

Business Magazines

Combined Total Profile Circulation Certificate

July 2015 to June 2016



Setting the standard

Meetings & Incentive Travel

m&it

meetings & incentive travel



Key information

Metric type

Circulation

ABC total

23,949 average (total)
19,309 average (print)
4,640 average (digital)

Period

1 July 2015 to 30 June 2016

No of issues

6

Market sector

Media, Marketing & Advertising: Corporate
Entertainment & Conferences Organisers

Contact details

Conference and Travel Publications
Fairway House
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West Sussex RH19 4ET
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www.meetpie.com

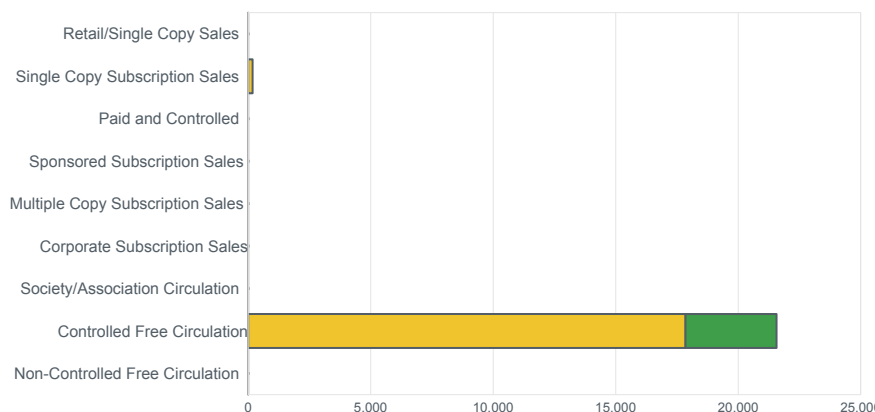
Audit issue circulation analysis

	% of circulation
Retail & Single Copy Sales	0%
Single Copy Subscription Sales	0.83%
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	99.17%
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	23,949	19,309	4,640	23,076	19,260	3,816	873	49	824
Average Retail Sales Per Issue	-	-	-	-	-	-	-	-	-

Analysis for the Audit issue cover dated May 2016 and distributed on 11 May 2016

Audit Issue Circulation	21,743	18,018	3,725	21,700	17,975	3,725	43	43	-
Retail & Other Single Copy Sales	-	-	-	-	-	-	-	-	-
Single Copy Subscription Sales	180	180	-	137	137	-	43	43	-
At full rate	180	180	-	137	137	-	43	43	-
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	21,563	17,838	3,725	21,563	17,838	3,725	-	-	-
Individual requests	18,171	14,446	3,725	18,171	14,446	3,725	-	-	-
Company requests	-	-	-	-	-	-	-	-	-
Non-requested by name	3,392	3,392	-	3,392	3,392	-	-	-	-
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): €150.00

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	18,171	100.0	6,669	36.7	6,405	35.2	5,097	28.1
Individual Requests - Print	14,446	79.5	4,603	25.3	4,827	26.6	5,016	27.6
Individual Requests - Digital	3,725	20.5	2,066	11.4	1,578	8.7	81	0.4
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/August 2015	08-Jul-15	24,684	20,016	4,668	-
September/October 2015	14-Sep-15	25,582	21,016	4,566	-
November/December 2015	12-Nov-15	21,530	16,768	4,762	-10.1
January 2016	19-Jan-16	24,805	20,018	4,787	-
March 2016	22-Mar-16	25,348	20,018	5,330	-
May 2016	11-May-16	21,743	18,018	3,725	-

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 11 July 2016.

The data included is derived from a return of circulation prepared by the publisher: Conference & Travel Publications.

The Publisher has certified that the data has been reported in accordance with ABC reporting standards. If an audit or inspection reveals a material difference ABC will revise and re-issue the certificate together with an audit/inspection report detailing the changes. For details of audit or inspection reports issued or the reporting standards and procedures, please contact ABC.

