

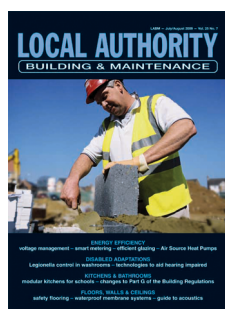


# Profile Certificate of Circulation

For the 11 issues distributed between 1 July 2008 and 30 June 2009

**Business  
Magazines**

## Local Authority Building and Maintenance



# LOCAL AUTHORITY BUILDING & MAINTENANCE

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- 2 Supporting Data
- 4 Demographic Data

### The Primary Market Sector for this publication is:

Public Service and Local Government

This certificate expires on 30 September 2010 unless ABC has issued a new certificate before that date.

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ABC Ref: A806284/16243116

#### Certification Statement

This certificate was issued on 2 September 2009. The data included is derived from a return of circulation prepared by the publisher: Hamerville Magazines Ltd.

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.

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# Local Authority Building and Maintenance

Certificate of Average Net Circulation for the 11 issues distributed between 1 July 2008 and 30 June 2009

	Net Total	United Kingdom	Other Countries
<b>TOTAL AVERAGE NET CIRCULATION PER ISSUE</b>	<b>17,755</b>	<b>17,755</b>	-
Total Average Net Newstrade Sales Per Issue	-	-	-

Analysis for the Audit issue cover dated May and distributed on 28 April 2009

<b>Total Net Circulation</b>	<b>17,500</b>	<b>17,500</b>	-
<b>Newstrade &amp; Other Single Copy Sales</b>	-	-	-
<b>Paid and Controlled</b>	-	-	-
<b>Single Copy Subscription Sales</b>	-	-	-
<b>Multiple Copy Subscription Sales</b>	-	-	-
<b>Bulk Sales</b>	-	-	-
<b>Society/Association/Organisation Circulation</b>	-	-	-
<b>Controlled Free Circulation</b>	<b>17,500</b>	<b>17,500</b>	-
see terms of control on page 3. Sources for all addressees are less than 3 years old.			
Individual Written Requests	2,411	2,411	-
Individual Electronic Requests	21	21	-
Individual Telephone Requests	11,182	11,182	-
Company Written Requests	-	-	-
Company Electronic Requests	-	-	-
Company Telephone Requests	-	-	-
Non-requested by name	3,886	3,886	-
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%



## 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: £30.00

The Annual Other Countries Subscription Rates for the audit issue ranged between: £50.00 to £65.00

# Local Authority Building and Maintenance

Certificate of Average Net Circulation for the 11 issues distributed between 1 July 2008 and 30 June 2009

## Controlled Circulation - Terms of Control in audit period

Employees of Local Authorities, Public Utilities and Health Trusts employed in architecture/building design and project design, surveying, housing/community services, environmental health services/public health/trading standards, engineering/building services/building maintenance, building control, fire & safety, DLO/DSO, contract services, building works and operations, purchasing/supply/procurement facilities, technical services, economic and industrial development, planning, education/leisure & sports/tourism, estates, property and valuation. Proprietors, partners and employees of private building contractors, architects, surveyors, estate managers, mechanical and electrical companies.

## Controlled Circulation - Age of Source Data for the Audit Issue or Age of Source Data Projected from Previous Mandatory Certificate

	Total		0-1 Year		1-2 Years		2-3 Years	
	Qty	%	Qty	%	Qty	%	Qty	%
Total	13,614	100.0	5,541	40.7	4,378	32.2	3,695	27.1
Individual Requests	13,614	100.0	5,541	40.7	4,378	32.2	3,695	27.1
Company Requests	-	-	-	-	-	-	-	-

