

Business Magazines

Combined Total Circulation Certificate

January to December 2017



Setting the standard

Comms Business

COMMSBUSINESS

The No.1 Magazine for Voice, Data and Mobile Channels www.commsbusiness.co.uk



Key information

Metric type

Circulation

ABC total

18,879 average (total)
15,198 average (print)
3,681 average (digital)

Period

1 January 2017 to 31 December 2017

No of issues

12

Market sector

Communications

Contact details

Swink Media LLP
Paul Johnson
Managing Director
Hawley Mill
Hawley Road
Dartford
Kent
DA2 7TJ
01322 221144
paul@commsbusiness.co.uk
www.commsbusiness.co.uk

Audit issue circulation analysis

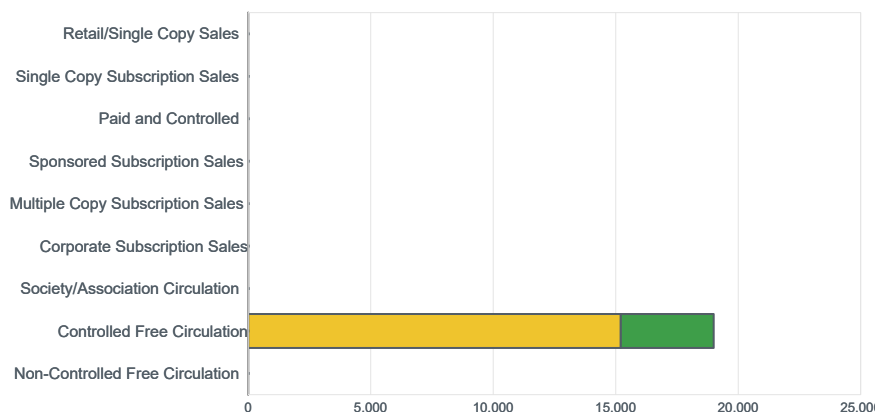
	% of circulation
Retail & Single Copy Sales	0%
Single Copy Subscription Sales	0%
Paid and Controlled	0%
Sponsored Subscription Sales	0%
Multiple Copy Subscription Sales	0%
Corporate Subscription Sales	0%
Society/Association/Organisation Circulation	0%
Controlled Free Circulation	100%
Non-Controlled Free Circulation	0%

Demographics included:

What position do you hold?

What is your company's main business activity?

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	18,879	15,198	3,681	18,668	15,198	3,470	211	-	211
Average Retail Sales Per Issue	-	-		-	-		-	-	

Analysis for the Audit issue cover dated December 2017 and distributed on 24 November 2017

Audit Issue Circulation	18,998	15,198	3,800	18,875	15,198	3,677	123	-	123
Retail & Other Single Copy Sales	-	-	-	-	-	-	-	-	-
Single Copy Subscription Sales	-	-	-	-	-	-	-	-	-
Paid and Controlled	-	-	-	-	-	-	-	-	-
Sponsored Subscription Sales	-	-		-	-		-	-	
Multiple Copy Subscription Sales	-	-		-	-		-	-	
Corporate Subscription Sales	-		-	-		-	-		-
Society/Association/Organisation	-	-	-	-	-	-	-	-	-
Controlled Free Circulation	18,998	15,198	3,800	18,875	15,198	3,677	123	-	123
Individual requests	8,613	4,813	3,800	8,490	4,813	3,677	123	-	123
Company requests	497	497		497	497		-	-	
Non-requested by name	9,888	9,888	-	9,888	9,888	-	-	-	-
Non-requested by job title / function	-	-	-	-	-	-	-	-	-
Non-Controlled Free Circulation	-	-		-	-		-	-	

Duplication

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

The percentage of the Audit Issue Print Edition Circulation which also opted to receive a digital copy is: 0%

Controlled circulation for the audit issue

Terms of control: Comms Business serves individuals in telecoms companies, specifically resellers, switchless resellers, mobile resellers, data resellers, systems integrators, distributors, VARs, network operators, consultants, manufacturers, maintainers, ISV's, ISPs, ASPs and broadband operators. Also served are Owners, Proprietors, Partners, Directors, Managers, or persons working in sales, purchasing, engineering/IT/Technical roles, finance, marketing, training, or operations, or who have attended or pre-registered to attends The Convergence Summit.

