

PROFESSIONAL BUILDERS
MERCHANT
JULY 2019 TO JUNE 2020



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



9,912
CIRCULATION
(AVERAGE PER ISSUE)

For more information:



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100%

CONTROLLED FREE
Issue distributed 27/03/20

OTHER FREE
Issue distributed 27/03/20

PAID

Issue distributed 27/03/20

MEMBERSHIP
Issue distributed 27/03/20

MONTHLY

11 ISSUES

BUILDING

MARKET SECTOR

PROFESSIONAL BUILDERS MERCHANT

JULY 2019 TO JUNE 2020



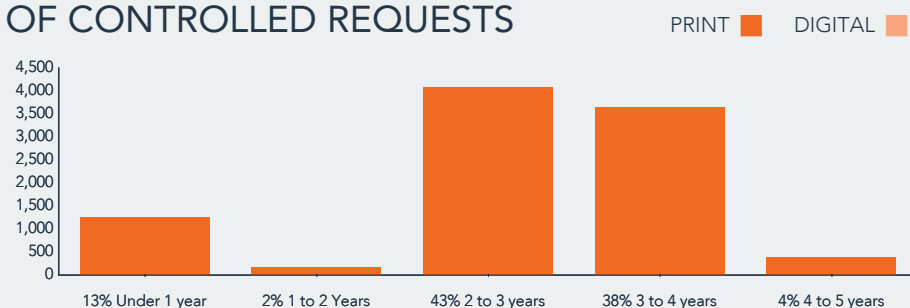
AUDIT ISSUE ANALYSIS	TOTAL	UNITED KINGDOM	OTHER COUNTRIES	PRINT EDITION	UNITED KINGDOM	OTHER COUNTRIES	DIGITAL EDITION	UNITED KINGDOM	OTHER COUNTRIES
ISSUE DISTRIBUTED 27/03/20	9,499	9,499	-	9,499	9,499	-	-	-	-
FREE COPIES	9,499	9,499	-	9,499	9,499	-	-	-	-
CONTROLLED FREE	9,499	9,499	-	9,499	9,499	-	-	-	-
REQUESTED (INDIVIDUAL)	9,499	9,499	-	9,499	9,499	-	-	-	-
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 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 CONTROLLED REQUESTS



DEMOGRAPHIC ANALYSIS OF AUDIT ISSUE

Industry/Business/Sector

DESCRIPTION	TOTAL	Total
Builders Merchant	5,516	
Plumbing Merchant	2,517	
Timber Merchant	471	
Heating Merchant	110	
Decorators Merchant	287	
Home Improvement Centre	2	
Bathroom Specialist	58	
Kitchen Specialist	36	
Architectural Ironmongers	179	
Others	323	














9,499 individuals were analysed (100% of the audit issue)

PROFESSIONAL BUILDERS MERCHANT

JULY 2019 TO JUNE 2020



















Job Function

DESCRIPTION	TOTAL	Total 
Branch Manager	4,412	
Counter Manager/Supervisor	1,366	
Lightside Buyer/Manager	3	
Heavyside Buyer/Manager	3	
General Buyer	62	
Sales Manager/Sales Representative	1,242	
Directors	2,025	
Depot Manager	80	
Computer/ IT Manager	30	
Commercial/Operation & General Manager	164	
Associated Members	7	
Others	105	

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GEOGRAPHIC ANALYSIS

PRINT  DIGITAL 

REGION/AREA	TOTAL	
United Kingdom	9,499	
East Anglia	440	
East Midlands	741	
London	440	
Midlands	861	
North West	919	
Northern	391	
South East	2,391	
South West	1,055	
Yorkshire	772	
Northern Ireland	285	
Scotland	649	
Wales	555	

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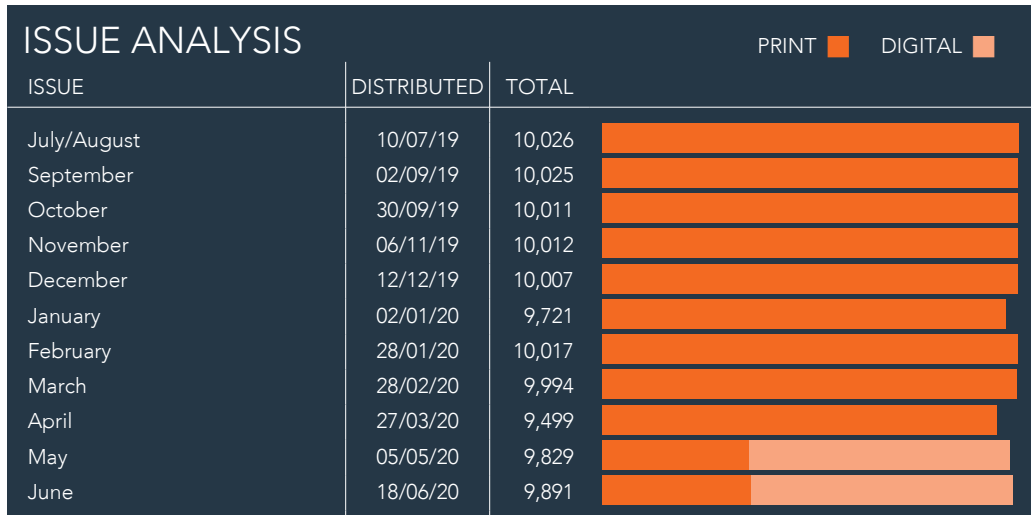
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AVERAGE CIRCULATION ANALYSIS

	TOTAL	UNITED KINGDOM	OTHER COUNTRIES
AVERAGE CIRCULATION	9,912	9,912	-
PRINT EDITION	8,767	8,767	-
DIGITAL EDITION	1,145	1,145	-



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