Consumer Magazines

Combined Total Circulation Certificate January to June 2014



Setting the standard

Zoo

Key information

Metric type Circulation

ABC total

29,976 average - print & digital (gross) 27,930 average (print) 2,046 average (digital)

Period

1 January 2014 to 30 June 2014

No of issues

25

Market sector Men's Lifestyle General

Circulation analysis

Actively	purchased circulation (UK & ROI)	100%
Price:	Basic cover price	£1.95
	Published annual UK subscription rate	£81.60
	Published annual ROI subscription rate	£152.00
	Published annual other countries subscription rate	£152 00 to £302 00

Digital Edition analysis

	UK & ROI	Other countries	Total
Average circulation per issue	1,281	765	2,046

Circulation breakdown (print only)

Retail and other Single Copy Sales

Single Copy Subscription Sales

Multiple Copy Subscription Sales

Multiple Copy Sales

Society / Association / Organisation

Controlled Free Circulation

Non-Controlled Free

Monitored Free Distribution

Free Retail Voucher Copies

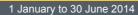
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Analysis of Circulation

	Total	UK & Rol	Other Countries
Average Circulation - print & digital (gross)	29,976	28,482	1,494

	Tot	Total		UK & Rol		Other Countries	
	Print	Digital	Print	Digital	Print	Digital	
Average Circulation Per Issue	27,930	2,046	27,201	1,281	729	765	
Retail and Single Copy Sales	27,930	1,153	27,201	777	729	376	
At Basic Cover Price	19,363	629	18,634	578	729	51	
Below BCP but not less than 50%	8,567	523	8,567	199	0	324	
Less than 50% of BCP but not less than 20%	0	1	0	-	0	1	
Single Copy Subscription Sales	-	893	-	504	-	389	
At Basic Annual Rate	-	1	-	-	-	1	
Below BAR but not less than 50%	-	852	-	483	-	369	
Less than 50% of BAR but not less than 20%	-	25	-	19	-	6	
Less than 20% of BAR but not less than 10%	-	15	-	2	-	13	
Less than 10% of BAR	-	-	-	-	-	-	
Multiple Copy Subscription Sales	-		-		-		
Corporate Subscription Sales		-		-		-	
Multiple Copy Sales	-		-		-		
Society / Association / Organisation Circulation	-	-	-	-	-	-	
Controlled Free Circulation	-	-	-	-	-	-	
Non-Controlled Free Circulation	-		-		-		
Monitored Free Distribution	-		-		-		
Free Retail Voucher Copies	-		-				

Additional Print Analysis

Actively Purchased Circulation Multi Packed Retail Circulation

	Total	United Kingdom & Republic of Ireland	Other Countries
	100%	100%	100%
Ī	0%		

Additional Digital Analysis

Publication Active Views

Total	United Kingdom & Republic of Ireland	Other Countries
-	-	-

Price: The following prices are accurate for the end of the audit period.

Basic Cover Price£1.95Published Annual UK Subscription Rate£81.60Published Annual Rol Subscription Rate£152.00

Published annual other countries subscription rate £152.00 to £302.00



Issue by Issue Analysis (print only)

	_	Monitored Free Distribution			Multipacks			
Cover Date or Issue Identifier	Issue Variance from Total Average*	Total	Net by Hand	Net - Other	Gross	Retail and other Single Copy Sales - Multipacked		Other title(s) multipacked
10 JAN 14	-	-	-	-	-	-	-	
17 JAN 14	-	-	-	-	-	-	-	
24 JAN 14	-	-	-	-	-	-	-	
31 JAN 14	-	-	-	-	-	-	-	
07 FEB 14	-	-	-	-	-	-	-	
14 FEB 14	-	-	-	-	-	-	-	
21 FEB 14	-	-	-	-	-	-	-	
28 FEB 14	-	-	-	-	-	-	-	
07 MAR 14	-	-	-	-	-	-	-	
14 MAR 14	Below	-	-	-	-	-	-	
21 MAR 14	-	-	-	-	-	-	-	
28 MAR 14	-	-	-	-	-	-	-	
04 APR 14	-	-	-	-	-	-	-	
11 APR 14	-	-	-	-	-	-	-	
18 APR 14	Below	-	-	-	-	-	-	
25 APR 14	-	-	-	-	-	-	-	
02 MAY 14	-	-	-	-	-	-	-	
09 MAY 14	Above	-	-	-	-	-	-	
16 MAY 14	Above	-	-	-	-	-	-	
23 MAY 14	Above	-	-	-	-	-	-	
30 MAY 14	Above	-	-	-	-	-	-	
06 JUN 14	Above	-	-	-	-	-	-	
13 JUN 14	Above	-	-	-	-	-	-	
20 JUN 14	-	-	-	-	-	-	-	
27 JUN 14	-	-	-	-	-	-	-	

^{*} The display of variances can vary based on certificate frequency. Please visit abostandards.org.uk for clarification.

Issue by Issue Circulation Analysis (print only)

Data does not include adjustments for prior audit period reconciliations.

Issue Month	Number of Issues	Total Average Circulation	Average Actively Purchased Circulation	% Actively Purchased
January	4	23,626	23,626	100%
February	4	25,190	25,190	100%
March	4	23,947	23,947	100%
April	5	24,268	24,268	100%
May	4	36,261	36,261	100%
June	4	35,492	35,492	100%

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 Consumer Magazines sector and the definitions used on this certificate, please visit: www.abcstandards.org.uk

About this certificate

This certificate was issued on 14 August 2014.

The data included is derived from a return of circulation prepared by the publisher: Bauer Consumer Media.

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.

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