

Business Magazines

Combined Total Circulation Certificate

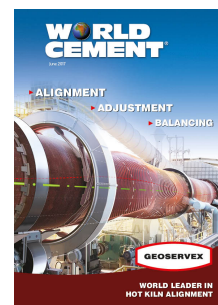
July 2016 to June 2017



Setting the standard

World Cement

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Key information

Metric type

Circulation

ABC total

5,667 average

Period

1 July 2016 to 30 June 2017

No of issues

12

Market sector

Building: General

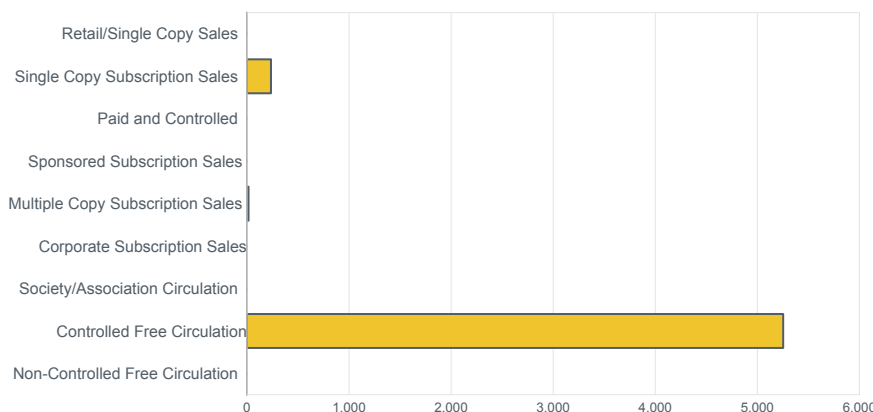
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Audit issue circulation analysis

	% of circulation
Retail & Single Copy Sales	0%
Single Copy Subscription Sales	4.27%
Paid and Controlled	0%
Sponsored subscription sales	0%
Multiple Copy Subscription Sales	0.27%
Corporate Subscription Sales	0%
Society/Association/Organisation Circulation	0%
Controlled Free Circulation	95.46%
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
5,667	5,667	-
-	-	-

Analysis for the Audit issue cover dated June 2017 and distributed on 7 June 2017**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**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: £140.00

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	1,384	100.0	915	66.1	210	15.2	259	18.7
Individual Requests - Print	1,384	100.0	915	66.1	210	15.2	259	18.7
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 2016	11-Jul-16	5,753	5,753	-	-
August 2016	08-Aug-16	5,750	5,750	-	-
September 2016	13-Sep-16	5,750	5,750	-	-
October 2016	07-Oct-16	5,750	5,750	-	-
November 2016	08-Nov-16	5,753	5,753	-	-
December 2016	09-Dec-16	5,750	5,750	-	-
January 2017	12-Jan-17	5,750	5,750	-	-
February 2017	13-Feb-17	5,743	5,743	-	-
March 2017	09-Mar-17	5,503	5,503	-	-
April 2017	07-Apr-17	5,493	5,493	-	-
May 2017	10-May-17	5,502	5,502	-	-
June 2017	07-Jun-17	5,503	5,503	-	-

Geographic analysis for the audit issue

Country/Region	Total Circulation	Print	Digital
TOTAL	5,503	5,503	-
Europe	1,321	1,321	-
Albania	2	2	-
Austria	64	64	-
Belgium	27	27	-
Bosnia & Herzegovina	1	1	-
Bulgaria	5	5	-
Croatia	3	3	-
Cyprus	2	2	-
Czech Republic	29	29	-
Denmark	26	26	-
Estonia	8	8	-
Finland	1	1	-
France	46	46	-
Germany	68	68	-
Greece	27	27	-
Hungary	20	20	-
Republic of Ireland	10	10	-
Italy	119	119	-
Latvia	1	1	-
Lithuania	2	2	-
Malta	2	2	-
Netherlands	15	15	-
Norway	1	1	-
Poland	234	234	-
Portugal	15	15	-
Romania	115	115	-
Russia	277	277	-
Serbia	3	3	-
Slovenia	5	5	-
Spain	35	35	-
Sweden	3	3	-
Switzerland	10	10	-
Turkey	54	54	-
Ukraine	3	3	-
United Kingdom	88	88	-
North America	1,156	1,156	-
Canada	121	121	-
Mexico	190	190	-
USA	845	845	-
Central & South America	385	385	-
Argentina	12	12	-
Barbados	4	4	-
Bolivia	5	5	-
Brazil	56	56	-
Chile	16	16	-
Colombia	260	260	-
Costa Rica	1	1	-
Dominican Republic	1	1	-
Ecuador	1	1	-
El Salvador	1	1	-
Guatemala	4	4	-
Jamaica	1	1	-
Nicaragua	1	1	-
Panama	1	1	-
Peru	13	13	-
Puerto Rico	2	2	-
Trinidad & Tobago	3	3	-
Venezuela	3	3	-
Australasia & Pacific	110	110	-
Australia	101	101	-
New Zealand	9	9	-

Geographic analysis for the audit issue

Country/Region	Total Circulation	Print	Digital
TOTAL	5,503	5,503	-
Asia	660	660	-
Azerbaijan	2	2	-
Bangladesh	23	23	-
Bhutan	1	1	-
India	560	560	-
Kazakhstan	2	2	-
Maldives	1	1	-
Mongolia	2	2	-
Myanmar (Burma)	3	3	-
Nepal	3	3	-
Pakistan	55	55	-
Sri Lanka	8	8	-
South East Asia & Pacific	825	825	-
China, People's Republic of	590	590	-
Hong Kong	4	4	-
Indonesia	30	30	-
Japan	35	35	-
Korea, Republic of	15	15	-
Malaysia	28	28	-
Philippines	19	19	-
Singapore	28	28	-
Taiwan	15	15	-
Thailand	36	36	-
Vietnam	25	25	-
Africa	275	275	-
Angola	3	3	-
Cameroon	2	2	-
Cape Verde Islands	1	1	-
Congo	1	1	-
Cote D'Ivoire (Ivory Coast)	1	1	-
Democratic Republic of the Congo	1	1	-
Ethiopia	8	8	-
Ghana	4	4	-
Guinea	1	1	-
Kenya	17	17	-
Mauritania	1	1	-
Mauritius	2	2	-
Mozambique	2	2	-
Namibia	3	3	-
Nigeria	37	37	-
Senegal	1	1	-
Sierra Leone	1	1	-
South Africa	165	165	-
Sudan	1	1	-
Tanzania	6	6	-
Uganda	5	5	-
Zambia	6	6	-
Zimbabwe	6	6	-
Middle East & North Africa	771	771	-
Algeria	22	22	-
Bahrain	6	6	-
Egypt	174	174	-
Emirates, United Arab	97	97	-
Iran	209	209	-
Iraq	4	4	-
Israel	8	8	-
Jordan	18	18	-
Kuwait	17	17	-
Lebanon	12	12	-
Libya	10	10	-
Morocco	37	37	-

Geographic analysis for the audit issue

Country/Region	Total Circulation	Print	Digital
TOTAL	5,503	5,503	-
Oman	14	14	-
Qatar	19	19	-
Saudi Arabia	89	89	-
Syria	5	5	-
Tunisia	25	25	-
Yemen	5	5	-
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 7 July 2017.

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