

Business Magazines

Combined Total Circulation Certificate

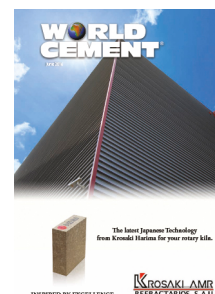
July 2015 to June 2016



Setting the standard

World Cement

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Key information

Metric type

Circulation

ABC total

5,752 average

Period

1 July 2015 to 30 June 2016

No of issues

12

Market sector

Building: General

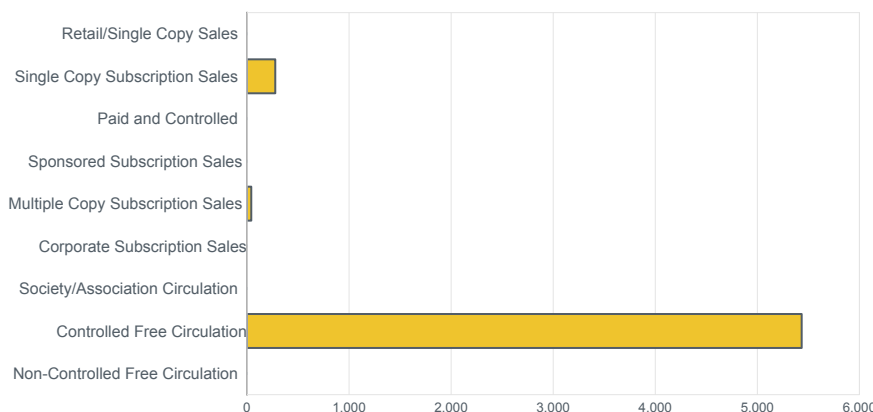
Contact details

Palladian Publications Limited
15 South Street
Farnham
Surrey
GU9 7QU
+44 (0)1252 718 999
mail@worldcement.com
www.worldcement.com

Audit issue circulation analysis

	% of circulation
Retail & Single Copy Sales	0%
Single Copy Subscription Sales	4.81%
Paid and Controlled	0%
Sponsored subscription sales	0%
Multiple Copy Subscription Sales	0.73%
Corporate Subscription Sales	0%
Society/Association/Organisation Circulation	0%
Controlled Free Circulation	94.46%
Non-Controlled Free Circulation	0%

Audit issue circulation breakdown - Print/Digital



AVERAGE CIRCULATION PER ISSUE

Average Retail Sales Per Issue

Total	Print Edition	Digital Edition
5,752	5,752	-
-	-	-

Analysis for the Audit issue cover dated JUNE 2016 and distributed on 9 June 2016**Audit Issue Circulation****Retail & Other Single Copy Sales****Single Copy Subscription Sales**

At full rate

Less than full rate but not less than 50%

Less than 50% of full rate but not less than 20%

Less than 20% of full rate but not less than 10%

Less than 10% of full rate

Paid and Controlled**Sponsored Subscription Sales****Multiple Copy Subscription Sales**

At full rate

Less than full rate but not less than 50%

Less than 50% of full rate but not less than 20%

Less than 20% of full rate but not less than 10%

Less than 10% of full rate

Corporate Subscription Sales**Society/Association/Organisation Circulation****Controlled Free Circulation**

Individual requests

Company requests

Non-requested by name

Non-requested by job title / function

Non-Controlled Free Circulation

By Name

Not by Name

5,753	5,753	-
-	-	-
277	277	-
137	137	-
140	140	-
-	-	-
-	-	-
-	-	-
-	-	-
-	-	-
-	-	-
42	42	-
42	42	-
-	-	-
-	-	-
-	-	-
-	-	-
-	-	-
-	-	-
-	-	-
-	-	-
-	-	-
-	-	-
5,434	5,434	-
644	644	-
-	-	-
2,902	2,902	-
1,888	1,888	-
-	-	-
-	-	-
-	-	-
-	-	-

Duplication

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

Basic subscription rates for the audit issue

Basic annual rate: £160.00

Basic annual rate (Other countries) £175.00

Controlled circulation for the audit issue

Terms of control: CEO's, Directors, general managers, quarry managers, procurement/Purchasing managers, marketing managers, terminal & distribution managers, operations managers, plant managers, plant chemists, process engineers, maintenance managers & other personnel in cement & lime manufacturing, aggregate and rock producing companies, ready-mix and precast concrete companies. Individuals in companies supplying equipment & services to the cement & lime industries. Librarians & others in cement & concrete research organisations, trade associations & universities & academic institutes. Analysts for financial institutes and construction market survey organisations. Conference attendees.

	Total		0-1 Year		1-2 Years		2-3 Years	
	Qty	%	Qty	%	Qty	%	Qty	%
Total	644	100.0	263	40.8	145	22.5	236	36.6
Individual Requests - Print	644	100.0	263	40.8	145	22.5	236	36.6
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 %
JULY 2015	10-Jul-15	5,753	5,753	-	-
AUGUST 2015	10-Aug-15	5,750	5,750	-	-
SEPTEMBER 2015	09-Sep-15	5,750	5,750	-	-
OCTOBER 2015	13-Oct-15	5,719	5,719	-	-
NOVEMBER 2015	04-Nov-15	5,787	5,787	-	-
DECEMBER 2015	07-Dec-15	5,750	5,750	-	-
JANUARY 2016	18-Jan-16	5,754	5,754	-	-
FEBRUARY 2016	05-Feb-16	5,750	5,750	-	-
MARCH 2016	14-Mar-16	5,753	5,753	-	-
APRIL 2016	06-Apr-16	5,750	5,750	-	-
MAY 2016	11-May-16	5,753	5,753	-	-
JUNE 2016	09-Jun-16	5,753	5,753	-	-