## Actual Distribution Dates for issues distributed during the audit period

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

**Bulk Sales** for issues with Bulk Sales representing 10% or above of the circulation for that issue

Cover Date / ID	Distribution Date	Net Circ.	Variance %	Bulk Qty	Cover Date / ID	Distribution Date	Net Circ.	Variance %	Bulk Qty
July/August	11-Jul-2008	17,740	-	-					
September	09-Sep-2008	17,774	-	-					
October	10-Oct-2008	17,771	-	-					
November	28-Oct-2008	17,782	-	-					
December	26-Nov-2008	17,780	-	-					
January	30-Dec-2008	17,786	-	-					
February	27-Jan-2009	17,789	-	-					
March	02-Mar-2009	17,792	-	-					
April	26-Mar-2009	17,791	-	-					
May	28-Apr-2009	17,500	-	-					
June	29-May-2009	17,798	-	-					

# Local Authority Building & Maintenance

Certificate of Average Net Circulation for the 11 issues distributed between 1st July 2008 and 30th June 2009

Analysis of the Audit Issue by: Geographical Analysis

Description	Breakdown of Free Circulation				Total of Free Circulation	Total of Paid Circulation	Total	% of Total Circulation
	Controlled Free Copies		Non Controlled Free Circulation	Free Society/ Association/ Organisation Circulation				
	Requested	Non Requested						
<b>TOTAL</b>	<b>13,614</b>	<b>3,886</b>			<b>17,500</b>		<b>17,500</b>	<b>100.00</b>
<b>Not Analysed</b>								
<b>Analysed</b>	<b>13,614</b>	<b>3,886</b>			<b>17,500</b>		<b>17,500</b>	<b>100.00</b>
<u>Breakdown of Analysed Responses</u>								
<b>Total United Kingdom</b>	<b>13,614</b>	<b>3,886</b>			<b>17,500</b>		<b>17,500</b>	<b>100.00</b>
East Anglia	562	191			<b>753</b>		<b>753</b>	4.30
East Midlands	1,138	342			<b>1,480</b>		<b>1,480</b>	8.46
Midlands	1,095	247			<b>1,342</b>		<b>1,342</b>	7.67
London	823	290			<b>1,113</b>		<b>1,113</b>	6.36
Northern	1,033	336			<b>1,369</b>		<b>1,369</b>	7.82
North West	1,417	414			<b>1,831</b>		<b>1,831</b>	10.46
South East	2,982	919			<b>3,901</b>		<b>3,901</b>	22.29
South West	1,271	330			<b>1,601</b>		<b>1,601</b>	9.15
Yorkshire	890	197			<b>1,087</b>		<b>1,087</b>	6.21
Scotland	1,280	314			<b>1,594</b>		<b>1,594</b>	9.11
Wales	807	225			<b>1,032</b>		<b>1,032</b>	5.90
Northern Ireland	316	81			<b>397</b>		<b>397</b>	2.27

# Local Authority Building & Maintenance

Certificate of Average Net Circulation for the 11 issues distributed between 1st July 2008 and 30th June 2009

Analysis of the Audit Issue by: Industry/Business/Sector

Description	Breakdown of Free Circulation				Total of Free Circulation	Total of Paid Circulation	Total	% of Total Circulation
	Controlled Free Copies		Non Controlled Free Circulation	Free Society/ Association/ Organisation/ Circulation				
	Requested	Non Requested						
<b>TOTAL</b>	<b>13,614</b>	<b>3,886</b>			<b>17,500</b>		<b>17,500</b>	<b>100.00</b>
<b>Not Analysed</b>	<b>201</b>				<b>201</b>		<b>201</b>	<b>1.15</b>
<b>Analysed</b>	<b>13,413</b>	<b>3,886</b>			<b>17,299</b>		<b>17,299</b>	<b>98.85</b>
<u>Breakdown of Analysed Responses</u>								
Local Authority	11,705	3,886			<b>15,591</b>		<b>15,591</b>	89.09
Private Architectural Company	581				<b>581</b>		<b>581</b>	3.32
Private Surveying Company	154				<b>154</b>		<b>154</b>	0.88
Private Estate Management Company	65				<b>65</b>		<b>65</b>	0.37
Private Mechanical, Electrical or Structural Company	60				<b>60</b>		<b>60</b>	0.34
Private Building Contracting Company	848				<b>848</b>		<b>848</b>	4.85

