

PROFESSIONAL BUILDERS
MERCHANT
JULY 2021 TO JUNE 2022



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



10,837
CIRCULATION
(AVERAGE PER ISSUE)

For more information:

Hamerville Media Group Ltd

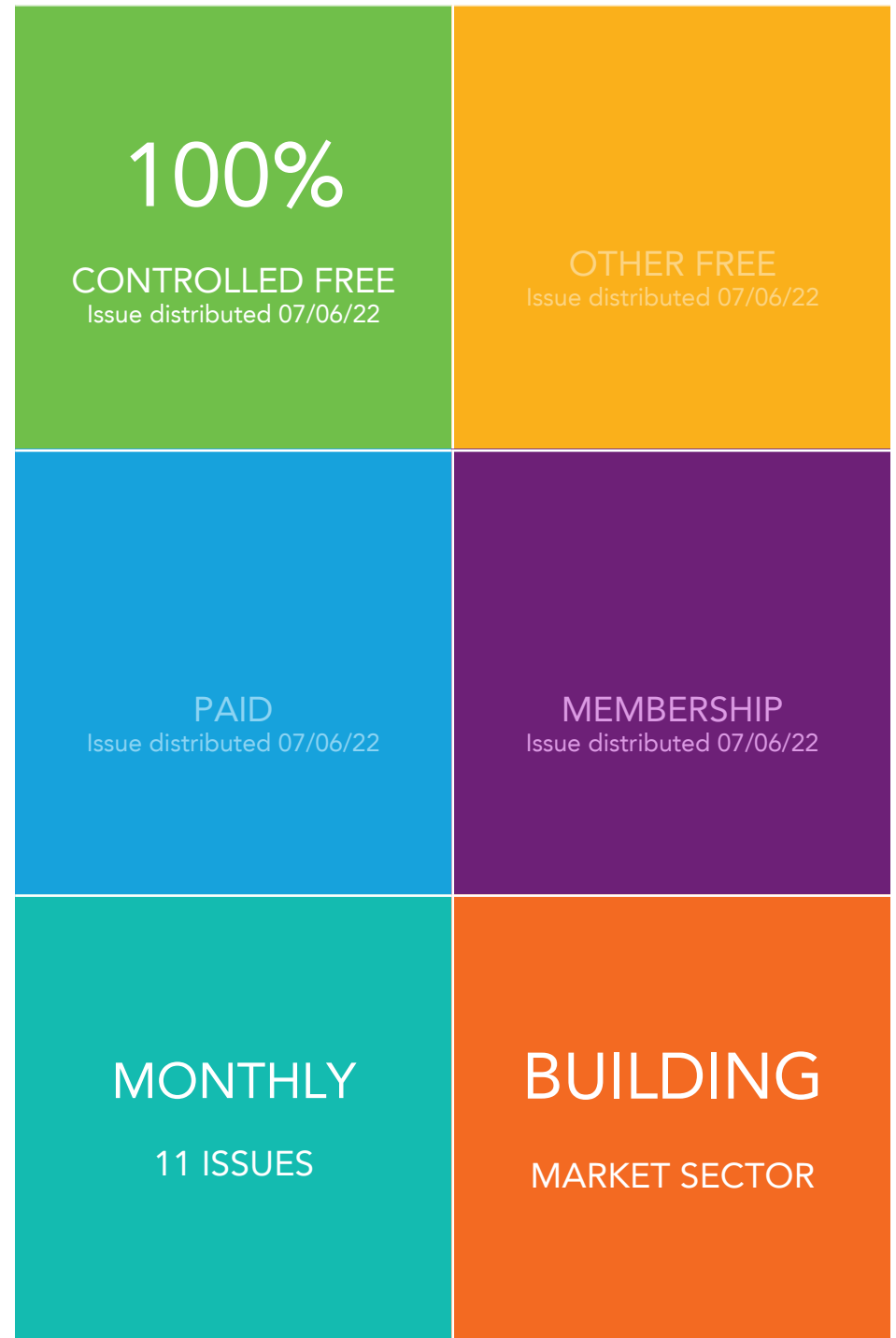
pbm@hamerville.co.uk

hamerville.co.uk

01923 237799

Issued: 16 Aug 2022

www.abc.org.uk



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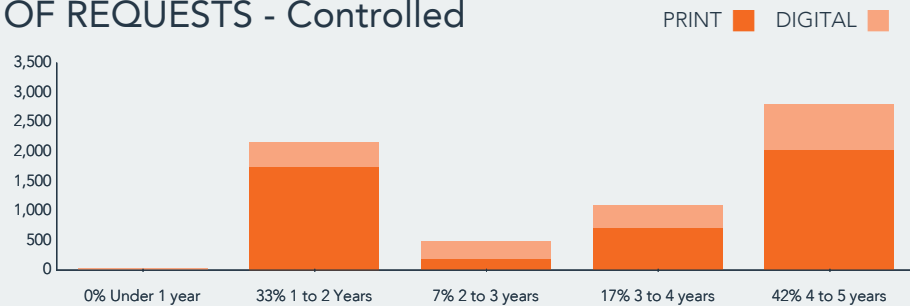
AUDIT ISSUE ANALYSIS	TOTAL	UNITED KINGDOM	OTHER COUNTRIES	PRINT	UNITED KINGDOM	OTHER COUNTRIES	DIGITAL	UNITED KINGDOM	OTHER COUNTRIES
