

# Business Magazines

Combined Total Circulation Certificate

August to September 2016



Setting the standard

Guild Gazette

# guildgazette

The Magazine Of The Guild Of Professional Beauty Therapists  
[www.beautyguild.com](http://www.beautyguild.com)



## Key information

### Metric type

Circulation

### ABC total

22,560 average (total)

17,520 average (print)

5,040 average (digital)

### Period

1 August 2016 to 30 September 2016

### No of issues

1

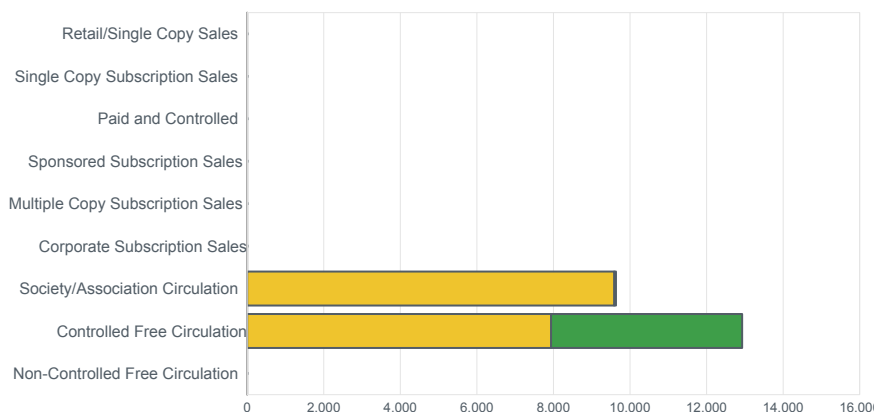
### Market sector

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	42.7%
Controlled Free Circulation	57.3%
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
<b>Average Circulation Per Issue</b>	<b>22,560</b>	<b>17,520</b>	<b>5,040</b>	<b>22,560</b>	<b>17,520</b>	<b>5,040</b>	-	-	-
Average Retail Sales Per Issue	-	-		-	-		-	-	

**Analysis for the Audit issue cover dated September / October 2016 and distributed on 2 September 2016**

<b>Audit Issue Circulation</b>	<b>22,560</b>	<b>17,520</b>	<b>5,040</b>	<b>22,560</b>	<b>17,520</b>	<b>5,040</b>	-	-	-
<b>Retail &amp; Other Single Copy Sales</b>	-	-	-	-	-	-	-	-	-
<b>Single Copy Subscription Sales</b>	-	-	-	-	-	-	-	-	-
<b>Paid and Controlled</b>	-	-	-	-	-	-	-	-	-
<b>Sponsored Subscription Sales</b>	-	-		-	-		-	-	
<b>Multiple Copy Subscription Sales</b>	-	-		-	-		-	-	
<b>Corporate Subscription Sales</b>	-		-	-		-	-		-
<b>Society/Association/Organisation</b>	<b>9,632</b>	<b>9,584</b>	<b>48</b>	<b>9,632</b>	<b>9,584</b>	<b>48</b>	-	-	-
Paid optional single copies	-	-	-	-	-	-	-	-	-
Unpaid requested single copies	-	-	-	-	-	-	-	-	-
Non-optional single copies	9,632	9,584	48	9,632	9,584	48	-	-	-
<b>Controlled Free Circulation</b>	<b>12,928</b>	<b>7,936</b>	<b>4,992</b>	<b>12,928</b>	<b>7,936</b>	<b>4,992</b>	-	-	-
Individual requests	4,992	-	4,992	4,992	-	4,992	-	-	-
Company requests	-	-		-	-		-	-	
Non-requested by name	7,936	7,936		7,936	7,936		-	-	
Non-requested by job title / function	-	-		-	-		-	-	
<b>Non-Controlled Free Circulation</b>	-	-		-	-		-	-	

**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

**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	%
<b>Total</b>	<b>4,992</b>	<b>100.0</b>	<b>2,245</b>	<b>45.0</b>	<b>2,747</b>	<b>55.0</b>	-	-
Individual Requests - Print	-	-	-	-	-	-	-	-
Individual Requests - Digital	4,992	100.0	2,245	45.0	2,747	55.0	-	-
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	-

**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](http://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](http://www.abcstandards.org.uk)

**About this certificate**

This certificate was issued on 3 November 2016.

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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