

Business Magazines

Combined Total Profile Circulation Certificate

July 2016 to June 2017



Setting the standard

Meetings & Incentive Travel

m&it
meetings & incentive travel



Key information

Metric type

Circulation

ABC total

24,609 average (total)
20,259 average (print)
4,350 average (digital)

Period

1 July 2016 to 30 June 2017

No of issues

6

Market sector

Media, Marketing & Advertising: Corporate
Entertainment & Conferences Organisers

Contact details

Conference and Travel Publications
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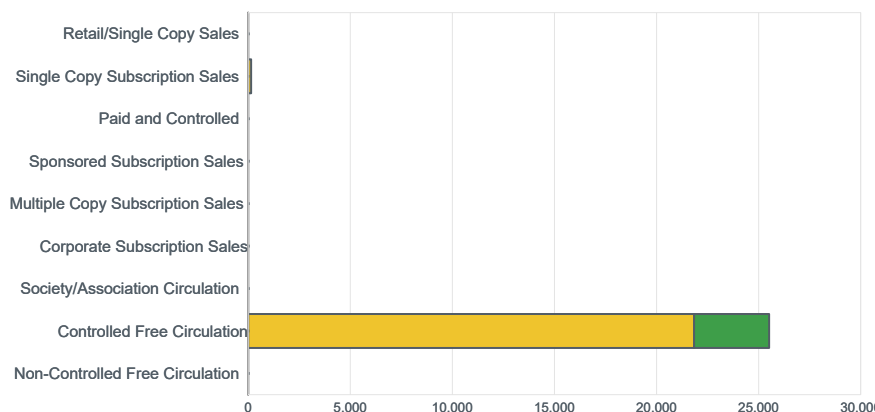
Audit issue circulation analysis

	% of circulation
Retail & Single Copy Sales	0%
Single Copy Subscription Sales	0.56%
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	99.44%
Non-Controlled Free Circulation	0%

Demographics included:

Geographical Analysis
Industry/Business/Sector
Job function
Number of events planned each year
Largest attendance of Event
Type of events organised
Where past events have been held
Events - total budget
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	24,609	20,259	4,350	23,923	20,219	3,704	686	40	646
Average Retail Sales Per Issue	-	-	-	-	-	-	-	-	-

Analysis for the Audit issue cover dated May 2017 and distributed on 11 May 2017

Audit Issue Circulation	25,656	21,979	3,677	25,620	21,943	3,677	36	36	-
Retail & Other Single Copy Sales	-	-	-	-	-	-	-	-	-
Single Copy Subscription Sales	144	144	-	108	108	-	36	36	-
At full rate	144	144	-	108	108	-	36	36	-
Less than full rate but not 50%	-	-	-	-	-	-	-	-	-
Less than 50% but not 20%	-	-	-	-	-	-	-	-	-
Less than 20% but not 10%	-	-	-	-	-	-	-	-	-
Less than 10% of full rate	-	-	-	-	-	-	-	-	-
Paid and Controlled	-	-	-	-	-	-	-	-	-
Sponsored Subscription Sales	-	-	-	-	-	-	-	-	-
Multiple Copy Subscription Sales	-	-	-	-	-	-	-	-	-
Corporate Subscription Sales	-	-	-	-	-	-	-	-	-
Society/Association/Organisation	-	-	-	-	-	-	-	-	-
Controlled Free Circulation	25,512	21,835	3,677	25,512	21,835	3,677	-	-	-
Individual requests	17,397	13,720	3,677	17,397	13,720	3,677	-	-	-
Company requests	-	-	-	-	-	-	-	-	-
Non-requested by name	8,115	8,115	-	8,115	8,115	-	-	-	-
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%

Basic cover price & subscription rates for the audit issue

Basic cover price (UK):

Basic cover price (RoI):

Basic annual rate (UK): £75.00

Basic annual rate (OC):

Controlled circulation for the audit issue

Terms of control: Buyers of services for conferences, meetings, incentives, training, product launches and corporate hospitality

	Total		0-1 Year		1-2 Years		2-3 Years	
	Qty	%	Qty	%	Qty	%	Qty	%
Total	17,397	100.0	6,623	38.1	5,565	32.0	5,209	29.9
Individual Requests - Print	13,720	78.9	5,450	31.3	4,170	24.0	4,100	23.6
Individual Requests - Digital	3,677	21.1	1,173	6.7	1,395	8.0	1,109	6.4
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	12-Jul-16	24,368	21,019	3,349	-
September 2016	14-Sep-16	25,034	20,019	5,015	-
November 2016	18-Nov-16	22,520	17,499	5,021	-
January 2017	17-Jan-17	25,080	21,019	4,061	-
March 2017	24-Mar-17	24,993	20,021	4,972	-
May 2017	11-May-17	25,656	21,979	3,677	-

Meetings & Incentive Travel

Certificate for the 6 issues distributed between 1st July 2016 and 30th June 2017