ISSUE DISTRIBUTED 07/06/22	9,554	9,554	-	6,000	6,000	-	3,554	3,554	-
FREE COPIES	9,554	9,554	-	6,000	6,000	-	3,554	3,554	-
CONTROLLED FREE	9,554	9,554	-	6,000	6,000	-	3,554	3,554	-
REQUESTED (INDIVIDUAL)	6,582	6,582	-	4,692	4,692	-	1,890	1,890	-
REQUESTED (COLLEAGUE)	-	-	-	-	-	-	-	-	-
NON-REQUESTED (NAME)	2,972	2,972	-	1,308	1,308	-	1,664	1,664	-
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 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

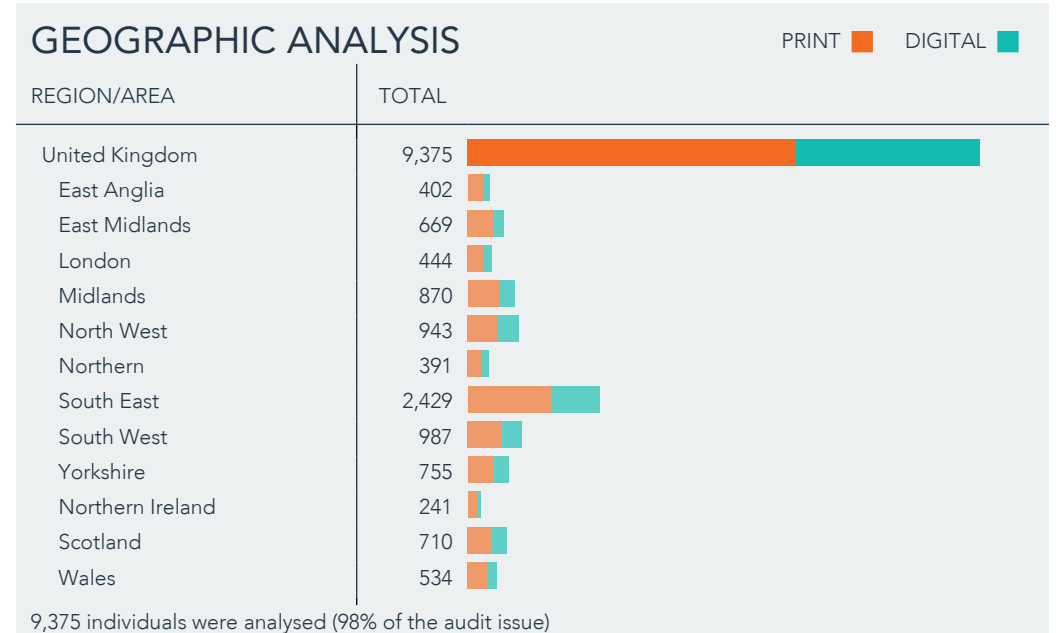
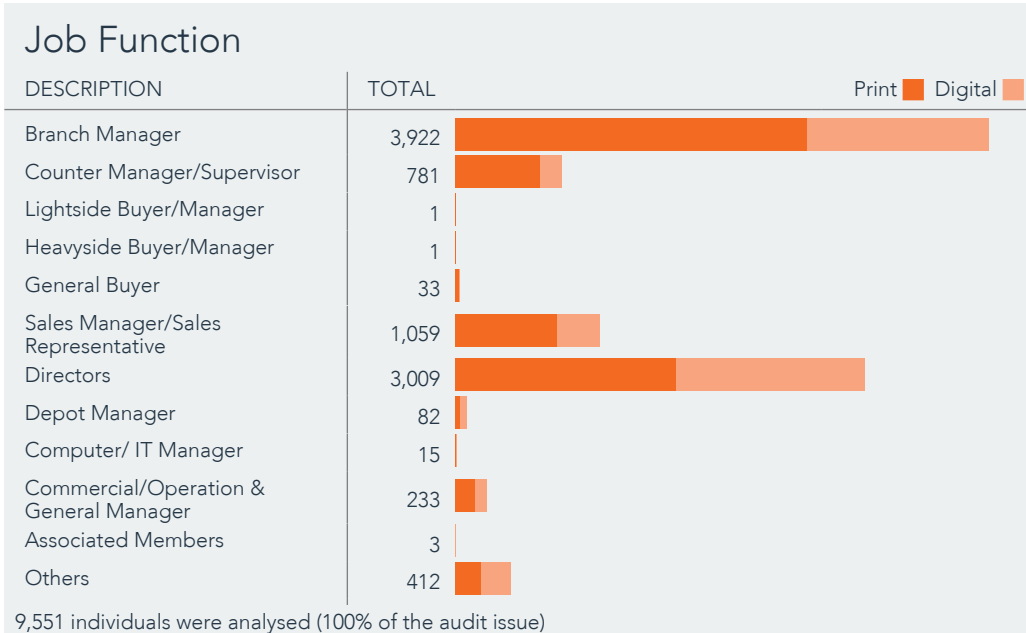
Industry/Business/Sector

