

# Business Magazines

Combined Total Circulation Certificate  
January to December 2016



Setting the standard

## Maritime Journal



### Key information

#### Metric type

Circulation

#### ABC total

6,208 average

#### Period

1 January 2016 to 31 December 2016

#### No of issues

12

#### Market sector

Ships & Marine: General

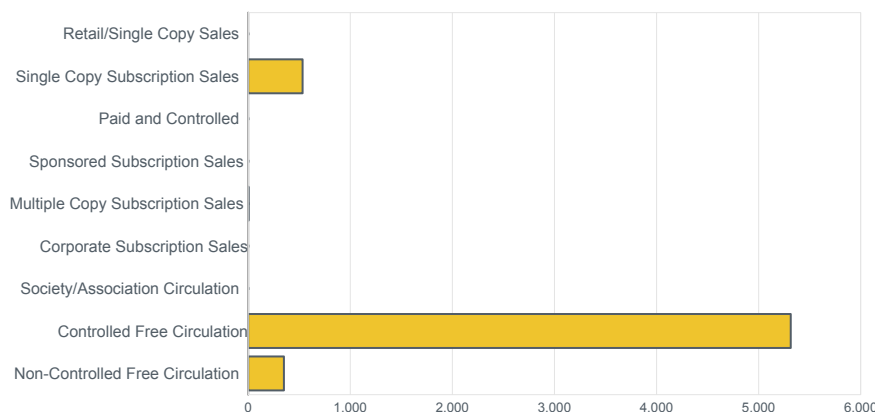
### Audit issue circulation analysis

	% of circulation
Retail & Single Copy Sales	0%
Single Copy Subscription Sales	8.6%
Paid and Controlled	0%
Sponsored Subscription Sales	0%
Multiple Copy Subscription Sales	0.05%
Corporate Subscription Sales	0%
Society/Association/Organisation Circulation	0%
Controlled Free Circulation	85.71%
Non-Controlled Free Circulation	5.65%

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### Audit issue circulation breakdown - Print/Digital



	Total			United Kingdom			Other Countries		
	Total	Total Print	Total Digital	Total	Print Edition	Digital Edition	Total	Print Edition	Digital Edition
Average Circulation Per Issue	6,208	6,208	-	3,204	3,204	-	3,004	3,004	-
Average Retail Sales Per Issue	-	-	-	-	-	-	-	-	-

**Analysis for the Audit issue cover dated November 2016 and distributed on 28 November 2016**

<b>Audit Issue Circulation</b>	6,200	6,200	-	3,199	3,199	-	3,001	3,001	-
<b>Retail &amp; Other Single Copy Sales</b>	-	-	-	-	-	-	-	-	-
<b>Single Copy Subscription Sales</b>	533	533	-	340	340	-	193	193	-
At full rate	486	486	-	302	302	-	184	184	-
Less than full rate but not 50%	47	47	-	38	38	-	9	9	-
Less than 50% but not 20%	-	-	-	-	-	-	-	-	-
Less than 20% but not 10%	-	-	-	-	-	-	-	-	-
Less than 10% of full rate	-	-	-	-	-	-	-	-	-
<b>Paid and Controlled</b>	-	-	-	-	-	-	-	-	-
<b>Sponsored Subscription Sales</b>	-	-	-	-	-	-	-	-	-
<b>Multiple Copy Subscription Sales</b>	3	3	-	-	-	-	3	3	-
At full rate	3	3	-	-	-	-	3	3	-
Less than full rate but not 50%	-	-	-	-	-	-	-	-	-
Less than 50% but not 20%	-	-	-	-	-	-	-	-	-
Less than 20% but not 10%	-	-	-	-	-	-	-	-	-
Less than 10% of full rate	-	-	-	-	-	-	-	-	-
<b>Corporate Subscription Sales</b>	-	-	-	-	-	-	-	-	-
<b>Society/Association/Organisation</b>	-	-	-	-	-	-	-	-	-
<b>Controlled Free Circulation</b>	5,314	5,314	-	2,626	2,626	-	2,688	2,688	-
Individual requests	3,355	3,355	-	2,626	2,626	-	729	729	-
Company requests	-	-	-	-	-	-	-	-	-
Non-requested by name	1,061	1,061	-	-	-	-	1,061	1,061	-
Non-requested by job title / function	898	898	-	-	-	-	898	898	-
<b>Non-Controlled Free Circulation</b>	350	350	-	233	233	-	117	117	-
By name	346	346	-	232	232	-	114	114	-
Not by name	4	4	-	1	1	-	3	3	-