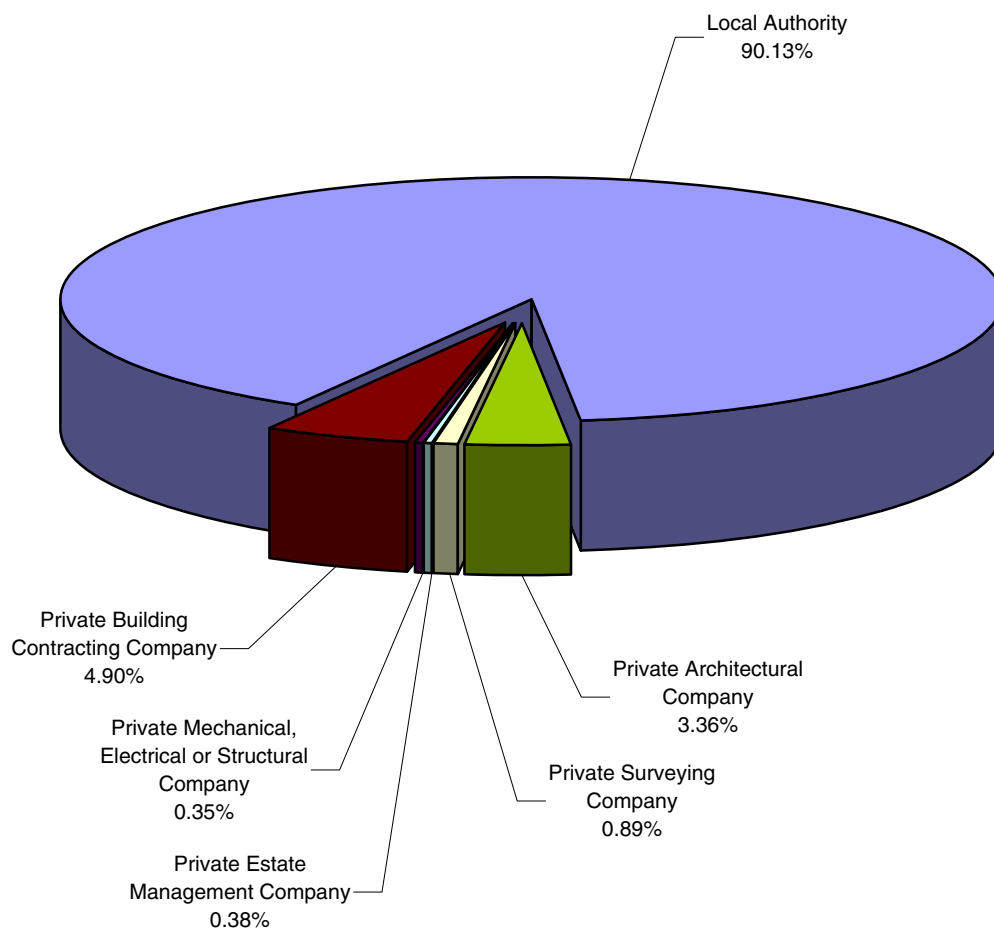
# Local Authority Building & Maintenance

Certificate of Average Net Circulation for the 11 issues distributed between 1st July 2008 and 30th June 2009

Analysis of the Audit Issue by: Industry/Business/Sector

This chart represents the analysed copies only.

The percentages shown in this chart represent the analysed copies only.



# Local Authority Building & Maintenance

Certificate of Average Net Circulation for the 11 issues distributed between 1st July 2008 and 30th June 2009

