

PROFESSIONAL MOTOR MECHANIC

JULY 2023 TO JUNE 2024



PMM

PROFESSIONAL MOTOR MECHANIC

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



50,124

CIRCULATION (AVERAGE PER ISSUE)

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www.abc.org.uk

27.5%

CONTROLLED FREE
Issue distributed 01/06/24

72.5%

OTHER FREE
Issue distributed 01/06/24

PAID

Issue distributed 01/06/24

MEMBERSHIP

Issue distributed 01/06/24

MONTHLY

11 ISSUES

RETAILING & WHOLESALE

MARKET SECTOR

PROFESSIONAL MOTOR MECHANIC

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 01/06/24	58,819	58,819	-	42,672	42,672	-	16,147	16,147	-
FREE COPIES	58,819	58,819	-	42,672	42,672	-	16,147	16,147	-
CONTROLLED FREE	16,147	16,147	-	-	-	-	16,147	16,147	-
REQUESTED (INDIVIDUAL)	-	-	-	-	-	-	-	-	-
REQUESTED (COLLEAGUE)	-	-	-	-	-	-	-	-	-
NON-REQUESTED (NAME)	16,147	16,147	-	-	-	-	16,147	16,147	-
NON-REQUESTED (JOB)	-	-	-	-	-	-	-	-	-
OTHER FREE	42,672	42,672	-	42,672	42,672	-	-	-	-
FREE REQUESTED DELIVERED	-	-	-	-	-	-	-	-	-
NON-CONTROLLED FREE	-	-	-	-	-	-	-	-	-
MONITORED FREE DISTRIBUTION	42,672	42,672	-	42,672	42,672	-	-	-	-
SAMPLE FREE DISTRIBUTION	-	-	-	-	-	-	-	-	-
MEMBERSHIP COPIES	-	-	-	-	-	-	-	-	-
PAID COPIES	-	-	-	-	-	-	-	-	-
PAID SUBSCRIPTIONS	-	-	-	-	-	-	-	-	-
INDIVIDUAL	-	-	-	-	-	-	-	-	-
ALL YOU CAN READ	-	-	-	-	-	-	-	-	-
MULTIPLE COPY	-	-	-	-	-	-	-	-	-
CORPORATE	-	-	-	-	-	-	-	-	-
PAID SINGLE COPIES	-	-	-	-	-	-	-	-	-



AUDIT ISSUE ANALYSIS

FREE COPIES DESCRIPTION

CONTROLLED: Automotive technicians and workshop owners/managers plus visitors to the Mechanex tradeshows.

MONITORED: The magazine is distributed free of charge through selected Motor Factors in England, Scotland and Wales. The scheduled distribution date is the first day of the month of publication.

MONITORED FREE TYPE

MONITORED - NET BY HAND

MONITORED - NET OTHER

MONITORED - GROSS

42,672



MONITORED FREE DISTRIBUTION

TYPE

COPIES DISTRIBUTED

Motor Factors

42,672



AVERAGE CIRCULATION ANALYSIS

	TOTAL	UNITED KINGDOM	OTHER COUNTRIES
AVERAGE CIRCULATION	50,124	50,124	-
PRINT	42,436	42,436	-
DIGITAL	7,688	7,688	-

ISSUE ANALYSIS

PRINT ■ DIGITAL ■

ISSUE	DISTRIBUTED	TOTAL	PRINT	DIGITAL
July/August	01/07/23	46,288	46,288	0
September	01/09/23	46,482	46,482	0
October	01/10/23	46,311	46,311	0
November	01/11/23	46,367	46,367	0
December	01/12/23	48,112	48,112	0
January	01/01/24	47,781	47,781	0
February	01/02/24	47,701	47,701	0
March	01/03/24	47,570	47,570	0
April	01/04/24	57,872	50,184	7,688
May	01/05/24	58,067	50,379	7,688
June	01/06/24	58,819	50,131	8,688

ISSUE VARIANCES > 10%

--- AVERAGE CIRCULATION



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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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