	Total		0-1 Year		1-2 Years		2-3 Years	
	Qty	%	Qty	%	Qty	%	Qty	%
Total	9,110	100.0	2,196	24.1	3,839	42.1	3,075	33.8
Individual Requests - Print	4,813	52.8	502	5.5	2,269	24.9	2,042	22.4
Individual Requests - Digital	3,800	41.7	1,645	18.1	1,389	15.2	766	8.4
Company Requests - Print	497	5.5	49	0.5	181	2.0	267	2.9
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	04-Jan-17	20,067	15,197	4,870	-
February 2017	26-Jan-17	18,343	15,198	3,145	-
March 2017	24-Feb-17	18,398	15,197	3,201	-
April 2017	24-Mar-17	18,185	15,198	2,987	-
May 2017	26-Apr-17	18,615	15,198	3,417	-
June 2017	25-May-17	18,538	15,198	3,340	-
July 2017	26-Jun-17	18,522	15,198	3,324	-
August 2017	26-Jul-17	18,764	15,198	3,566	-
September 2017	31-Aug-17	18,775	15,198	3,577	-
October 2017	29-Sep-17	20,011	15,196	4,815	-
November 2017	25-Oct-17	19,323	15,198	4,125	-
December 2017	24-Nov-17	18,998	15,198	3,800	-

Demographic analysis for the audit issue

Question: What position do you hold?	Print Circulation		Digital Circulation		Free Circulation	Paid Circulation	Total
	Free	Paid	Free	Paid			
People responding to this question	15,198		3,800		18,998		18,998
People not responding to this question	15,198		3,800		18,998		18,998
Answers:							
Owner/CEO/MD	4,760		1,216		5,976		5,976
Finance Director	383		20		403		403
Other Director	5,126		692		5,818		5,818
Manager	3,417		1,242		4,659		4,659
Executive	670		378		1,048		1,048
Other	842		252		1,094		1,094

Question: What is your company's main business activity?	Print Circulation		Digital Circulation		Free Circulation	Paid Circulation	Total
	Free	Paid	Free	Paid			
People responding to this question	15,181		3,800		18,981		18,981
People not responding to this question	17				17		17
Answers:							
ASP/ISP/Broadband	123		92		215		215
AV Reseller	34		8		42		42
Consultancy	204		362		566		566
Convergence Reseller	107		111		218		218
Data Reseller/IT Reseller	6,287		375		6,662		6,662
Distributor	340		275		615		615
Independent/Software Vendor	388		198		586		586
Installer	134		52		186		186
Maintainer	129		48		177		177
Managed Service Provider	25		90		115		115
Mobile Reseller	576		69		645		645
Network Operator	203		252		455		455
Switchless Reseller	15		12		27		27
Systems Integrator	160		134		294		294
Telecoms Reseller	5,765		1,038		6,803		6,803
VAR	313		83		396		396
Vendor/Manufacturer	248		311		559		559
Other	130		290		420		420