ABC cannot accept responsibility for mistakes or omissions although every care is taken to ensure that the information is correct.

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ABC Ref: 807842/CA:20160711/BMSv21

Meetings & Incentive Travel

Certificate for the 6 issues distributed between 1st July 2015 and 30th June 2016

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	17,838	180	3,725		21,563	180	21,743	100.00
Not Analysed								
Analysed	17,838	180	3,725		21,563	180	21,743	100.00
<u>Breakdown of Analysed Responses</u>								
Total United Kingdom	17,838	137	3,725		21,563	137	21,700	99.80
East Anglia	564		99		663		663	3.05
East Midlands	928	4	200		1,128	4	1,132	5.21
Midlands	1,372	7	284		1,656	7	1,663	7.65
London	5,050	43	1,027		6,077	43	6,120	28.15
Northern	197	1	42		239	1	240	1.10
North West	1,474	13	311		1,785	13	1,798	8.27
South East	4,818	36	963		5,781	36	5,817	26.75
South West	1,096	6	243		1,339	6	1,345	6.19
Yorkshire	885	4	184		1,069	4	1,073	4.93
Scotland	915	14	242		1,157	14	1,171	5.39
Wales	366	4	82		448	4	452	2.08
Northern Ireland	173	5	48		221	5	226	1.04
Total Other Countries		43				43	43	0.20
Europe		29				29	29	0.13
North America		2				2	2	0.01
Central & South America								
Australasia & Pacific Rim		4				4	4	0.02
Asia		1				1	1	0.00
South East Asia		2				2	2	0.01
Africa		1				1	1	0.00
Middle East & N Africa		4				4	4	0.02

Meetings & Incentive Travel

Certificate for the 6 issues distributed between 1st July 2015 and 30th June 2016

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	17,838	180	3,725		21,563	180	21,743	100.00
Not Analysed		180				180	180	0.83
Analysed	17,838		3,725		21,563		21,563	99.17
<u>Breakdown of Analysed Responses</u>								
Association	3,350		923		4,273		4,273	19.65
Corporate Organisation	10,728		2,085		12,813		12,813	58.93
Intermediary Agency	3,760		717		4,477		4,477	20.59

Meetings & Incentive Travel

Certificate for the 6 issues distributed between 1st July 2015 and 30th June 2016

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	17,838	180	3,725		21,563	180	21,743	100.00
Not Analysed	22	180	3		25	180	205	0.94
Analysed	17,816		3,722		21,538		21,538	99.06
<u>Breakdown of Analysed Responses</u>								
Chairperson/Proprietor/Managing Director	755		76		831		831	3.82
Director	2,416		390		2,806		2,806	12.91
Manager	6,269		1,281		7,550		7,550	34.72
Executive/Administrator	4,378		962		5,340		5,340	24.56
PA/Secretary	3,837		940		4,777		4,777	21.97
Other	161		73		234		234	1.08

Meetings & Incentive Travel

Certificate for the 6 issues distributed between 1st July 2015 and 30th June 2016

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	17,838	180	3,725		21,563	180	21,743	100.00
Not Analysed	3,570	180	10		3,580	180	3,760	17.29
Analysed	14,268		3,715		17,983		17,983	82.71
<u>Breakdown of Analysed Responses</u>								
1-3	2,764		811		3,575		3,575	16.44
4-7	2,353		653		3,006		3,006	13.83
8-11	1,504		391		1,895		1,895	8.72
12 or more	7,647		1,860		9,507		9,507	43.72

Meetings & Incentive Travel

Certificate for the 6 issues distributed between 1st July 2015 and 30th June 2016

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	17,838	180	3,725		21,563	180	21,743	100.00
Not Analysed	3,565	180	9		3,574	180	3,754	17.27
Analysed	14,273		3,716		17,989		17,989	82.73
<u>Breakdown of Analysed Responses</u>								
50 or less	2,046		658		2,704		2,704	12.44
51 - 100	2,272		654		2,926		2,926	13.46
101 - 200	2,390		636		3,026		3,026	13.92
201 - 500	2,661		643		3,304		3,304	15.20
More than 500	4,904		1,125		6,029		6,029	27.73

Meetings & Incentive Travel

Certificate for the 6 issues distributed between 1st July 2015 and 30th June 2016

Analysis of the Audit Issue by: Type of events organised

This analysis allows for multiple responses by the addressee.

