

Business Magazines

Combined Total Circulation Certificate

July 2016 to June 2017



Setting the standard

Guild Gazette

guildgazette

guildgazette



Key information

Metric type

Circulation

ABC total

24,717 average (total)
18,638 average (print)
6,079 average (digital)

Period

1 July 2016 to 30 June 2017

No of issues

5

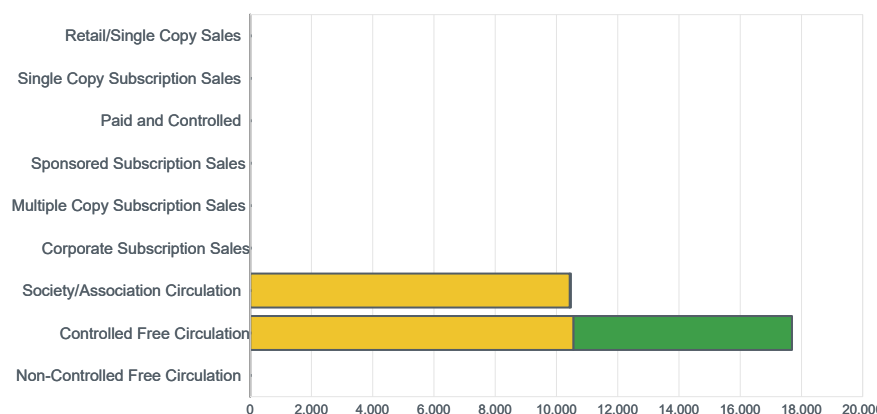
Market sector

Fashion, Clothing & Textiles: Hairdressing & Beauty

Audit issue circulation analysis

	% of circulation
Retail & Single Copy Sales	0%
Single Copy Subscription Sales	0%
Paid and Controlled	0%
Sponsored Subscription Sales	0%
Multiple Copy Subscription Sales	0%
Corporate Subscription Sales	0%
Society/Association/Organisation Circulation	37.18%
Controlled Free Circulation	62.82%
Non-Controlled Free Circulation	0%

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	24,717	18,638	6,079	24,717	18,638	6,079	-	-	-
Average Retail Sales Per Issue	-	-		-	-		-	-	

Analysis for the Audit issue cover dated May / June 2017 and distributed on 2 May 2017

Audit Issue Circulation	28,160	20,982	7,178	28,160	20,982	7,178	-	-	-
Retail & Other Single Copy Sales	-	-	-	-	-	-	-	-	-
Single Copy Subscription Sales	-	-	-	-	-	-	-	-	-
Paid and Controlled	-	-	-	-	-	-	-	-	-
Sponsored Subscription Sales	-	-		-	-		-	-	
Multiple Copy Subscription Sales	-	-		-	-		-	-	
Corporate Subscription Sales	-		-	-		-	-		-
Society/Association/Organisation	10,471	10,432	39	10,471	10,432	39	-	-	-
Paid optional single copies	-	-	-	-	-	-	-	-	-
Unpaid requested single copies	-	-	-	-	-	-	-	-	-
Non-optional single copies	10,471	10,432	39	10,471	10,432	39	-	-	-
Controlled Free Circulation	17,689	10,550	7,139	17,689	10,550	7,139	-	-	-
Individual requests	7,139	-	7,139	7,139	-	7,139	-	-	-
Company requests	-	-		-	-		-	-	
Non-requested by name	10,550	10,550		10,550	10,550		-	-	
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): £5.95

Basic cover price (RoI):

Basic annual rate (UK): £30.00

Basic annual rate (OC):

Society/Association/Organisation Circulation for the audit issue

The official journal of The Guild of Professional Beauty Therapists Ltd

Controlled circulation for the audit issue

Terms of control: Beauty salon, spa and training school owners. Qualified beauty therapists, holistic therapists, nail technicians therapy lecturers. Individuals involved in the professional beauty industry.

	Total		0-1 Year		1-2 Years		2-3 Years	
	Qty	%	Qty	%	Qty	%	Qty	%
Total	7,139	100.0	2,896	40.6	2,528	35.4	1,715	24.0
Individual Requests - Print	-	-	-	-	-	-	-	-
Individual Requests - Digital	7,139	100.0	2,896	40.6	2,528	35.4	1,715	24.0
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 %
September / October 2016	02-Sep-16	22,560	17,520	5,040	-
November / December 2016	27-Oct-16	23,525	17,515	6,010	-
January / February 2017	04-Jan-17	23,680	17,681	5,999	-
March / April 2017	20-Feb-17	25,663	19,494	6,169	-
May / June 2017	02-May-17	28,160	20,982	7,178	13.9

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 31 August 2017.

The data included is derived from a return of circulation prepared by the publisher: The Guild of Professional Beauty Therapists.

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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