

# Business Magazines

Combined Total Circulation Certificate

January to December 2017



Setting the standard

Maritime Journal

# MARITIME JOURNAL

INSIGHT FOR THE EUROPEAN  
COMMERCIAL MARINE BUSINESS



## Key information

### Metric type

Circulation

### ABC total

6,199 average - print & digital (gross)

6,199 average (print)

0 average (digital)

### Period

1 January 2017 to 31 December 2017

### No of issues

12

### Market sector

Ships & Marine: General

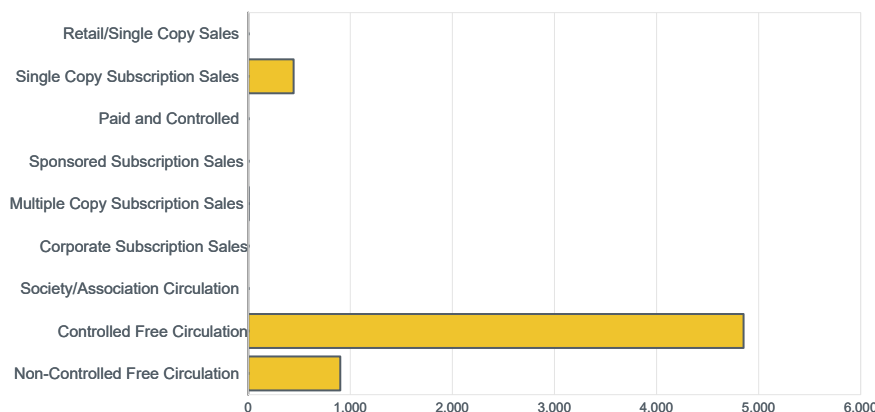
### Contact details

Mercator Media Ltd  
Louise Clarke  
Head of Media Sales  
Spinnaker House  
Waterside Gardens  
Fareham  
PO16 8SD  
01329 825335  
sales@maritimejournal.com  
www.maritimejournal.com

## Audit issue circulation analysis

	% of circulation
Retail & Single Copy Sales	0%
Single Copy Subscription Sales	7.18%
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	78.23%
Non-Controlled Free Circulation	14.54%

## 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	6,199	6,199	-	3,209	3,209	-	2,990	2,990	-
Average Retail Sales Per Issue	-	-	-	-	-	-	-	-	-

**Analysis for the Audit issue cover dated November 2017 and distributed on 29 November 2017**

<b>Audit Issue Circulation</b>	6,202	6,202	-	3,202	3,202	-	3,000	3,000	-
<b>Retail &amp; Other Single Copy Sales</b>	-	-	-	-	-	-	-	-	-
<b>Single Copy Subscription Sales</b>	445	445	-	275	275	-	170	170	-
At full rate	343	343	-	214	214	-	129	129	-
Less than full rate but not 50%	102	102	-	61	61	-	41	41	-
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>	4,852	4,852	-	2,163	2,163	-	2,689	2,689	-
Individual requests	2,729	2,729	-	2,163	2,163	-	566	566	-
Company requests	-	-	-	-	-	-	-	-	-
Non-requested by name	1,317	1,317	-	-	-	-	1,317	1,317	-
Non-requested by job title / function	806	806	-	-	-	-	806	806	-
<b>Non-Controlled Free Circulation</b>	902	902	-	764	764	-	138	138	-
By name	897	897	-	764	764	-	133	133	-
Not by name	5	5	-	-	-	-	5	5	-

**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): £85.00

Basic annual rate (OC): £98.00 to £130.50

### 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>2,729</b>	<b>100.0</b>	<b>638</b>	<b>23.4</b>	<b>929</b>	<b>34.0</b>	<b>1,162</b>	<b>42.6</b>
Individual Requests - Print	2,729	100.0	638	23.4	929	34.0	1,162	42.6
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 2017	31-Jan-17	6,197	6,197	-	-
February 2017	27-Feb-17	6,200	6,200	-	-
March 2017	27-Mar-17	6,200	6,200	-	-
April 2017	24-Apr-17	6,200	6,200	-	-
May 2017	19-May-17	6,200	6,200	-	-
June 2017	14-Jun-17	6,196	6,196	-	-
July 2017	25-Jul-17	6,200	6,200	-	-
August 2017	30-Aug-17	6,196	6,196	-	-
September 2017	28-Sep-17	6,200	6,200	-	-
October 2017	30-Oct-17	6,200	6,200	-	-
November 2017	29-Nov-17	6,202	6,202	-	-
December 2017	28-Dec-17	6,196	6,196	-	-

**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>8,980</b>		
January 2017	23-Feb-2017	150	Free	Renewable UK Wave & Tidal. London - UK
February 2017	05-Apr-2017	500	Free	Europort. Istanbul - Turkey
March 2017	04-Apr-2017	500	Free	Ocean Business. Southampton - UK
March 2017	24-Apr-2017	80	Free	Hybrid & Next Generation. Southampton - UK
April 2017	29-Apr-2017	500	Free	All Energy. Southampton - UK
April 2017	23-May-2017	700	Free	Tugnology. Rotterdam - Netherlands
April 2017	30-May-2017	200	Free	Norshipping. Lillestrom - Norway
May 2017	06-Jun-2017	300	Free	Offshore Wind Energy (Renewable UK). London - UK
June 2017	12-Jun-2017	4,000	Free	Seawork International. Southampton - UK
August 2017	05-Sep-2017	300	Free	SPE Offshore. Aberdeen - UK
September 2017	09-Oct-2017	500	Free	Offshore Energy. Amsterdam - Netherlands
October 2017	07-Nov-2017	1,000	Free	Europort. Rotterdam - Netherlands
October 2017	29-Nov-2017	250	Free	International Workboat Show. New Orleans. USA

**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](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**

This certificate was issued on 21 February 2018.

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

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