Analysis of the Audit Issue by: Geographical Analysis

Description	Print Edition		Digital Edition		Total of Free Circulation	Total of Paid Circulation	Total	% of Total Circulation
	Total Free Circulation (Requested)	Total Paid Circulation (Requested)	Total Free Circulation (Requested)	Total Paid Circulation (Requested)				
TOTAL	21,835	144	3,677		25,512	144	25,656	100.00
Not Analysed								
Analysed	21,835	144	3,677		25,512	144	25,656	100.00
<u>Breakdown of Analysed Responses</u>								
Total United Kingdom	21,835	108	3,677		25,512	108	25,620	99.86
East Anglia	654	1	107		761	1	762	2.97
East Midlands	1,222	4	214		1,436	4	1,440	5.61
Midlands	1,717	4	284		2,001	4	2,005	7.81
London	6,383	34	1,009		7,392	34	7,426	28.94
Northern	391	1	74		465	1	466	1.82
North West	1,740	7	242		1,982	7	1,989	7.75
South East	5,690	24	985		6,675	24	6,699	26.11
South West	1,313	4	210		1,523	4	1,527	5.95
Yorkshire	948	6	176		1,124	6	1,130	4.40
Scotland	1,168	14	249		1,417	14	1,431	5.58
Wales	425	4	85		510	4	514	2.00
Northern Ireland	184	5	42		226	5	231	0.90
Total Other Countries		36				36	36	0.14
Europe		24				24	24	0.09
North America		3				3	3	0.01
Central & South America								
Australasia & Pacific Rim		3				3	3	0.01
Asia		1				1	1	0.00
South East Asia		1				1	1	0.00
Africa		1				1	1	0.00
Middle East & N Africa		3				3	3	0.01

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

Description	Print Edition		Digital Edition		Total of Free Circulation	Total of Paid Circulation	Total	% of Total Circulation
	Total Free Circulation (Requested)	Total Paid Circulation (Requested)	Total Free Circulation (Requested)	Total Paid Circulation (Requested)				
TOTAL	21,835	144	3,677		25,512	144	25,656	100.00
Not Analysed		144				144	144	0.56
Analysed	21,835		3,677		25,512		25,512	99.44
<u>Breakdown of Analysed Responses</u>								
Association	3,865		888		4,753		4,753	18.53
Corporate Organisation	14,191		2,090		16,281		16,281	63.46
Intermediary Agency	3,779		699		4,478		4,478	17.45

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Analysis of the Audit Issue by: Job function

Description	Print Edition		Digital Edition		Total of Free Circulation	Total of Paid Circulation	Total	% of Total Circulation
	Total Free Circulation (Requested)	Total Paid Circulation (Requested)	Total Free Circulation (Requested)	Total Paid Circulation (Requested)				
TOTAL	21,835	144	3,677		25,512	144	25,656	100.00
Not Analysed	30	144			30	144	174	0.68
Analysed	21,805		3,677		25,482		25,482	99.32
<u>Breakdown of Analysed Responses</u>								
Chairperson/Proprietor/Managing Director	976		112		1,088		1,088	4.24
Director	2,652		339		2,991		2,991	11.66
Manager	8,488		1,356		9,844		9,844	38.37
Executive/Administrator	5,981		995		6,976		6,976	27.19
PA/Secretary	3,669		859		4,528		4,528	17.65
Other	39		16		55		55	0.21

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Analysis of the Audit Issue by: Number of events planned each year

Description	Print Edition		Digital Edition		Total of Free Circulation	Total of Paid Circulation	Total	% of Total Circulation
	Total Free Circulation (Requested)	Total Paid Circulation (Requested)	Total Free Circulation (Requested)	Total Paid Circulation (Requested)				
TOTAL	21,835	144	3,677		25,512	144	25,656	100.00
Not Analysed	8,967	144	13		8,980	144	9,124	35.56
Analysed	12,868		3,664		16,532		16,532	64.44
<u>Breakdown of Analysed Responses</u>								
1-3	2,321		797		3,118		3,118	12.15
4-7	2,047		531		2,578		2,578	10.05
8-11	1,265		354		1,619		1,619	6.31
More than 12	7,235		1,982		9,217		9,217	35.93

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Analysis of the Audit Issue by: Largest attendance of Event

Description	Print Edition		Digital Edition		Total of Free Circulation	Total of Paid Circulation	Total	% of Total Circulation
	Total Free Circulation (Requested)	Total Paid Circulation (Requested)	Total Free Circulation (Requested)	Total Paid Circulation (Requested)				
TOTAL	21,835	144	3,677		25,512	144	25,656	100.00
Not Analysed	8,965	144	13		8,978	144	9,122	35.56
Analysed	12,870		3,664		16,534		16,534	64.44
<u>Breakdown of Analysed Responses</u>								
Less than 50	1,942		673		2,615		2,615	10.19
51 - 100	1,943		627		2,570		2,570	10.02
101 - 200	2,120		594		2,714		2,714	10.58
201 - 500	2,303		654		2,957		2,957	11.53
More than 500	4,562		1,116		5,678		5,678	22.13

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Certificate for the 6 issues distributed between 1st July 2016 and 30th June 2017

Analysis of the Audit Issue by: Type of events organised

This analysis allows for multiple responses by the addressee.

