

Business Magazines

Cross Platform Circulation Certificate

July to June 2011



Setting the standard

Meetings & Incentive Travel



Key information

Certificate type

Cross Platform

Metric type

Circulation

ABC headline

21,951 average per issue (total)
18,208 average per issue (print)
3,743 average per issue (digital)

Period

1 July 2010 to 30 June 2011

No of issues

9

Market sector

Media, Marketing & Advertising: Corporate
Entertainment & Conferences Organisers

Contact details

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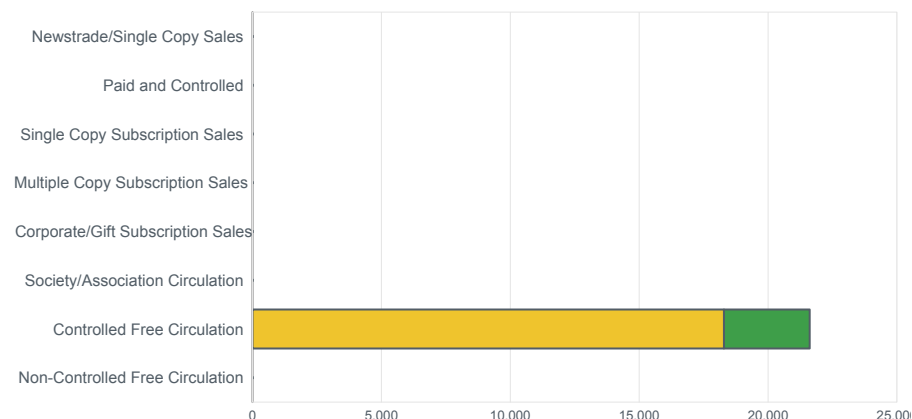
Audit issue circulation analysis

	% of circulation
Newstrade & Single Copy Sales	0%
Paid and Controlled	0%
Single Copy Subscription Sales	0%
Multiple Copy Subscription Sales	0%
Corporate/Gift Subscription Sales	0%
Society/Association/Organisation Circulation	0%
Controlled Free Circulation	100.00%
Non-Controlled Free Circulation	0%

Demographics included:

Geographical Analysis
Nature of Organisation's Business
Largest attendance of event
Type of event organised
Where past events have been held

Audit issue circulation breakdown - Print/Digital



This certificate is supported by the following organisations



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Certificate of Average Net Circulation for the 9 issues distributed between 1 July 2010 and 30 June 2011

	Net Total			United Kingdom			Other Countries		
	Total	Total Print	Total Digital	Total	Print Edition	Digital Edition	Total	Print Edition	Digital Edition
TOTAL AVERAGE NET CIRCULATION PER ISSUE	21,951	18,208	3,743	21,190	18,034	3,156	761	174	587
Total Average Net Newstrade Sales Per Issue	-	-	-	-	-	-	-	-	-

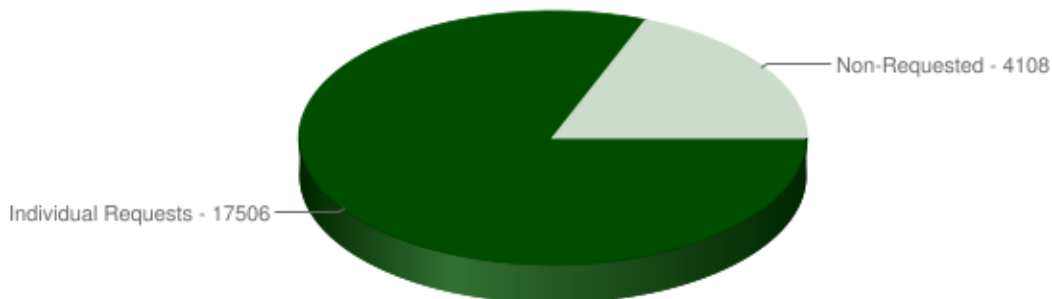
Analysis for the Audit issue cover dated May-11 and distributed on 28 April 2011

Total Net Circulation	21,614	18,287	3,327	21,517	18,287	3,230	97	-	97
Newstrade & Other Single Copy Sales	-	-	-	-	-	-	-	-	-
Paid and Controlled	-	-	-	-	-	-	-	-	-
Single Copy Subscription Sales	-	-	-	-	-	-	-	-	-
Multiple Copy Subscription Sales	-	-	-	-	-	-	-	-	-
Corporate / Gift Subscription Sales	-	-	-	-	-	-	-	-	-
Society/Association/Organisation Circulation	-	-	-	-	-	-	-	-	-
Controlled Free Circulation	21,614	18,287	3,327	21,517	18,287	3,230	97	-	97
<small>see terms of control. Sources for all addressees are less than 3 years old.</small>									
Individual Written Requests	727	697	30	720	697	23	7	-	7
Individual Electronic Requests	5,295	4,483	812	5,208	4,483	725	87	-	87
Individual Telephone Requests	11,484	8,999	2,485	11,481	8,999	2,482	3	-	3
Company Written Requests	-	-	-	-	-	-	-	-	-
Company Electronic Requests	-	-	-	-	-	-	-	-	-
Company Telephone Requests	-	-	-	-	-	-	-	-	-
Non-requested by name	4,108	4,108	-	4,108	4,108	-	-	-	-
Non-requested by job title / function	-	-	-	-	-	-	-	-	-
Non-Controlled Free Circulation	-	-	-	-	-	-	-	-	-

