Business Magazines
Circulation Certificate
July 2010 to June 2011

Setting the standard

Recruiter

Recruiter

Key information

Certificate type
Print

Metric type
Circulation

ABC headline
16,362 average per issue

Period
1 July 2010 to 30 June 2011

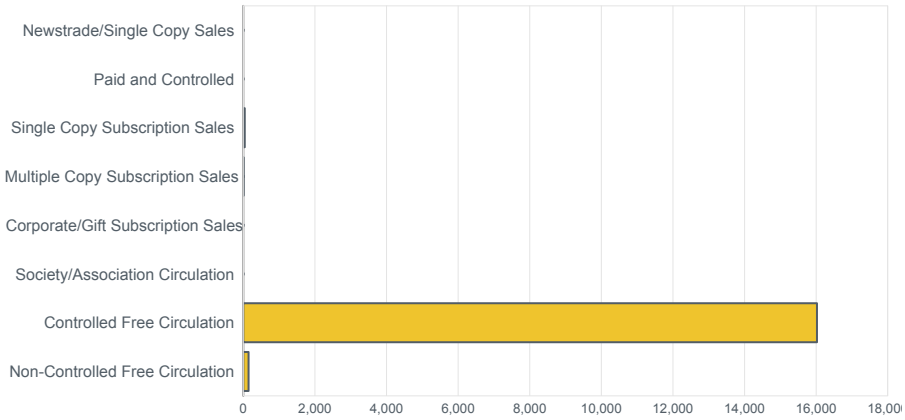
No of issues
23

Market sector
Business Management: Personnel

Audit issue circulation analysis

	% of circulation
Newstrade & Single Copy Sales	0%
Paid and Controlled	0%
Single Copy Subscription Sales	0.25%
Multiple Copy Subscription Sales	0.01%
Corporate/Gift Subscription Sales	0%
Society/Association/Organisation Circulation	0%
Controlled Free Circulation	98.85%
Non-Controlled Free Circulation	0.90%

Audit issue circulation breakdown



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This certificate is supported by the following organisations

ABC Ref:14733/20110817BMS6/17445560

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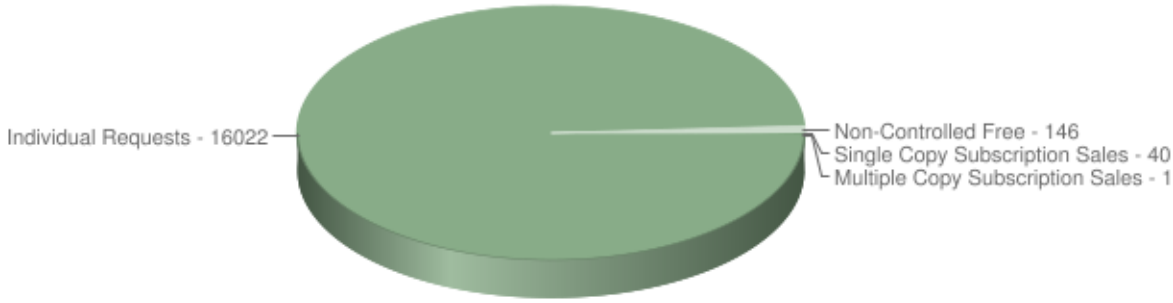
Certificate of Average Net Circulation for the 23 issues distributed between 1 July 2010 and 30 June 2011

	Net Total	United Kingdom	Other Countries
TOTAL AVERAGE NET CIRCULATION PER ISSUE	**16,362**	**16,353**	**9**
Total Average Net Newstrade Sales Per Issue	-	-	-
Analysis for the Audit issue cover dated 18 May 2011 and distributed on 16 May 2011			
Total Net Circulation	**16,209**	**16,201**	**8**
Newstrade & Other Single Copy Sales	**-**	**-**	**-**
Paid and Controlled	**-**	**-**	**-**
Single Copy Subscription Sales	**40**	**39**	**1**
At Full Rate	40	39	1
At Between 50% and 100% of Full Rate	-	-	-
At less than 50% of Full Rate	-	-	-
Multiple Copy Subscription Sales	**1**	**1**	**-**
At Full Rate	1	1	-
At Between 50% and 100% of Full Rate	-	-	-
At less than 50% of Full Rate	-	-	-
Society/Association/Organisation Circulation	**-**	**-**	**-**
Controlled Free Circulation	**16,022**	**16,022**	**-**
see terms of control. Sources for all addressees are less than 3 years old.			
Individual Written Requests	962	962	-
Individual Electronic Requests	8,082	8,082	-
Individual Telephone Requests	6,978	6,978	-
Company Written Requests	-	-	-
Company Electronic Requests	-	-	-
Company Telephone Requests	-	-	-
Non-requested by name	-	-	-
Non-requested by job title / function	-	-	-
Non-Controlled Free Circulation	**146**	**139**	**7**
By Name	146	139	7
Not by Name	-	-	-

