

Business Magazines

Combined Total Profile Circulation Certificate

July 2016 to June 2017



Setting the standard

Housewares

house wares

www.housewareslive.net



Key information

Metric type

Circulation

ABC total

4,973 average

Period

1 July 2016 to 30 June 2017

No of issues

7

Market sector

Retailing & Wholesaling: Housewares

Contact details

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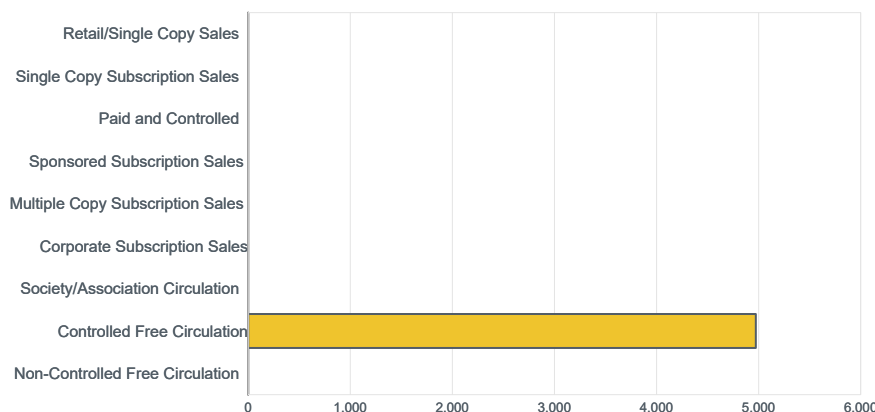
Audit issue circulation analysis

	% 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:

Geographical Analysis
Industry/Business/Sector
Job Function
Sources & Ages of Name and Address Records

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	4,973	4,973	-	4,973	4,973	-	-	-	-
Average Retail Sales Per Issue	-	-	-	-	-	-	-	-	-

Analysis for the Audit issue cover dated May 2017 and distributed on 31 May 2017

Audit Issue Circulation	4,972	4,972	-	4,972	4,972	-	-	-	-
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	4,972	4,972	-	4,972	4,972	-	-	-	-
Individual requests	3,425	3,425	-	3,425	3,425	-	-	-	-
Company requests	666	666	-	666	666	-	-	-	-
Non-requested by name	881	881	-	881	881	-	-	-	-
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 cover price & subscription rates for the audit issue

Basic cover price (UK):	£84.00
Basic cover price (RoI):	£106.00
Basic annual rate (UK):	
Basic annual rate (OC):	

Controlled circulation for the audit issue

Terms of control: Buyers, Directors, Proprietors, Partners and Managers of retailers and wholesalers of housewares, cookware, tableware, glassware, small electricals, kitchen or general household products in the UK & Ireland.

	Total		0-1 Year		1-2 Years		2-3 Years	
	Qty	%	Qty	%	Qty	%	Qty	%
Total	4,091	100.0	3,533	86.4	133	3.3	425	10.4
Individual Requests - Print	3,425	83.7	2,867	70.1	133	3.3	425	10.4
Individual Requests - Digital	-	-	-	-	-	-	-	-
Company Requests - Print	666	16.3	666	16.3	-	-	-	-
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 / August 2016	09-Aug-16	4,970	4,970	-	-
September 2016	05-Sep-16	4,972	4,972	-	-
October 2016	28-Oct-16	4,973	4,973	-	-
November / December 2016	19-Dec-16	4,975	4,975	-	-
January / February 2017	07-Feb-17	4,976	4,976	-	-
March / April 2017	11-Apr-17	4,973	4,973	-	-
May 2017	31-May-17	4,972	4,972	-	-

Housewares

Certificate of Average Net Circulation for the 7 issues distributed between 1 July 2016 to 30 June 2017