Note: Grey shading indicates circulation categories for which print or digital editions are excluded

The percentage of the Audit Issue Print Edition Circulation which also opted to receive a digital copy is: 10%

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



SUPPORTING DATA

Basic Cover Price & Subscription Rates

The Basic Cover Price for the audit issue was: Not Applicable

The United Kingdom Basic Annual Rates for Subscriptions for the audit issue were: £60.00

The Annual Other Countries Subscription Rates for the audit issue were: Not Applicable

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Controlled Circulation

Terms of Control in the audit period:

Organisers and buyers of services for conferences, meetings, incentives, training, product launches and corporate hospitality.

Age of Source Data for the Audit Issue	Total		0-1 Year		1-2 Years		2-3 Years	
	Qty	%	Qty	%	Qty	%	Qty	%
Total	17,506	100.0	8,110	46.3	5,817	33.2	3,579	20.4
Individual Requests - Print	14,179	81.0	6,831	39.0	4,657	26.6	2,691	15.4
Individual Requests - Digital	3,327	19.0	1,279	7.3	1,160	6.6	888	5.1
Company Requests - Print	-	-	-	-	-	-	-	-
Company Requests - Digital	-	-	-	-	-	-	-	-

Actual Distribution Dates for issues distributed during the audit period

Variations for issues with a variance of more than 10% above (+) or below (-) the average net circulation

Cover Date / ID	Distribution Date	Total Net Circ.	Print	Digital	Variance %	Cover Date / ID	Distribution Date	Total Net Circ.	Print	Digital	Variance %
Jul/Aug 2010	01-Jul-2010	22,868	19,519	3,349	-						
Sep-10	27-Aug-2010	21,148	17,495	3,653	-						
Oct-10	28-Sep-2010	21,434	17,520	3,914	-						
Nov-10	22-Nov-2010	21,386	17,489	3,897	-						
Feb-11	07-Feb-2011	22,182	18,020	4,162	-						
Mar-11	01-Mar-2011	21,323	18,019	3,304	-						
Apr-11	30-Apr-2011	23,188	19,017	4,171	-						
May-11	28-Apr-2011	21,614	18,287	3,327	-						
Jun-11	20-May-2011	22,425	18,511	3,914	-						

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Geographical Analysis of circulation of the audit issue

	Total	Print	Digital		Total	Print	Digital		Total	Print	Digital
Total Circulation	21,614	18,287	3,327	Total Analysed	21,614	18,287	3,327	Total Not Analysed			



United Kingdom	21,517	18,287	3230
East Anglia	675	569	106
East Midlands	1,167	998	169
London	5,866	4927	939
Midlands	1,528	1306	222
North West	1,498	1279	219
Northern	193	157	36
South East	6,455	5,547	908
South West	1,414	1,205	209
Yorkshire	1,193	1,011	182
Northern Ireland	194	159	35
Scotland	930	782	148
Wales	404	347	57
Other UK			
Republic of Ireland	26		
Other Countries (exc Rol)	71		71

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DEMOGRAPHIC DATA

Analysis of the Audit Issue by: Nature of Organisation's Business

Description	Print Edition		Digital Edition		Total of Free Circulation	Total of Paid Circulation	Total
	Total Free Circulation	Total Paid Circulation	Total Free Circulation	Total Paid Circulation			
TOTAL	18,287		3,327		21,614		21,614
Not Analysed							
Analysed	18,287		3,327		21,614		21,614
Association Buyers	3,631		1,058		4,689		4,689
Corporate Buyers	9,811		1,554		11,365		11,365
Intermediary Buyers	4,845		715		5,560		5,560
Others							

Analysis of the Audit Issue by: Largest attendance of event

Description	Print Edition		Digital Edition		Total of Free Circulation	Total of Paid Circulation	Total
	Total Free Circulation	Total Paid Circulation	Total Free Circulation	Total Paid Circulation			
TOTAL	18,287		3,327		21,614		21,614
Not Analysed	4,210		20		4,230		4,230
Analysed	14,077		3,307		17,384		17,384
Less than 50	1,514		469		1,983		1,983
51 - 100	1,738		488		2,226		2,226
101 - 200	2,486		603		3,089		3,089
201 - 500	2,994		717		3,711		3,711
Over 500	5,345		1,030		6,375		6,375