This is an analysis of 17542 copies, which represents 80% 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	17,838	180	3,725		21,563	180	21,743	100.00
Not Analysed	3,923	180	98		4,021	180	4,201	19.32
Analysed	13,915		3,627		17,542		17,542	80.68
Total Responses	36,403		8,878		45,281		45,281	
<u>Breakdown of Analysed Responses</u>								
Conference/Meeting	12,480		3,211		15,691		15,691	72.17
Incentive Travel	4,209		904		5,113		5,113	23.52
Product Launch	5,306		1,126		6,432		6,432	29.58
Staff Training	7,831		2,084		9,915		9,915	45.60
Corporate Hospitality	6,577		1,553		8,130		8,130	37.39

Meetings & Incentive Travel

Certificate for the 6 issues distributed between 1st July 2015 and 30th June 2016

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 17238 copies, which represents 79% 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	17,838	180	3,725		21,563	180	21,743	100.00
Not Analysed	4,116	180	209		4,325	180	4,505	20.72
Analysed	13,722		3,516		17,238		17,238	79.28
Total Responses	32,305		7,289		39,594		39,594	
<u>Breakdown of Analysed Responses</u>								
UK	13,109		3,335		16,444		16,444	75.63
Europe	5,667		1,207		6,874		6,874	31.61
North America	3,214		647		3,861		3,861	17.76
Africa/Middle East	2,816		587		3,403		3,403	15.65
South America	2,447		487		2,934		2,934	13.49
Asia	2,888		590		3,478		3,478	16.00
Australasia	2,164		436		2,600		2,600	11.96

Meetings & Incentive Travel

Certificate for the 6 issues distributed between 1st July 2015 and 30th June 2016

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	17,838	180	3,725		21,563	180	21,743	100.00
Not Analysed	4,603	180	201		4,804	180	4,984	22.92
Analysed	13,235		3,524		16,759		16,759	77.08
<u>Breakdown of Analysed Responses</u>								
Under £50,000	7,247		2,150		9,397		9,397	43.22
£50,001 - £100,000	1,716		451		2,167		2,167	9.97
£100,001 - £250,000	1,167		274		1,441		1,441	6.63
£250,001 - £500,000	963		198		1,161		1,161	5.34
£500,001 - £1,000,000	744		149		893		893	4.11
Over £1,000,000	1,398		302		1,700		1,700	7.82

Meetings & Incentive Travel

Certificate for the 6 issues distributed between 1st July 2015 and 30th June 2016

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	10,061	6,405	5,097	180	21,743	100.0
Not Analysed				180	180	0.8
Analysed	10,061	6,405	5,097		21,563	99.2
<u>Breakdown of Analysed Responses</u>						
Print Editions	7,995	4,827	5,016	180	18,018	82.9
Controlled Free Circulation - Requested	4,603	4,827	5,016		14,446	66.4
Individual Requests	4,603	4,827	5,016		14,446	
Company Requests						
Controlled Free - Non Requested	3,392				3,392	15.6
By Name	3,392				3,392	
By Job Title/Function						
Non Controlled Free Circulation						
By Name						
Not by Name						
Paid Circulation				180	180	0.8
Digital Editions	2,066	1,578	81		3,725	17.1
Controlled Free Circulation - Requested	2,066	1,578	81		3,725	17.1
Individual Requests	2,066	1,578	81		3,725	
Company Requests						
Paid Circulation						