Geographic analysis for the audit issue

Country/Region	Total Circulation	Print	Digital
TOTAL	18,998	15,198	3,800
United Kingdom	18,875	15,198	3,677
East Anglia	654	559	95
Cambridgeshire	323	284	39
Norfolk	166	146	20
Suffolk	165	129	36
East Midlands	1,061	822	239
Derbyshire	223	170	53
Leicestershire	199	156	43
Lincolnshire (inc Rutland)	129	104	25
Northamptonshire	156	118	38
Nottinghamshire	354	274	80
London	3,446	3,002	444
Midlands	1,349	1,063	286
Herefordshire & Worcester	188	165	23
Shropshire	111	85	26
Staffordshire	221	167	54
Warwickshire	217	161	56
West Midlands	612	485	127
North West	1,663	1,162	501
Cheshire	525	359	166
Isle of Man	36	30	6
Lancashire	946	654	292
Merseyside	156	119	37
Northern	439	373	66
Cleveland	79	65	14
Cumbria	64	53	11
Durham	54	45	9
Northumberland	28	21	7
Tyne & Wear	214	189	25
South East	6,379	5,083	1,296
Bedfordshire	185	152	33
Berkshire	1,238	1,033	205
Buckinghamshire	481	370	111
East Sussex	209	157	52
Essex	417	311	106
Hampshire	770	592	178
Hertfordshire	543	429	114
Isle of Wight	19	16	3
Kent	408	320	88
Middlesex	649	545	104
Oxfordshire	237	188	49
Surrey	945	748	197
West Sussex	278	222	56
South West	1,211	956	255
Channel Islands	50	43	7
Cornwall	54	43	11
Devon	144	109	35
Dorset	191	161	30
Gloucestershire	213	150	63
Somerset	362	299	63
Wiltshire	197	151	46
Yorkshire	1,302	1,043	259
East Yorkshire	122	104	18
North Yorkshire	243	190	53
South Yorkshire	266	219	47
West Yorkshire	671	530	141
Northern Ireland	195	160	35
Antrim	121	99	22
Armagh	12	9	3
Down	21	15	6
Fermanagh	2	2	-

Geographic analysis for the audit issue

Country/Region	Total Circulation	Print	Digital
TOTAL	18,998	15,198	3,800
Londonderry	20	18	2
Tyrone	19	17	2
Scotland	779	662	117
Borders	16	13	3
Central	46	28	18
Dumfries and Galloway	13	12	1
Fife	51	46	5
Grampian	82	72	10
Highland	37	28	9
Lothians	187	169	18
Strathclyde	324	273	51
Tayside	23	21	2
Wales	397	313	84
Clwyd	89	65	24
Dyfed	22	19	3
Gwent	94	69	25
Gwynedd	15	13	2
Mid Glamorgan	38	27	11
Powys	8	6	2
South Glamorgan	88	75	13
West Glamorgan	43	39	4
Europe	56	-	56
Belgium	2	-	2
Denmark	1	-	1
France	3	-	3
Germany	9	-	9
Republic of Ireland	25	-	25
Italy	1	-	1
Luxembourg	1	-	1
Netherlands	6	-	6
Portugal	3	-	3
Spain	3	-	3
Switzerland	2	-	2
North America	14	-	14
Canada	4	-	4
USA	10	-	10
Central & South America	1	-	1
Brazil	1	-	1
Australasia & Pacific	4	-	4
Australia	3	-	3
New Zealand	1	-	1
Asia	12	-	12
Afghanistan	1	-	1
India	10	-	10
Pakistan	1	-	1
South East Asia & Pacific	14	-	14
China, People's Republic of	6	-	6
Hong Kong	2	-	2
Indonesia	1	-	1
Korea, Republic of	3	-	3
Singapore	1	-	1
Taiwan	1	-	1
Africa	16	-	16
Kenya	1	-	1
Niger	1	-	1
Nigeria	9	-	9
Senegal	1	-	1
South Africa	3	-	3
Tanzania	1	-	1
Middle East & North Africa	6	-	6
Emirates, United Arab	2	-	2

Geographic analysis for the audit issue

Country/Region	Total Circulation	Print	Digital
TOTAL	18,998	15,198	3,800
Israel	3	-	3
Qatar	1	-	1
Not Analysed	-	-	-

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 Business Magazines sector and the definitions used on this certificate, please visit: www.abcstandards.org.uk

About this certificate

This certificate was issued on 27 February 2018.

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

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.

ABC cannot accept responsibility for mistakes or omissions although every care is taken to ensure that the information is correct.

This certificate is the copyright property of the Publisher and ABC.

ABC Ref: 10454/CA:20180227/BMSv22