Analysis of the Audit Issue by: Type of event organised

This analysis allows for multiple responses by the addressee

Description	Print Edition		Digital Edition		Total of Free Circulation	Total of Paid Circulation	Total
	Total Free Circulation	Total Paid Circulation	Total Free Circulation	Total Paid Circulation			
TOTAL	18,287		3,327		21,614		21,614
Not Analysed	4,603		157		4,760		4,760
Analysed	13,684		3,170		16,854		16,854
Total Responses	37,353		7,803		45,156		45,156
Conference/Meeting	12,851		2,911		15,762		15,762
Incentive Travel	4,743		886		5,629		5,629
Product Launch	6,089		1,161		7,250		7,250
Staff Training	6,792		1,500		8,292		8,292
Corporate Hospitality	6,878		1,345		8,223		8,223

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Analysis of the Audit Issue by: Where past events have been held

This analysis allows for multiple responses by the addressee

Description	Print Edition		Digital Edition		Total of Free Circulation	Total of Paid Circulation	Total
	Total Free Circulation	Total Paid Circulation	Total Free Circulation	Total Paid Circulation			
TOTAL	18,287		3,327		21,614		21,614
Not Analysed	4,209		30		4,239		4,239
Analysed	14,078		3,297		17,375		17,375
Total Responses	34,682		7,015		41,697		41,697
UK	13,899		3,234		17,133		17,133
Europe	6,418		1,194		7,612		7,612
North America	3,622		649		4,271		4,271
Africa / Middle East	3,187		566		3,753		3,753
South America	2,379		452		2,831		2,831
Asia	3,004		544		3,548		3,548
Australasia	2,173		376		2,549		2,549

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GLOSSARY

THE DISTRIBUTION PERIOD. This is the time period covered by the ABC certificate.

EXPIRY DATE. Date at which the certificate is no longer valid-all Business Publications must issue an ABC certificate at least annually and on a continuous basis when they are in ABC membership.

TOTAL AVERAGE CIRCULATION PER ISSUE. This is commonly known as the headline ABC figure and is the average of the circulation of all the issues distributed over the distribution period covered by the certificate.

AUDIT ISSUE. A detailed analysis of the circulation is conducted on one issue specified by ABC this is called the audit issue.

CATEGORIES OF CIRCULATION. Publishers can show the detail of their circulation in various categories as specified below and governed by ABC rules.

NEWSTRADE & SINGLE COPY SALES. Copies purchased from recognised retail outlets or individually direct from the publisher. Most newstrade sales are made on a 'sale or return' basis and only the sale of copies can be claimed. The numbers that are sold on discounted terms are also shown.

PAID AND CONTROLLED. Paid subscription copies sent individually addressed to an individual name or job title. The individual or job title meets the publishers 'Terms of Control' for the title. There is a further breakdown based on the subscription price paid.

SINGLE COPY SUBSCRIPTIONS. Paid copies, distributed individually addressed to a company or individual. There is a further breakdown based on the subscription rate paid.

MULTIPLE COPY SUBSCRIPTIONS. Sale of 2 or more copies that have been purchased but for whom detail on the final recipients is not available. These copies must be distributed to the same group of individuals for the life of the subscription. Most commonly they are copies that have been purchased from the publisher on behalf of a group of final recipients. This category may also include copies where the final recipient cannot be identified, but the subscription has been purchased by a third party at less than 10% of the full rate.

CORPORATE / GIFT SUBSCRIPTION SALES. A corporate subscription is purchased by a business/organisation on behalf of their employees. A gift subscription is purchased by one individual on behalf of another individual (maximum order being 12 separate subscriptions for named individuals from one purchaser who is not the recipient, their employer, a customer or member).

SOCIETY / ASSOCIATION / ORGANISATION CIRCULATION. Circulation to members of a particular society/association for which the publication is the official journal is shown in this category with the following detail:

- ~ Paid Optional – members who have chosen to pay an additional sum to receive the magazine.
- ~ Unpaid Requested – in writing, by telephone or via web to a current member.
- ~ Non Optional – to current members of the society and association.

CONTROLLED FREE CIRCULATION. Copies sent free to individuals who can be proven to meet the 'Terms of Control' set by the publisher.

TERMS OF CONTROL. This is the criteria, set by the publisher, used to decide if an individual qualifies for a free copy.

Controlled free circulation is broken down into three further categories:

- ~ Individually Requested Copies – copies requested by the individual themselves
- ~ Company Requested Copies – copies requested for an individual by someone else from within their company
- ~ Non-Requested Copies by Name/Job Title – copies that have not been requested. The publisher is able to provide independent proof that the individuals 'fit' the target group specified.

AGE OF REQUESTS. If the Controlled Circulation is requested then the age of those requests is shown- broken down by 1, 2 and 3 years. All controlled circulation must be re-verified within three years.

NON-CONTROLLED FREE CIRCULATION. This category is for free copies that are sent either to a person by name, or a company or a job title (not by name). Whilst it is known to whom the copies are being sent, no other information about the addressee is audited.

DUPLICATION LEVEL. This is the duplication that exists on the mailing list for the audit issue and is shown as a percentage. Duplicates are not removed from the circulation figures but represented by this percentage.

OTHER BULK SALES. These copies are supplied in bulk for free. This is either on an every issue or irregular basis (eg. airlines, hotels, businesses, exhibitions/conferences). The figure will not count towards the Average Net Circulation.