Geographic analysis for the audit issue

Country/Region	Total Circulation	Print	Digital
TOTAL	5,753	5,753	-
Europe	1,375	1,375	-
Albania	3	3	-
Austria	26	26	-
Belarus (Belorussia)	1	1	-
Belgium	33	33	-
Bosnia & Herzegovina	6	6	-
Bulgaria	17	17	-
Croatia	11	11	-
Cyprus	13	13	-
Czech Republic	26	26	-
Denmark	42	42	-
Estonia	9	9	-
Finland	12	12	-
France	108	108	-
Germany	129	129	-
Greece	24	24	-
Hungary	11	11	-
Iceland	3	3	-
Republic of Ireland	12	12	-
Italy	125	125	-
Latvia	1	1	-
Lithuania	5	5	-
Luxembourg	7	7	-
Macedonia	3	3	-
Malta	3	3	-
Moldova (Moldavia)	3	3	-
Netherlands	41	41	-
Norway	17	17	-
Poland	51	51	-
Portugal	52	52	-
Romania	20	20	-
Russia	62	62	-
Serbia	9	9	-
Slovakia	10	10	-
Slovenia	7	7	-
Spain	113	113	-
Sweden	25	25	-
Switzerland	50	50	-
Turkey	100	100	-
Ukraine	24	24	-
United Kingdom	161	161	-
North America	1,240	1,240	-
Canada	160	160	-
Mexico	202	202	-
USA	878	878	-
Central & South America	386	386	-
Argentina	32	32	-
Barbados	6	6	-
Bermuda	1	1	-
Bolivia	10	10	-
Brazil	94	94	-
Chile	28	28	-
Colombia	38	38	-
Costa Rica	14	14	-
Cuba	1	1	-
Dominican Republic	24	24	-
Ecuador	12	12	-
El Salvador	6	6	-
Guadeloupe	1	1	-
Guatemala	13	13	-
Guyana	2	2	-

Geographic analysis for the audit issue

Country/Region	Total Circulation	Print	Digital
TOTAL	5,753	5,753	-
Honduras	14	14	-
Jamaica	9	9	-
Martinique	1	1	-
Nicaragua	9	9	-
Panama	15	15	-
Peru	23	23	-
Puerto Rico	8	8	-
Trinidad & Tobago	14	14	-
Uruguay	6	6	-
Venezuela	4	4	-
Virgin Islands, US	1	1	-
Australasia & Pacific	101	101	-
Australia	76	76	-
New Zealand	20	20	-
Papua New Guinea	5	5	-
Asia	690	690	-
Azerbaijan	5	5	-
Bangladesh	81	81	-
Bhutan	5	5	-
Georgia	1	1	-
India	440	440	-
Kazakhstan	12	12	-
Kyrgyzstan	1	1	-
Maldives	2	2	-
Mongolia	1	1	-
Myanmar (Burma)	2	2	-
Nepal	3	3	-
Pakistan	112	112	-
Sri Lanka	22	22	-
Uzbekistan	3	3	-
South East Asia & Pacific	883	883	-
Brunei	4	4	-
Cambodia (Kampuchea)	3	3	-
China, People's Republic of	248	248	-
Hong Kong	25	25	-
Indonesia	64	64	-
Japan	86	86	-
Korea, Republic of	52	52	-
Malaysia	87	87	-
Philippines	64	64	-
Singapore	50	50	-
Taiwan	46	46	-
Thailand	58	58	-
Vietnam	96	96	-
Africa	286	286	-
Angola	3	3	-
Benin	2	2	-
Burkina Faso	2	2	-
Cameroon	4	4	-
Cape Verde Islands	3	3	-
Cote D'Ivoire (Ivory Coast)	3	3	-
Ethiopia	11	11	-
Gabon	1	1	-
Ghana	3	3	-
Guinea	3	3	-
Kenya	37	37	-
Madagascar	1	1	-
Malawi	4	4	-
Mali	2	2	-
Mauritania	8	8	-
Mauritius	4	4	-

Geographic analysis for the audit issue

Country/Region	Total Circulation	Print	Digital
TOTAL	5,753	5,753	-
Mozambique	9	9	-
Namibia	2	2	-
Nigeria	41	41	-
Reunion	5	5	-
Rwanda	3	3	-
Senegal	3	3	-
Seychelles	1	1	-
Sierra Leone	1	1	-
South Africa	74	74	-
Sudan	7	7	-
Swaziland	1	1	-
Tanzania	13	13	-
Togo	3	3	-
Uganda	10	10	-
Zambia	10	10	-
Zimbabwe	12	12	-
Middle East & North Africa	792	792	-
Algeria	28	28	-
Bahrain	8	8	-
Egypt	155	155	-
Emirates, United Arab	122	122	-
Iran	107	107	-
Iraq	13	13	-
Israel	7	7	-
Jordan	30	30	-
Kuwait	24	24	-
Lebanon	20	20	-
Libya	8	8	-
Morocco	44	44	-
Oman	30	30	-
Qatar	35	35	-
Saudi Arabia	108	108	-
Syria	16	16	-
Tunisia	33	33	-
Yemen	4	4	-
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

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