSINESS MAGAZINE FOR MERCHANTS

Professional Builders Merchant has reported in accordance with ABC's industry-agreed standards for Business Magazines



11,044
CIRCULATION
(AVERAGE PER ISSUE)

For more information:

Hamerville Media Group Ltd

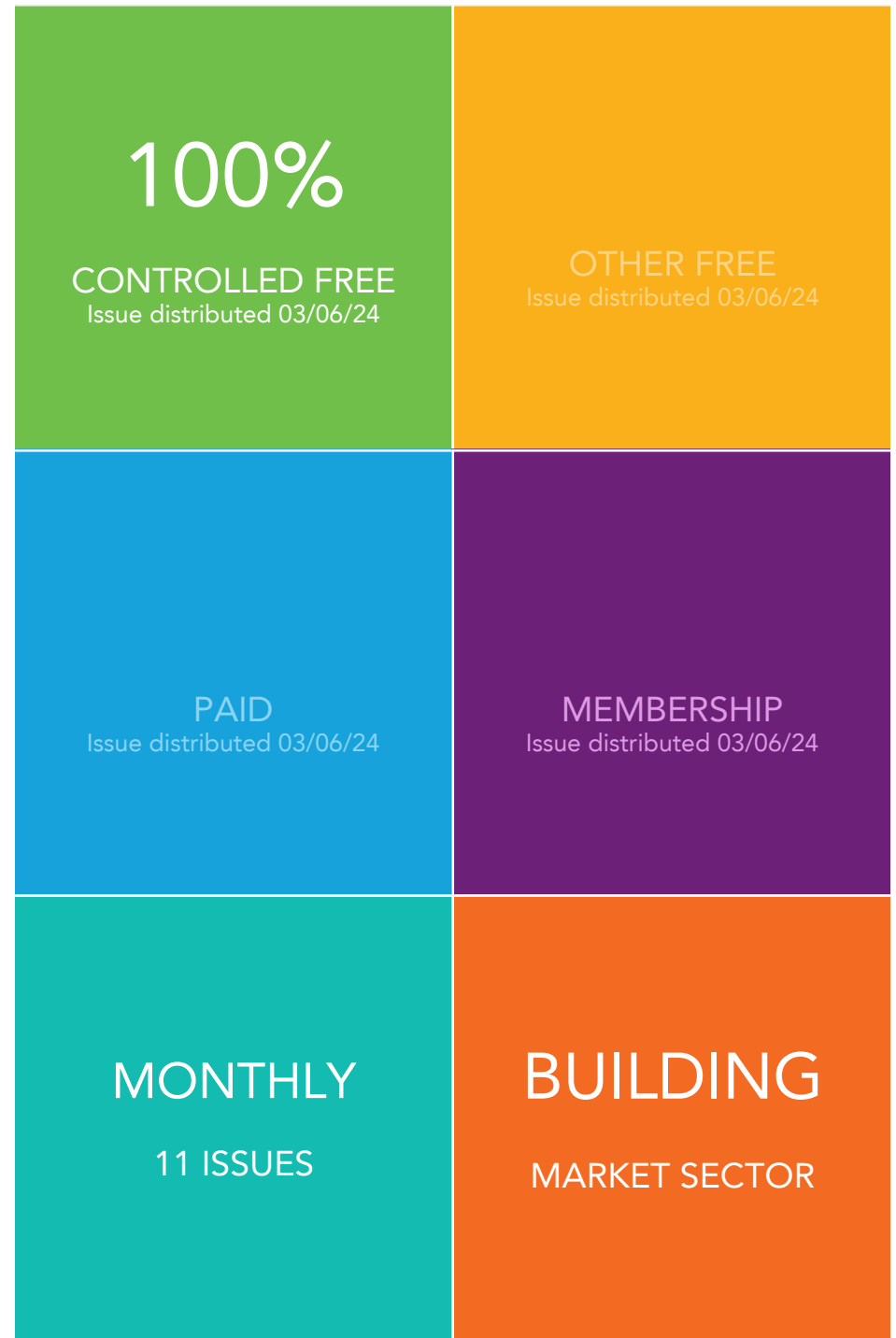
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www.abc.org.uk



PROFESSIONAL BUILDERS MERCHANT

JULY 2023 TO JUNE 2024



AUDIT ISSUE ANALYSIS	TOTAL	UNITED KINGDOM	OTHER COUNTRIES	PRINT	UNITED KINGDOM	OTHER COUNTRIES	DIGITAL	UNITED KINGDOM	OTHER COUNTRIES
ISSUE DISTRIBUTED 03/06/24	10,010	10,010	-	6,000	6,000	-	4,010	4,010	-
FREE COPIES	10,010	10,010	-	6,000	6,000	-	4,010	4,010	-
CONTROLLED FREE	10,010	10,010	-	6,000	6,000	-	4,010	4,010	-
REQUESTED (INDIVIDUAL)	5,379	5,379	-	4,019	4,019	-	1,360	1,360	-
REQUESTED (COLLEAGUE)	-	-	-	-	-	-	-	-	-
NON-REQUESTED (NAME)	4,631	4,631	-	1,981	1,981	-	2,650	2,650	-
NON-REQUESTED (JOB)	-	-	-	-	-	-	-	-	-
OTHER FREE	-	-	-	-	-	-	-	-	-
FREE REQUESTED DELIVERED	-	-	-	-	-	-	-	-	-
NON-CONTROLLED FREE	-	-	-	-	-	-	-	-	-
MONITORED FREE DISTRIBUTION	-	-	-	-	-	-	-	-	-
SAMPLE FREE DISTRIBUTION	-	-	-	-	-	-	-	-	-
MEMBERSHIP COPIES	-	-	-	-	-	-	-	-	-
PAID COPIES	-	-	-	-	-	-	-	-	-
PAID SUBSCRIPTIONS	-	-	-	-	-	-	-	-	-
INDIVIDUAL	-	-	-	-	-	-	-	-	-
ALL YOU CAN READ	-	-	-	-	-	-	-	-	-
MULTIPLE COPY	-	-	-	-	-	-	-	-	-
CORPORATE	-	-	-	-	-	-	-	-	-
PAID SINGLE COPIES	-	-	-	-	-	-	-	-	-