Analysis of the Audit Issue by: Geographical Analysis

Description	Breakdown of Free Circulation				Total of Free Circulation	Total of Paid Circulation	Total	% of Total Circulation
	Controlled Free Copies		Non Controlled Free Circulation	Free Society/ Association/ Organisation Circulation				
	Requested	Non Requested						
TOTAL	4,091	881			4,972		4,972	100.00
Not Analysed								
Analysed	4,091	881			4,972		4,972	100.00
<u>Breakdown of Analysed Responses</u>								
Total United Kingdom	4,091	881			4,972		4,972	100.00
East Anglia	197	31			228		228	4.59
East Midlands	264	58			322		322	6.48
Midlands	382	83			465		465	9.35
London	257	47			304		304	6.11
Northern	187	42			229		229	4.61
North West	332	72			404		404	8.13
South East	986	241			1,227		1,227	24.68
South West	471	97			568		568	11.42
Yorkshire	330	76			406		406	8.17
Scotland	296	49			345		345	6.94
Wales	220	48			268		268	5.39
Northern Ireland	169	37			206		206	4.14
Other United Kingdom								
Total Other Countries								

Housewares

Certificate of Average Net Circulation for the 7 issues distributed between 1 July 2016 to 30 June 2017

Analysis of the Audit Issue by: Industry/Business/Sector

Description	Breakdown of Free Circulation				Total of Free Circulation	Total of Paid Circulation	Total	% of Total Circulation
	Controlled Free Copies		Non Controlled Free Circulation	Free Society/ Association/ Organisation/ Circulation				
	Requested	Non Requested						
TOTAL	4,091	881			4,972		4,972	100.00
Not Analysed	1				1		1	0.02
Analysed	4,090	881			4,971		4,971	99.98
<u>Breakdown of Analysed Responses</u>								
China & Glass Shop	31	4			35		35	0.70
Cookshop	205	44			249		249	5.01
Department Store	430	48			478		478	9.61
Discount Store	24	5			29		29	0.58
Garden Centre	75				75		75	1.51
Gift Shop	91	22			113		113	2.27
Hardware / Housewares Shop	2,779	504			3,283		3,283	66.03
Mail Order	24	2			26		26	0.52
Manufacturer / Supplier	76				76		76	1.53
Store / Superstore	1				1		1	0.02
Supermarket Chain	37	5			42		42	0.84
Wholesaler / Cash & Carry	161	10			171		171	3.44
Electrical Retailer	62	19			81		81	1.63
Other	94	218			312		312	6.28

Housewares

Certificate of Average Net Circulation for the 7 issues distributed between 1 July 2016 to 30 June 2017

Analysis of the Audit Issue by: Job Function

Description	Breakdown of Free Circulation				Total of Free Circulation	Total of Paid Circulation	Total	% of Total Circulation
	Controlled Free Copies		Non Controlled Free Circulation	Free Society/ Association/ Organisation Circulation				
	Requested	Non Requested						
TOTAL	4,091	881			4,972		4,972	100.00
Not Analysed	4				4		4	0.08
Analysed	4,087	881			4,968		4,968	99.92
<u>Breakdown of Analysed Responses</u>								
Buyer	328	51			379		379	7.62
Chairman / Managing Director	448	195			643		643	12.93
Contracting / Installing	1				1		1	0.02
Financial Director	32	7			39		39	0.78
General Management	1				1		1	0.02
Marketing Director / Manager	238	200			438		438	8.81
Owner / Proprietor / Partner	1,054	249			1,303		1,303	26.21
Sales Director / Manager	287				287		287	5.77
Sales / Marketing	19				19		19	0.38
Senior Management / Board Member	5				5		5	0.10
Shop Manager	1,584				1,584		1,584	31.86
Specification / Design	1				1		1	0.02
Other	89	179			268		268	5.39

Housewares

Certificate of Average Net Circulation for the 7 issues distributed between 1 July 2016 to 30 June 2017

Analysis of the Audit Issue by: Sources & Ages of Name and Address Records

Description	Less Than 1 Year	Between 1 and 2 Years	Between 2 and 3 Years	Not Analysed (Includes Paid Circulation)	Total	% of Total Circulation
TOTAL	3,533	133	1,306		4,972	100.0
Not Analysed						
Analysed	3,533	133	1,306		4,972	100.0
<u>Breakdown of Analysed Responses</u>						
Controlled Free Circulation - Requested	3,533	133	425		4,091	82.3
Individual Requests	2,867	133	425		3,425	68.9
Company Requests	666				666	13.4
Controlled Free - Non Requested			881		881	17.7
By Name			881		881	17.7
By Job Title/Function						
Non Controlled Free Circulation						
By Name						
Not by Name						
Paid Circulation						