Consumer Magazines

Combined Total Circulation Certificate
January to December 2015



Setting the standard

Homebuilding & Renovating

Homebuilding & Renovating



Key information

Metric type Circulation

ABC total 24,891 average - print & digital (gross) 24,271 average (print) 620 average (digital)

Period

1 January 2015 to 31 December 2015

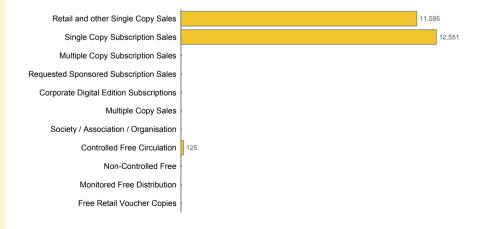
No of issues

12

Market sector Home Interest: DIY Circulation analysis

Active	ly purchased - print & digital circulation (UK & ROI)	99.5%
Multip	acked Retail sales circulation	0.7%
Price:	Basic cover price	£4.35
	Published annual UK subscription rate	£39.15
	Published annual ROI subscription rate	£58.00
	Published annual other countries subscription rate	£58 00 to £88 00

Circulation breakdown (print only)



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1 January to 31 December 2015

Analysis of Circulation

	Total	UK & Rol	Other Countries
Average Circulation - print & digital (gross)	24,891	24,886	5

	Tot	tal	UK 8	Rol	Other Countries	
	Print	Digital	Print	Digital	Print	Digital
Average Circulation Per Issue	24,271	620	24,327	559	56	61
Retail and Single Copy Sales	11,595	74	11,707	69	-112	5
At Basic Cover Price	11,151	1	11,263	-	-112	1
Below BCP but not less than 50%	-	73	-	69	-	4
Less than 50% of BCP but not less than 20%	444	-	444	-	-	-
Less than 20% of BCP		-		-		-
Single Copy Subscription Sales	12,551	546	12,495	490	56	56
At Basic Annual Rate	5,294	-	5,238	-	56	-
Below BAR but not less than 50%	7,235	539	7,235	490	-	49
Less than 50% of BAR but not less than 20%	20	7	20	-	-	7
Less than 20% of BAR but not less than 10%	2	-	2	-	-	-
Less than 10% of BAR	-	-	-	-	-	-
Multiple Copy Subscription Sales	-		-		-	
Corporate Subscription Sales		-		-		-
Multiple Copy Sales	-		-		-	
Society / Association / Organisation Circulation	-	-	-	-	-	-
Controlled Free Circulation	125	-	125	-	-	-
Individually Requested	125	-	125	-	-	-
Company Requested	-		-		- 1	
Non-Requested - by Name	-		-		-	
Non-Requested - by Job Title / Function	-		-		-	
Non-Controlled Free Circulation	-		-		-	
Monitored Free Distribution	-		-		-	
Free Retail Voucher Copies	-		-		-	

Actively Purchased Analysis

	Total		UK & Rol		Other Countries	
Actively Purchased - print & digital	99.5%		99.5%		100%	
	Print	Digital	Print	Digital	Print	Digital
	99.5%	100%	99.5%	100%	100%	100%

Other Analysis

Multi Packed Retail Circulation (Print)	
Publication Active Views (Digital)	

Total	United Kingdom & Republic of Ireland	Other Countries
0.7%		
-	•	_

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1 January to 31 December 2015

Price: The following prices are accurate for the end of the audit period.

Basic Cover Price£4.35Published Annual UK Subscription Rate£39.15Published Annual Rol Subscription Rate£58.00

Published annual other countries subscription rate £58.00 to £88.00

Duplication:

The mailing list for the audit issue was tested, the level of duplication found was: 1%

Controlled Circulation (print only)

The terms of control at the end of the audit period were:

Copies are mailed to individuals in the home building and renovating industry, competition winners and individuals working in PR and marketing.

Age of Requests - based on the documentation for the issue distributed on: 24-Sep-2015

	Quantity	Percent	
Total	125	100	
1 to 12 months	125	100	
13 to 24 months	-	-	
25 to 36 months	-	-	

Issue by Issue Analysis (print only)

Only variances of 10% or more are reported

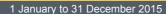
	Issue Variance from Total Average	Monitored Free Distribution			
Cover Date or Issue Identifier		Total	Net by Hand	Net - Other	Gross
March 2015	-	-	-	-	-
April 2015	14.02	-	-	-	-
May 2015	10.96	-	-	-	-
June 2015	-	-	-	-	-
July 2015	-12.06	-	-	-	-
August 2015	-	-	-	-	-
September 2015	-	-	-	-	-
October 2015	-	-	-	-	-
November 2015	-	-	-	-	-
December 2015	-	-	-	-	-
January 2016	-	-	-	-	-
February 2016	_	_	_	_	_

Multipacks

Cover Date or Issue Identifier	Retail and other Single Copy Sales - Multipacked		Other title(s) multipacked
March 2015	-		
April 2015	-	-	
May 2015	937	6.4%	Bumper Pack (HBR, RH and PLM)
June 2015	-	-	
July 2015	-	-	
August 2015	-	-	
September 2015	-	-	
October 2015	-	-	
November 2015	-	-	
December 2015	-	-	
January 2016	-	-	
February 2016	-	-	

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Issue by Issue Circulation Analysis (print only)

Data does not include adjustments for prior audit period reconciliations.

Issue Identifier	Total Circulation	Actively Purchased Circulation (Print)	% Actively Purchased (Print)
March 2015	23,089	23,034	99.8%
April 2015	27,673	27,606	99.8%
May 2015	26,932	26,851	99.7%
June 2015	24,703	24,611	99.6%
July 2015	21,344	21,239	99.5%
August 2015	24,453	24,338	99.5%
September 2015	24,198	24,069	99.5%
October 2015	23,148	23,013	99.4%
November 2015	25,266	25,132	99.5%
December 2015	24,089	23,951	99.4%
January 2016	23,893	23,739	99.4%
February 2016	23,799	23.504	98.8%

More Information

'Gross' appended to the print and digital total reflects that the print total and the digital total have been combined without de-duplication.

To find out more about ABC, please visit www.abc.org.uk

To find out more about the Consumer Magazines sector and the definitions used on this certificate, please visit: www.abcstandards.org.uk

About this certificate

This certificate was issued on 11 February 2016.

The data included is derived from a return of circulation prepared by the publisher: Centaur Special Interest Media.

The Publisher has certified that the data has been reported in accordance with ABC reporting standards. If an audit or inspection reveals a material difference ABC will revise and re-issue the certificate together with an audit/inspection report detailing the changes. For details of audit or inspection reports issued or the reporting standards and procedures, please contact ABC.

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