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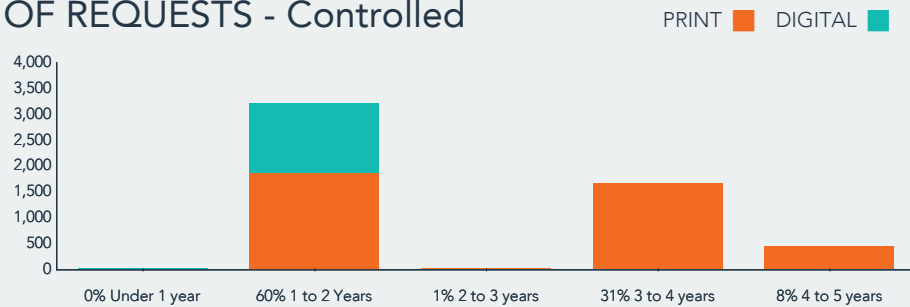


AUDIT ISSUE ANALYSIS

FREE COPIES DESCRIPTION

CONTROLLED: 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.

AGE OF REQUESTS - Controlled



DEMOGRAPHIC ANALYSIS OF AUDIT ISSUE

Industry/Business/Sector

DESCRIPTION	TOTAL	Print	Digital
Builders Merchant	5,314	~4,500	~800
Plumbing Merchant	2,279	~1,800	~480
Timber Merchant	1,090	~800	~290
Heating Merchant	205	~150	~55
Decorators Merchant	301	~250	~51
Bathroom Specialist	38	~35	~3
Kitchen Specialist	399	~350	~49
Architectural Ironmongers	243	~200	~43
Others	141	~130	~11

10,010 individuals were analysed (100% of the audit issue)

Job Function

DESCRIPTION	TOTAL	Print	Digital
Branch Manager	4,409	~3,800	~600
Counter Manager/Supervisor	905	~800	~100
General Buyer	44	~40	~4
Sales Manager/Sales Representative	785	~700	~85
Directors	3,048	~2,500	~550
Depot Manager	60	~55	~5
Computer/ IT Manager	24	~20	~4
Commercial/Operation & General Manager	338	~300	~38
Associated Members	1	~1	~0
Others	396	~350	~46

10,010 individuals were analysed (100% of the audit issue)

PROFESSIONAL BUILDERS MERCHANT

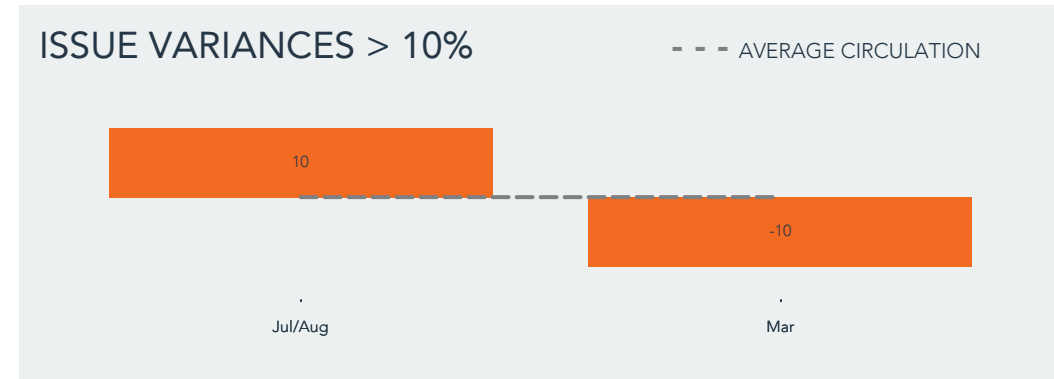
JULY 2023 TO JUNE 2024



AVERAGE CIRCULATION ANALYSIS

	TOTAL	UNITED KINGDOM	OTHER COUNTRIES
AVERAGE CIRCULATION	11,044	11,044	-
PRINT	6,103	6,103	-
DIGITAL	4,941	4,941	-

ISSUE VARIANCES > 10%



ISSUE ANALYSIS

ISSUE	DISTRIBUTED	TOTAL	PRINT	DIGITAL
July/August	01/07/23	12,147		
September	21/08/23	10,840		
October	25/09/23	10,779		
November	30/10/23	10,647		
December	22/11/23	10,571		
January	03/01/24	12,013		
February	24/01/24	11,908		
March	21/02/24	9,885		
April	22/03/24	10,866		
May	28/04/24	11,814		
June	03/06/24	10,010		

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.

For more information please visit: www.abc.org.uk



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