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: £80.00

The Annual Other Countries Subscription Rates for the audit issue ranged between: £95.00 to £125.00

2 or 3 year subscriptions are available

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Controlled Circulation

Terms of Control in the audit period:

Directors, managers, consultants and other individuals active in the recruitment profession.

Age of Source Data for the Audit Issue	Total		0-1 Year		1-2 Years		2-3 Years	
	Qty	%	Qty	%	Qty	%	Qty	%
Total	**16,022**	**100.0**	**16,022**	**100.0**	**-**	**-**	**-**	**-**
Individual Requests	16,022	100.0	16,022	100.0	-	-	-	-
Company Requests	-	-	-	-	-	-	-	-

Actual Distribution Dates for issues distributed during the audit period

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

Cover Date / ID	Distribution Date	Net Circ.	Variance %	Cover Date / ID	Distribution Date	Net Circ.	Variance %
7 Jul 2010	05-Jul-2010	16,365	-				
21 Jul 2010	19-Jul-2010	16,363	-				
18 Aug 2010	16-Aug-2010	16,366	-				
1 Sep 2010	31-Aug-2010	16,363	-				
15 Sep 2010	13-Sep-2010	16,366	-				
29 Sep 2010	27-Sep-2010	16,363	-				
13 Oct 2010	11-Oct-2010	16,362	-				
27 Oct 2010	25-Oct-2010	16,375	-				
10 Nov 2010	08-Nov-2010	16,367	-				
24 Nov 2010	22-Nov-2010	16,370	-				
8 Dec 2010	07-Dec-2010	16,371	-				
19 Jan 2011	17-Jan-2011	16,381	-				
9 Feb 2011	07-Feb-2011	16,375	-				
23 Feb 2011	21-Feb-2011	16,367	-				
9 Mar 2011	07-Mar-2011	16,366	-				
23 Mar 2011	21-Mar-2011	16,366	-				
6 Apr 2011	04-Apr-2011	16,368	-				
20 Apr 2011	18-Apr-2011	16,370	-				
4 May 2011	03-May-2011	16,367	-				
18 May 2011	16-May-2011	16,209	-				
1 Jun 2011	01-Jun-2011	16,373	-				
15 Jun 2011	13-Jun-2011	16,372	-				
29 Jun 2011	27-Jun-2011	16,370	-				

About ABC

ABC is governed by the media industry, for the media industry and is the expert at setting data and process standards across multiple platforms. ABC provides a stamp of trust for media buyers, media owners, publishers and digital traders working in existing and emerging platforms.

The ABC Board consists of 16 media owners, media agencies, advertisers and trade body members – with 25 per cent of the Board representing the digital sector. The Board make strategic decisions as to how ABC is run and each industry sector is represented by a Reporting Standards Group.

ABC was established in the UK in 1931 and is a founder member of the International Federation of ABCs (IFABC). ABC's digital arm was established in 1996 and was united with ABC under one brand with a new identity and integrated structure in March 2011. ABC works with JICWEBS (Joint Industry Committee for Web Standards) to deliver common international standards for measuring digital reach, engagement and loyalty, as well as creating common standards for good practice throughout the industry.

For further information please visit www.abc.org.uk or contact us at: ABC, Saxon House, 211 High Street Berkhamsted, Hertfordshire, HP4 1AD, UK Tel: +44 (1442) 870 800 or info@abc.org.uk.

About this certificate

This certificate was issued on 17 August 2011. The data included is derived from a return of circulation prepared by the publisher: Centaur Media Plc.

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. This certificate is the **copyright** property of the Publisher and ABC.

This certificate expires on 30 September 2012 unless ABC has issued a new certificate before that date.

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Certificate of Average Net Circulation for the 23 issues distributed between 1 July 2010 and 30 June 2011

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 on 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.