Analysis of the Audit Issue by: Job Function

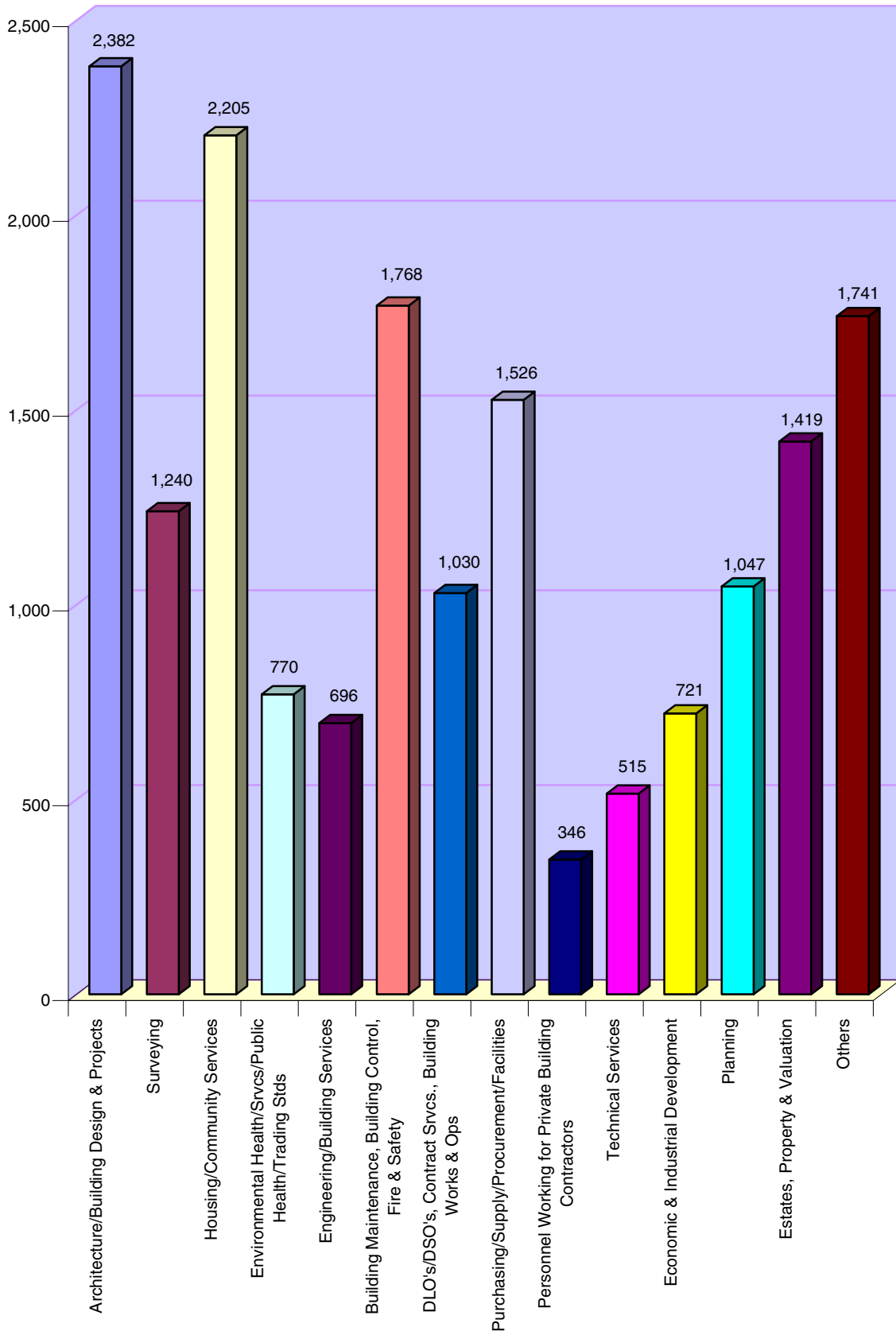
Description	Breakdown of Free Circulation				Total of Free Circulation	Total of Paid Circulation	Total	% of Total Circulation
	Controlled Free Copies		Non Controlled Free Circulation	Free Society/ Association/ Organisation Circulation				
	Requested	Non Requested						
<b>TOTAL</b>	<b>13,614</b>	<b>3,886</b>			<b>17,500</b>		<b>17,500</b>	<b>100.00</b>
<b>Not Analysed</b>	<b>94</b>				<b>94</b>		<b>94</b>	<b>0.54</b>
<b>Analysed</b>	<b>13,520</b>	<b>3,886</b>			<b>17,406</b>		<b>17,406</b>	<b>99.46</b>
<u>Breakdown of Analysed Responses</u>								
Architecture/Building Design & Projects	1,976	406			<b>2,382</b>		<b>2,382</b>	13.61
Surveying	1,022	218			<b>1,240</b>		<b>1,240</b>	7.09
Housing/Community Services	1,695	510			<b>2,205</b>		<b>2,205</b>	12.60
Environmental Health/Srvcs/Public Health/Trading Stds	567	203			<b>770</b>		<b>770</b>	4.40
Engineering/Building Services	444	252			<b>696</b>		<b>696</b>	3.98
Building Maintenance, Building Control, Fire & Safety	1,242	526			<b>1,768</b>		<b>1,768</b>	10.10
DLO's/DSO's, Contract Svcs., Building Works & Ops	910	120			<b>1,030</b>		<b>1,030</b>	5.89
Purchasing/Supply/Procurement/Facilities	1,016	510			<b>1,526</b>		<b>1,526</b>	8.72
Personnel Working for Private Building Contractors	346				<b>346</b>		<b>346</b>	1.98
Technical Services	345	170			<b>515</b>		<b>515</b>	2.94
Economic & Industrial Development	501	220			<b>721</b>		<b>721</b>	4.12
Planning	687	360			<b>1,047</b>		<b>1,047</b>	5.98
Estates, Property & Valuation	1,062	357			<b>1,419</b>		<b>1,419</b>	8.11
Others	1,707	34			<b>1,741</b>		<b>1,741</b>	9.95

