

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

Contact details

Bauer Media
Endeavour House
189 Shaftesbury Avenue
London
WC2H 7BP
020 7437 9011

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)



Analysis of Circulation

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

| | 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

| | Total | United Kingdom & Republic of Ireland | Other Countries |
|---------------------------------|-------|--------------------------------------|-----------------|
| Actively Purchased Circulation | 100% | 100% | 100% |
| Multi Packed Retail Circulation | 0% | | |

Additional Digital Analysis

| | Total | United Kingdom & Republic of Ireland | Other Countries |
|--------------------------|-------|--------------------------------------|-----------------|
| Publication Active Views | - | - | - |

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

| | |
|--|--------------------|
| Basic Cover Price | £1.95 |
| Published Annual UK Subscription Rate | £81.60 |
| Published Annual Rol Subscription Rate | £152.00 |
| Published annual other countries subscription rate | £152.00 to £302.00 |

1 January to 30 June 2014

Issue by Issue Analysis (print only)

| Cover Date or Issue Identifier | Issue Variance from Total Average* | Monitored Free Distribution | | | | Retail and other Single Copy Sales - Multipacked | | | Multipacks |
|--------------------------------|------------------------------------|-----------------------------|-------------|-------------|-------|--|---|----------------------------|------------|
| | | Total | Net by Hand | Net - Other | Gross | | | 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 abcstandards.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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