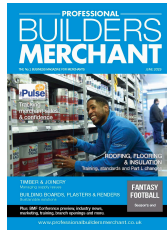


PROFESSIONAL BUILDERS
MERCHANT
JULY 2022 TO JUNE 2023



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



11,732
CIRCULATION
(AVERAGE PER ISSUE)

For more information:

Hamerville Media Group Ltd

pbm@hamerville.co.uk

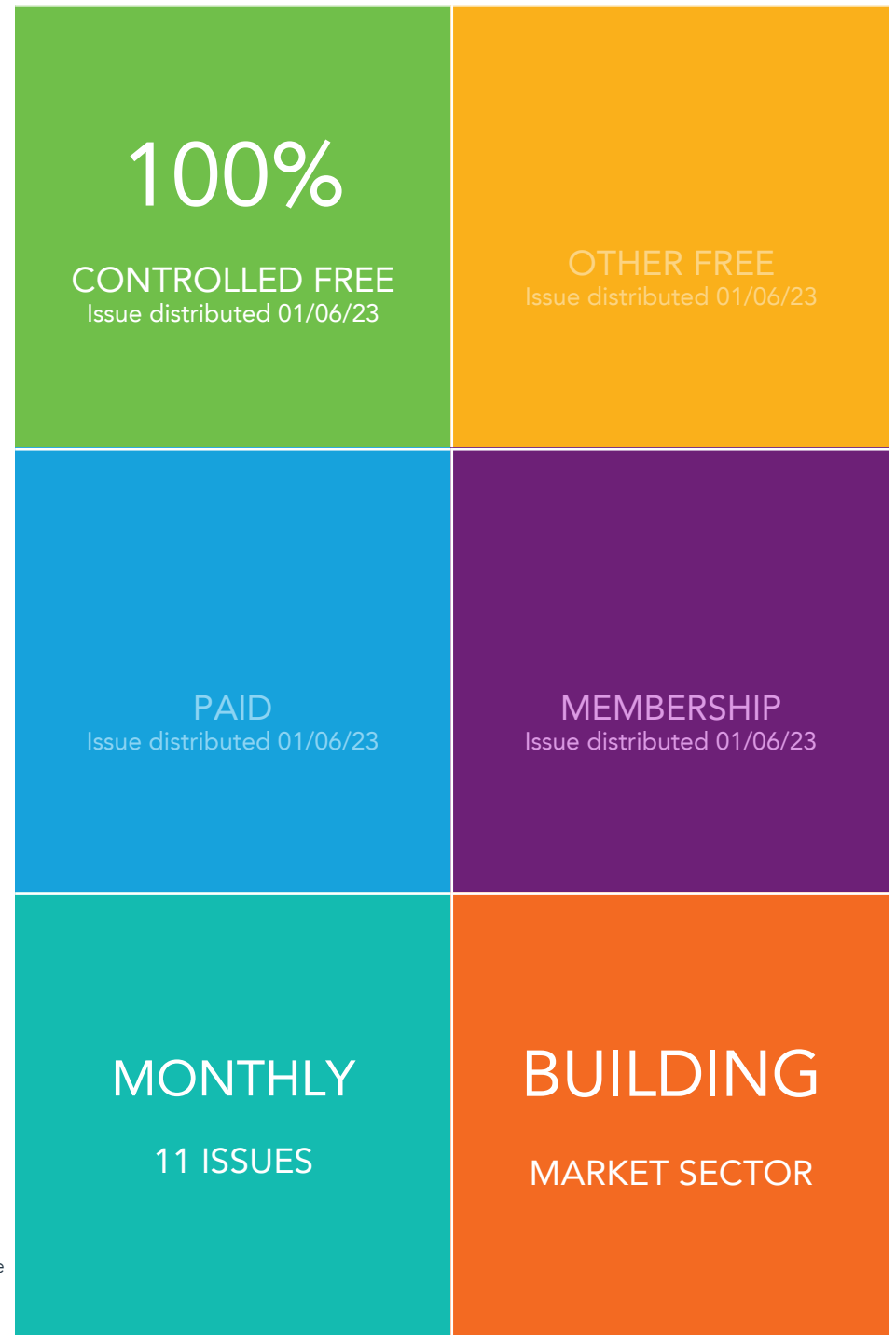
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Issued: 07 Aug 2023

