

Consumer Magazines

Combined Total Circulation Certificate

January to December 2015



Setting the standard

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Key information

Metric type

Circulation

ABC total

27,551 average - print & digital (gross)

27,366 average (print)

185 average (digital)

Period

1 January 2015 to 31 December 2015

No of issues

12

Market sector

Women's Interests: Home interests

Circulation analysis

Actively purchased - print & digital circulation (UK & ROI)	99.8%
Multipacked Retail sales circulation	0.3%
Price: Basic cover price	£3.70
Published annual UK subscription rate	£33.30
Published annual ROI subscription rate	£58.00
Published annual other countries subscription rate	£52.50 to £88.00

Circulation breakdown (print only)

Retail and other Single Copy Sales	22,575
Single Copy Subscription Sales	4,747
Multiple Copy Subscription Sales	
Requested Sponsored Subscription Sales	
Corporate Digital Edition Subscriptions	
Multiple Copy Sales	
Society / Association / Organisation	
Controlled Free Circulation	44
Non-Controlled Free	
Monitored Free Distribution	
Free Retail Voucher Copies	

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Analysis of Circulation

	Total	UK & Rol	Other Countries
Average Circulation - print & digital (gross)	27,551	27,496	55

	Total		UK & Rol		Other Countries	
	Print	Digital	Print	Digital	Print	Digital
Average Circulation Per Issue	27,366	185	27,331	165	35	20
Retail and Single Copy Sales	22,575	44	22,575	42	-	2
At Basic Cover Price	22,206	9	22,206	9	-	-
Below BCP but not less than 50%	-	35	-	33	-	2
Less than 50% of BCP but not less than 20%	369	-	369	-	-	-
Less than 20% of BCP	-	-	-	-	-	-
Single Copy Subscription Sales	4,747	141	4,712	123	35	18
At Basic Annual Rate	1,224	1	1,189	1	35	-
Below BAR but not less than 50%	3,319	140	3,319	122	-	18
Less than 50% of BAR but not less than 20%	194	-	194	-	-	-
Less than 20% of BAR but not less than 10%	10	-	10	-	-	-
Less than 10% of BAR	-	-	-	-	-	-
Multiple Copy Subscription Sales	-	-	-	-	-	-
Corporate Subscription Sales	-	-	-	-	-	-
Multiple Copy Sales	-	-	-	-	-	-
Society / Association / Organisation Circulation	-	-	-	-	-	-
Controlled Free Circulation	44	-	44	-	-	-
Individually Requested	44	-	44	-	-	-
Company Requested	-	-	-	-	-	-
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	99.8%		99.8%		100%	
	Print	Digital	Print	Digital	Print	Digital
	99.8%	100%	99.8%	100%	100%	100%

Other Analysis

	Total	United Kingdom & Republic of Ireland	Other Countries
Multi Packed Retail Circulation (Print)	0.3%		
Publication Active Views (Digital)	-	-	-

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

Basic Cover Price	£3.70
Published Annual UK Subscription Rate	£33.30
Published Annual RoI Subscription Rate	£58.00
Published annual other countries subscription rate	£52.50 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:

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

Copies are mailed to individuals in the home interest sector, competition winners and individuals working in PR and marketing.

	Quantity	Percent
Total	44	100
1 to 12 months	44	100
13 to 24 months	-	-
25 to 36 months	-	-

Issue by Issue Analysis (print only)

Only variances of 10% or more are reported

Cover Date or Issue Identifier	Issue Variance from Total Average	Monitored Free Distribution			
		Total	Net by Hand	Net - Other	Gross
March 2015	-	-	-	-	-
April 2015	22.07	-	-	-	-
May 2015	-	-	-	-	-
June 2015	-	-	-	-	-
July 2015	-	-	-	-	-
August 2015	12.00	-	-	-	-
September 2015	-13.77	-	-	-	-
October 2015	-	-	-	-	-
November 2015	-	-	-	-	-
December 2015	-13.74	-	-	-	-
January 2016	-	-	-	-	-
February 2016	-	-	-	-	-

Multipacks

Cover Date or Issue Identifier	Retail and other Single Copy Sales - Multipacked		Other title(s) multipacked
March 2015	-	-	Bumper Pack (HBR. RH and PLM)
April 2015	-	-	
May 2015	937	4.5%	
June 2015	-	-	
July 2015	-	-	
August 2015	-	-	
September 2015	-	-	
October 2015	-	-	
November 2015	-	-	
December 2015	-	-	
January 2016	-	-	
February 2016	-	-	

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	25,256	25,243	99.9%
April 2015	33,407	33,387	99.9%
May 2015	25,809	25,778	99.9%
June 2015	29,473	29,439	99.9%
July 2015	27,124	27,086	99.9%
August 2015	30,650	30,606	99.9%
September 2015	23,598	23,549	99.8%
October 2015	28,035	27,985	99.8%
November 2015	28,352	28,302	99.8%
December 2015	23,605	23,544	99.7%
January 2016	27,365	27,296	99.7%
February 2016	27,390	27,321	99.7%

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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ABC Ref: 13975/CA:20160211/CMv23