**Duplication**

The level of duplication on the mailing list for the audit issue was: 0%

**Basic cover price & subscription rates for the audit issue**

Basic cover price (UK):

Basic cover price (Rol):

Basic annual rate (UK): £83.50

Basic annual rate (OC): £96.00 to £128.00

### Controlled circulation for the audit issue

Terms of control: Individuals in the commercial marine business who are involved in the decision making process of buying vessels, equipment or commissioning services, and to attendees of commercial marine exhibitions.

	Total		0-1 Year		1-2 Years		2-3 Years	
	Qty	%	Qty	%	Qty	%	Qty	%
<b>Total</b>	<b>3,355</b>	<b>100.0</b>	<b>956</b>	<b>28.5</b>	<b>1,314</b>	<b>39.2</b>	<b>1,085</b>	<b>32.3</b>
Individual Requests - Print	3,355	100.0	956	28.5	1,314	39.2	1,085	32.3
Individual Requests - Digital	-	-	-	-	-	-	-	-
Company Requests - Print	-	-	-	-	-	-	-	-
Company Requests - Digital								

### Issue by issue analysis (variances will show only if over 10% +/- the average net circulation)

Cover Date / ID	Distribution Date	Total Circulation	Print	Digital	Variance %
January 2016	29-Jan-16	6,200	6,200	-	-
February 2016	26-Feb-16	6,200	6,200	-	-
March 2016	30-Mar-16	6,200	6,200	-	-
April 2016	26-Apr-16	6,200	6,200	-	-
May 2016	18-May-16	6,304	6,304	-	-
June 2016	14-Jun-16	6,189	6,189	-	-
July 2016	29-Jul-16	6,200	6,200	-	-
August 2016	24-Aug-16	6,196	6,196	-	-
September 2016	29-Sep-16	6,200	6,200	-	-
October 2016	31-Oct-16	6,200	6,200	-	-
November 2016	28-Nov-16	6,200	6,200	-	-
December 2016	28-Dec-16	6,200	6,200	-	-

### Other Bulk Distribution (Please note. these copies are NOT included in the circulation of any issue)

Cover Date / ID	Distribution Date	Total Bulk Copies	Rate	Category/Distribution Location
<b>Total</b>		<b>8,150</b>		
January 2016	23-Feb-2016	200	Free	International Conference on Ocean Energy - Edinburgh. United Kingdom
February 2016	15-Mar-2016	300	Free	Oceanology 2016 - London. United Kingdom
February 2016	16-Mar-2016	300	Free	Asia Pacific Maritime - Singapore
March 2016	27-Apr-2016	300	Free	All Energy - Glasgow. United Kingdom
April 2016	23-May-2016	300	Free	International Tug & Salvage - Boston. USA
May 2016	21-Jun-2016	200	Free	Global Offshore Wind - Manchester. United Kingdom
June 2016	14-Jun-2016	4,000	Free	Seawork International - Southampton. United Kingdom
August 2016	06-Sep-2016	1,000	Free	SMM - Hamburg. Germany
September 2016	25-Oct-2016	500	Free	Offshore Energy. Netherlands
September 2016	12-Oct-2016	50	Free	Renewables Marketplace - Liverpool. United Kingdom
October 2016	15-Nov-2016	500	Free	METS 2016 - Amsterdam. Netherlands
October 2016	29-Nov-2016	200	Free	Seawork Asia - Shanghai. China
November 2016	30-Nov-2016	300	Free	International Workboat Show - New Orleans. USA

## More Information

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'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](http://www.abc.org.uk)

To find out more about the Business Magazines sector and the definitions used on this certificate, please visit: [www.abcstandards.org.uk](http://www.abcstandards.org.uk)

## About this certificate

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This certificate was issued on 23 January 2017.

The data included is derived from a return of circulation prepared by the publisher: Mercator Media Ltd.

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: 10256/CA:20170123/BMSv21