See page 4 for additional information about this certificate

www.abc.org.uk



PROFESSIONAL BUILDERS MERCHANT

JULY 2022 TO JUNE 2023



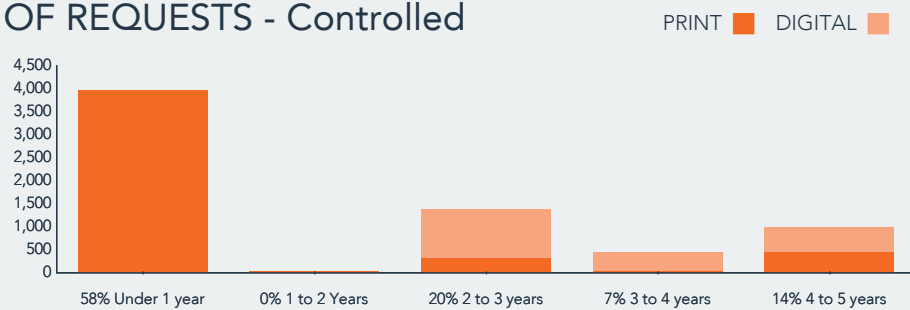
AUDIT ISSUE ANALYSIS	TOTAL	UNITED KINGDOM	OTHER COUNTRIES	PRINT	UNITED KINGDOM	OTHER COUNTRIES	DIGITAL	UNITED KINGDOM	OTHER COUNTRIES
ISSUE DISTRIBUTED 01/06/23	9,594	9,594	-	6,000	6,000	-	3,594	3,594	-
FREE COPIES	9,594	9,594	-	6,000	6,000	-	3,594	3,594	-
CONTROLLED FREE	9,594	9,594	-	6,000	6,000	-	3,594	3,594	-
REQUESTED (INDIVIDUAL)	6,825	6,825	-	4,823	4,823	-	2,002	2,002	-
REQUESTED (COLLEAGUE)	-	-	-	-	-	-	-	-	-
NON-REQUESTED (NAME)	2,769	2,769	-	1,177	1,177	-	1,592	1,592	-
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	-	-	-	-	-	-	-	-	-

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

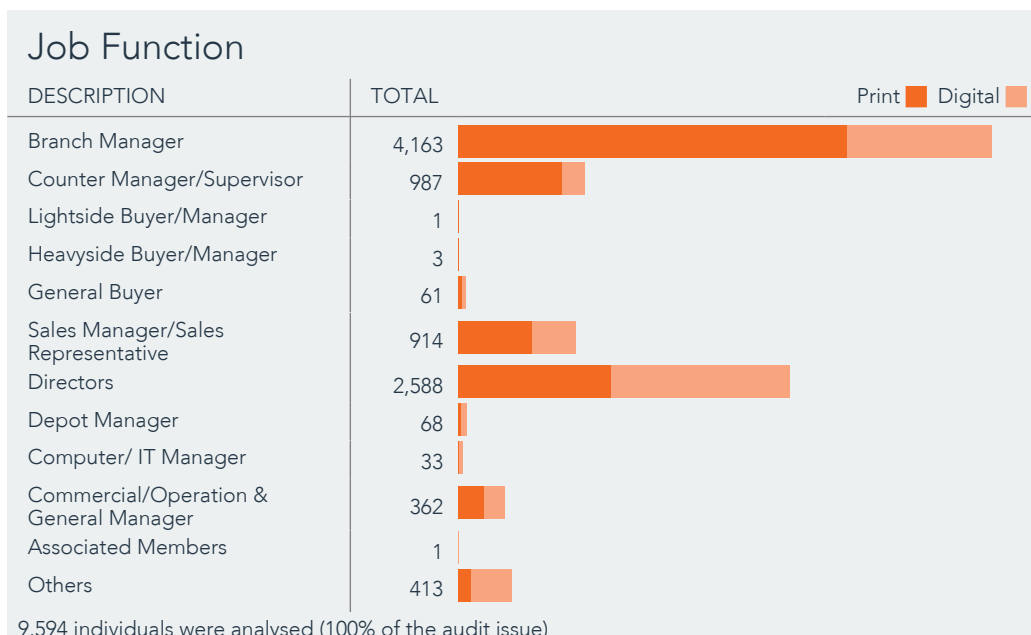
Industry/Business/Sector

DESCRIPTION	TOTAL	Print	Digital
Builders Merchant	4,809	~3,800	~1,000
Plumbing Merchant	2,097	~1,500	~600
Timber Merchant	1,207	~800	~400
Heating Merchant	252	~200	~50
Decorators Merchant	268	~200	~70
Home Improvement Centre	27	~20	~7
Bathroom Specialist	48	~40	~8
Kitchen Specialist	466	~300	~170
Architectural Ironmongers	196	~150	~50
Others	224	~150	~70

9,594 individuals were analysed (100% of the audit issue)

PROFESSIONAL BUILDERS MERCHANT

JULY 2022 TO JUNE 2023



AVERAGE CIRCULATION ANALYSIS

	TOTAL	UNITED KINGDOM	OTHER COUNTRIES
AVERAGE CIRCULATION	11,732	11,732	-
PRINT	6,106	6,106	-
DIGITAL	5,626	5,626	-

ISSUE ANALYSIS

ISSUE	DISTRIBUTED	TOTAL	PRINT	DIGITAL
July/August	01/07/22	12,174	11,000	1,174
September	26/08/22	12,093	11,000	1,093
October	04/10/22	12,050	11,000	1,050
November	31/10/22	12,022	11,000	1,022
December	28/11/22	11,965	11,000	965
January	05/01/23	11,931	11,000	931
February	30/01/23	11,888	11,000	888
March	27/02/23	11,819	11,000	819
April	24/03/23	11,780	11,000	780
May	26/04/23	11,739	11,000	739
June	01/06/23	9,594	11,000	1,406

ISSUE VARIANCES

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

June by -18.22%

ADDITIONAL INFORMATION

The Industry Business Sector table was amended by the publisher prior to audit.

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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