# Local Authority Building & Maintenance

Certificate of Average Net Circulation for the 11 issues distributed between 1st July 2008 and 30th June 2009

Analysis of the Audit Issue by: Job Function

This chart represents the analysed copies only.



# Local Authority Building & Maintenance

Certificate of Average Net Circulation for the 11 issues distributed between 1st July 2008 and 30th June 2009

**Analysis of the Audit Issue by:** Sources & Ages of Name and Address Records

Description	Less Than 1 Year	Between 1 and 2 Years	Between 2 and 3 Years	Not Analysed (Includes Paid Circulation)	Total	% of Total Circulation
<b>TOTAL</b>	<b>8,095</b>	<b>5,710</b>	<b>3,695</b>		<b>17,500</b>	<b>100.0</b>
<b>Not Analysed</b>						
<b>Analysed</b>	<b>8,095</b>	<b>5,710</b>	<b>3,695</b>		<b>17,500</b>	<b>100.0</b>
<u>Breakdown of Analysed Responses</u>						
<b>Controlled Free Circulation - Requested</b>	<b>5,541</b>	<b>4,378</b>	<b>3,695</b>		<b>13,614</b>	<b>77.8</b>
Individual Written Requests	769	981	661		<b>2,411</b>	13.8
Individual Electronic Requests	12	5	4		<b>21</b>	0.1
Individual Telephone Requests	4,760	3,392	3,030		<b>11,182</b>	63.9
Company Written Requests						
Company Electronic Requests						
Company Telephone Requests						
<b>Controlled Free - Non Requested</b>	<b>2,554</b>	<b>1,332</b>			<b>3,886</b>	<b>22.2</b>
By Name	2,554	1,332			<b>3,886</b>	22.2
By Job Title/Function						
<b>Non Controlled Free Circulation</b>						
By Name						
Not by Name						
<b>Paid Circulation</b>						

# Local Authority Building & Maintenance

Certificate of Average Net Circulation for the 11 issues distributed between 1st July 2008 and 30th June 2009

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## A Guide to the ABC PROFILE

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### What is the ABC PROFILE?

The **ABC PROFILE** provides independently accurate and verified demographic data relating to the addressees of a publication. It is a vital tool for media buyers as it allows them to accurately determine where to best place their advertising spend.

The **ABC PROFILE** is an extended version of the **ABC STANDARD** certificate, and contains a number of mandatory demographic tables which the industry has agreed should be included, and a number of optional tables, chosen by the publisher.

