



Circulation Comparison – M&IT v C&IT audit period July 2015 – June 2016. Audit issue month - June 2016. Details are valid until September 2017. The next audit issue is due in June 2017.

Average Circulation

ABC Audit	Full ABC Profile	ABC Average Print Circulation	ABC Average Digital Circulation	Total Average Circulation
C&IT	✓	18,500	0	18,500
M&IT	✓	19,309	4,640	23,949

ABC Audited Issue – Controlled Circulation

ABC Audit Issue June 2016		Printed Copies Requested by Recipient	Digital Copies Requested by Recipient	Total Requested by Recipient	Printed Copies not Requested by Recipient	Total Distribution
	C&IT	18,316	0	18,316	0	18,316
	M&IT	14,446	3,725	18,171	3,392	21,743

- 3,725 unique M&IT digital copies were dispatched in addition to the printed circulation with no duplication between printed and digital recipients
- M&IT gives bonus distribution to non-requested, industry ABC qualified readers
- **On average each issue of M&IT is read by 5,449 more readers than C&IT**
- M&IT meets the demands of all readers by offering copies in both printed and digital format

Event Size	Print Readers 500+ Attendees	Digital Readers 500+ attendees	Print Readers 201-500 Attendees	Digital Readers 201-500 Attendees	Total 500+	Total 201-500
C&IT	Not audited in June 2016 ABC audit					
M&IT	4,904	1,125	2,661	643	6,029	3,304

Controlled Circulation: Requested age analysis		Total Analysed	0-1 Year Old		1-2 Years Old		2-3 Years Old		Non Requested Bonus Distribution
C&IT		18,316	10,220	55.8%	7,129	38.9%	967	5.3%	0
M&IT		18,171	6,669	36.7%	6,405	35.2%	5,097	28.1%	3,392

Controlled Circulation: Year on year analysis		Requested Printed Distribution	Requested Digital Distribution	Total Requested Distribution	Bonus Distribution	Total Average Distribution
2012 Audit	C&IT	18,230	0	18,230	0	18,504
	M&IT	14,013	3,509	17,522	5,965	22,656
2013 Audit	C&IT	18,250	0	18,250	0	18,500
	M&IT	14,695	3,845	18,540	4,033	22,513
2014 Audit	C&IT	18,257	0	18,257	0	18,505
	M&IT	16,050	2,542	18,592	3,148	22,886
2015 Audit	C&IT	18,301	0	18,301	0	18,501
	M&IT	15,408	3,256	18,664	6,400	22,493
2016 Audit	C&IT	18,316	0	18,316	0	18,500
	M&IT	14,446	3,725	18,171	3,392	23,949