This is an analysis of 16047 copies, which represents 62% of the distribution of the audit issue

Description	Print Edition		Digital Edition		Total of Free Circulation	Total of Paid Circulation	Total	% of Total Circulation
	Total Free Circulation (Requested)	Total Paid Circulation (Requested)	Total Free Circulation (Requested)	Total Paid Circulation (Requested)				
TOTAL	21,835	144	3,677		25,512	144	25,656	100.00
Not Analysed	9,373	144	92		9,465	144	9,609	37.45
Analysed	12,462		3,585		16,047		16,047	62.55
Total Responses	31,652		8,786		40,438		40,438	
<u>Breakdown of Analysed Responses</u>								
Conference/Meeting	11,288		3,178		14,466		14,466	56.38
Incentive Travel	3,474		878		4,352		4,352	16.96
Product Launch	4,519		1,126		5,645		5,645	22.00
Staff Training	6,814		2,053		8,867		8,867	34.56
Corporate Hospitality	5,557		1,551		7,108		7,108	27.71

Meetings & Incentive Travel

Certificate for the 6 issues distributed between 1st July 2016 and 30th June 2017

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

This analysis allows for multiple responses by the addressee.

This is an analysis of 15752 copies, which represents 61% of the distribution of the audit issue

Description	Print Edition		Digital Edition		Total of Free Circulation	Total of Paid Circulation	Total	% of Total Circulation
	Total Free Circulation (Requested)	Total Paid Circulation (Requested)	Total Free Circulation (Requested)	Total Paid Circulation (Requested)				
TOTAL	21,835	144	3,677		25,512	144	25,656	100.00
Not Analysed	9,568	144	192		9,760	144	9,904	38.60
Analysed	12,267		3,485		15,752		15,752	61.40
Total Responses	27,667		7,297		34,964		34,964	
<u>Breakdown of Analysed Responses</u>								
UK	11,608		3,317		14,925		14,925	58.17
Europe	4,846		1,177		6,023		6,023	23.48
North America	2,720		652		3,372		3,372	13.14
Africa/Middle East	2,334		591		2,925		2,925	11.40
South America	2,026		513		2,539		2,539	9.90
Asia	2,346		600		2,946		2,946	11.48
Australasia	1,787		447		2,234		2,234	8.71

Meetings & Incentive Travel

Certificate for the 6 issues distributed between 1st July 2016 and 30th June 2017

Analysis of the Audit Issue by: Events - total budget

Description	Print Edition		Digital Edition		Total of Free Circulation	Total of Paid Circulation	Total	% of Total Circulation
	Total Free Circulation (Requested)	Total Paid Circulation (Requested)	Total Free Circulation (Requested)	Total Paid Circulation (Requested)				
TOTAL	21,835	144	3,677		25,512	144	25,656	100.00
Not Analysed	9,527	144	141		9,668	144	9,812	38.24
Analysed	12,308		3,536		15,844		15,844	61.76
<u>Breakdown of Analysed Responses</u>								
Under £50,000	6,964		2,238		9,202		9,202	35.87
£50,001 - £100,000	1,563		420		1,983		1,983	7.73
£100,001 - £250,000	989		261		1,250		1,250	4.87
£250,001 - £500,000	793		184		977		977	3.81
£500,001 - £1,000,000	627		138		765		765	2.98
Over £1,000,000	1,372		295		1,667		1,667	6.50

Meetings & Incentive Travel

Certificate for the 6 issues distributed between 1st July 2016 and 30th 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	14,738	5,565	5,209	144	25,656	100.0
Not Analysed				144	144	0.6
Analysed	14,738	5,565	5,209		25,512	99.4
<u>Breakdown of Analysed Responses</u>						
Print Editions	13,565	4,170	4,100	144	21,979	85.7
Controlled Free Circulation - Requested	5,450	4,170	4,100		13,720	53.5
Individual Requests	5,450	4,170	4,100		13,720	
Company Requests						
Controlled Free - Non Requested	8,115				8,115	31.6
By Name	8,115				8,115	
By Job Title/Function						
Non Controlled Free Circulation						
By Name						
Not by Name						
Paid Circulation				144	144	0.6
Digital Editions	1,173	1,395	1,109		3,677	14.3
Controlled Free Circulation - Requested	1,173	1,395	1,109		3,677	14.3
Individual Requests	1,173	1,395	1,109		3,677	
Company Requests						
Paid Circulation						