DESCRIPTION	TOTAL	Print	Digital
Builders Merchant	4,682	~3,800	~882
Plumbing Merchant	2,133	~1,400	~733
Timber Merchant	1,123	~600	~523
Heating Merchant	218	~150	~68
Decorators Merchant	233	~150	~83
Home Improvement Centre	79	~50	~29
Bathroom Specialist	51	~30	~21
Kitchen Specialist	30	~20	~10
Architectural Ironmongers	238	~150	~88
Others	763	~400	~363

9,550 individuals were analysed (100% of the audit issue)

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AVERAGE CIRCULATION ANALYSIS

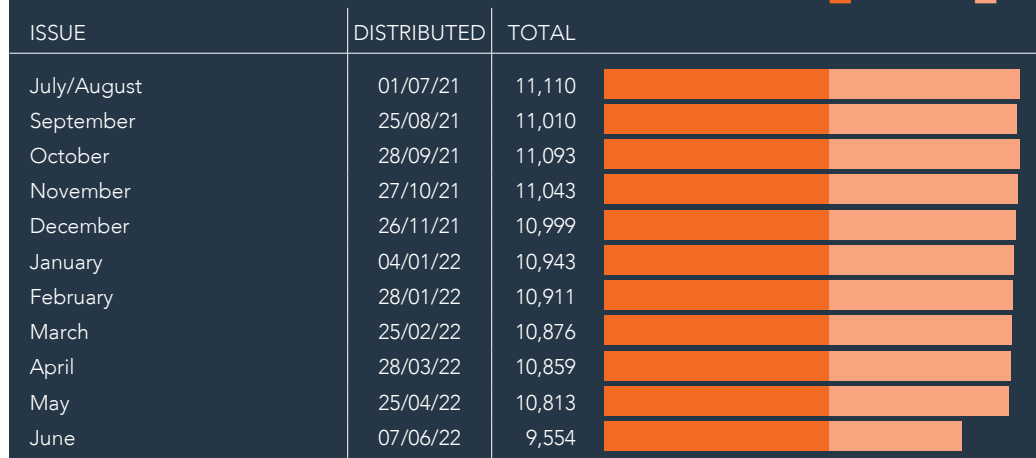
	TOTAL	UNITED KINGDOM	OTHER COUNTRIES
AVERAGE CIRCULATION	10,837	10,837	-
PRINT	6,000	6,000	-
DIGITAL	4,837	4,837	-

ISSUE VARIANCES

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

June by -11.84%

ISSUE ANALYSIS



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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