### How is the ABC PROFILE Achieved?

The audit of an **ABC PROFILE** is designed to establish that valid source documentation exists in support of the addressee and demographic data claims and to ensure that the information on those sources has been correctly entered onto the publisher's database.

There are two separate audit tests involved in establishing these facts.

1. an 'Nth Name Test' which involves selecting addressees throughout the mailing list (from a random starting point) and testing the demographic claims to the source of the information;
2. a 'Cell Test' which involves the ABC auditor selecting individual figures, or cells, from each **ABC PROFILE** table and requiring the publisher to provide details of the addressees in that cell.

### What is in an ABC PROFILE?

The **ABC STANDARD** certificate. This forms the first three pages of each **ABC PROFILE** document.

#### **Geographic Analysis (Mandatory)**

A summary by UK regions and regions of the world is mandatory. Greater detail can be provided if the publisher chooses.

#### **Job Title/Function (Mandatory)**

An analysis must be provided by either Job Title or Job Function. ABC does not dictate the categories used in this breakdown.

#### **Industry/Business/Sector (Mandatory)**

An analysis must be provided by Industry/Business/Sector. ABC does not dictate the categories used in this breakdown.

#### **Sources and Ages (Mandatory)**

An analysis must be provided by Sources & Ages of Name and Address Records. This table serves to identify the sources from which the mailing list has been built (directories, request cards, exhibition visitor lists, etc.) and the age of the sources. It is a measure of how recently the mailing list has been updated.

#### **Optional Analysis**

Publishers are invited to include any other demographic analysis within the **ABC PROFILE** provided the information is auditable. Publishers can therefore include demographics which demonstrate the strength of their publication.

# Local Authority Building & Maintenance

Certificate of Average Net Circulation for the 11 issues distributed between 1st July 2008 and 30th June 2009

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## How to Use the ABC PROFILE

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The data in the **ABC PROFILE** is based on a detailed analysis of a single issue within the audit period certified. The issue analysed is the same as the one analysed for the **ABC STANDARD** certificate, and is known as the 'audit issue'.

All **ABC PROFILE** tables are based on a full count of the addressees of the 'audit issue'. In each table the **ABC PROFILE** clearly shows the number of addressees for which the demographic information is both known and auditable, as well as the number for which this is not the case. See the **ANALYSED/NOT ANALYSED** rows on each table. Total transparency!

The tables show the circulation for each demographic and the analysis of that figure by circulation type.

Multiple Response tables, if applicable, identify the number of responses analysed and the number of addressees providing that level of response. By definition, such tables also show the number of addressees for which the relevant demographic information is not shown.

Sources & Ages of Name and Address Records demonstrate the level of maintenance taking place on the mailing list in question.

The ABC PROFILE document may also provide cross-analysis tables of two separate demographics.

What are the Benefits of the ABC PROFILE?

The content and high standards of the ABC PROFILE have been defined by both buyers and sellers of advertising space. Like the ABC membership itself, specialist committee members are drawn from media owners, advertising agencies and clients.

The ABC audit is an independent and exhaustive exercise, which takes four to six working days to complete for each **ABC PROFILE**.

All ABC audits are conducted by trained ABC staff auditors to guarantee constant standards are maintained throughout.

The **ABC PROFILE** gives media buyers the opportunity to see transparent and comparable data rather than unaudited publisher's claims in glossy media packs.

The ABC's detailed and stringent audit procedures mean that the circulation and demographic data certified is the media buyers' insurance policy to the publishers' claims regarding their circulation.

The ABC audit checks include:

- Print Quantities
- Source Validity Data
- Distribution Quantities
- Duplication Factors
- Mailing Lists Totals
- Age of Records
- Type of Circulation Breakdowns
- Demographic Data

The credibility and impartiality of the **ABC PROFILE** enables media buyers to select with confidence.

# Local Authority Building and Maintenance

Certificate of Average Net Circulation for the 11 issues distributed between 1 July 2008 and 30 June 2009

## 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.

**BULK SALES.** These are copies purchased in bulk by a third party. Under B2B rules the purchase is not on an every issue basis and the final recipient is not identified.

**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.