

Business Magazines

Combined Total Circulation Certificate

January to December 2016



Setting the standard

Tradewinds

TradeWinds



Key information

Metric type

Circulation

ABC total

8,273 average

Period

1 January 2016 to 31 December 2016

No of issues

51

Market sector

Ships & Marine: General

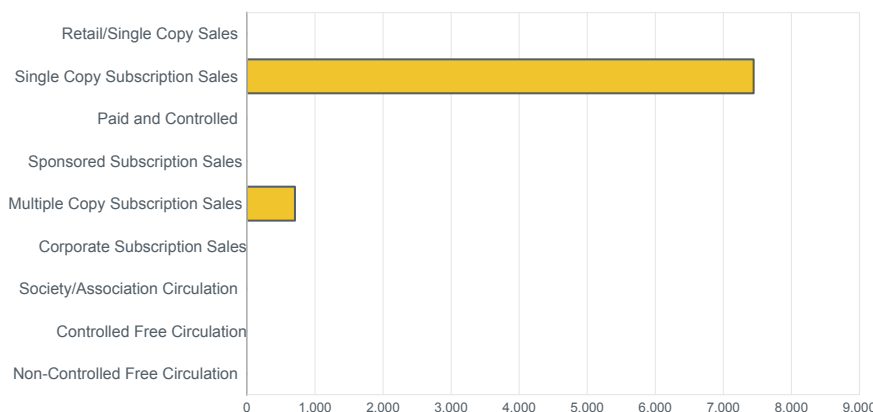
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Audit issue circulation analysis

	% of circulation
Retail & Single Copy Sales	0%
Single Copy Subscription Sales	91.35%
Paid and Controlled	0%
Sponsored subscription sales	0%
Multiple Copy Subscription Sales	8.65%
Corporate Subscription Sales	0%
Society/Association/Organisation Circulation	0%
Controlled Free Circulation	0%
Non-Controlled Free Circulation	0%

Audit issue circulation breakdown - Print/Digital



AVERAGE CIRCULATION PER ISSUE

Average Retail Sales Per Issue

Total	Print Edition	Digital Edition
8,273	8,273	-
-	-	-

Analysis for the Audit issue cover dated Dec 2 2016 and distributed on 1 December 2016

Audit Issue Circulation

Retail & Other Single Copy Sales

8,150	8,150	-
-	-	-

Single Copy Subscription Sales

At full rate

Less than full rate but not less than 50%

Less than 50% of full rate but not less than 20%

Less than 20% of full rate but not less than 10%

Less than 10% of full rate

7,445	7,445	-
7,398	7,398	-
47	47	-
-	-	-
-	-	-
-	-	-

Paid and Controlled

-	-	-
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Sponsored Subscription Sales

-	-	-
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Multiple Copy Subscription Sales

At full rate

Less than full rate but not less than 50%

Less than 50% of full rate but not less than 20%

Less than 20% of full rate but not less than 10%

Less than 10% of full rate

705	705	
691	691	
14	14	
-	-	
-	-	
-	-	

Corporate Subscription Sales

-		-
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Society/Association/Organisation Circulation

-	-	-
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Controlled Free Circulation

-	-	-
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Non-Controlled Free Circulation

-	-	
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Duplication

The level of duplication on the mailing list for the audit issue was: 0%

Basic subscription rates for the audit issue

Basic annual rate:	£735.00
Basic annual rate (Other countries)	\$1285.00 to \$2135.00

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 %
Jan 8 2016	07-Jan-16	8,487	8,487	-	-
Jan 15 2016	14-Jan-16	8,471	8,471	-	-
Jan 22 2016	21-Jan-16	8,428	8,428	-	-
Jan 29 2016	28-Jan-16	8,419	8,419	-	-
Feb 5 2016	04-Feb-16	8,399	8,399	-	-
Feb 12 2016	11-Feb-16	8,404	8,404	-	-
Feb 19 2016	18-Feb-16	8,399	8,399	-	-
Feb 26 2016	25-Feb-16	8,370	8,370	-	-
Mar 4 2016	03-Mar-16	8,366	8,366	-	-
Mar 11 2016	10-Mar-16	8,342	8,342	-	-
Mar 18 2016	17-Mar-16	8,334	8,334	-	-
Mar 25 2016	24-Mar-16	8,366	8,366	-	-
Apr 1 2016	31-Mar-16	8,357	8,357	-	-
Apr 8 2016	07-Apr-16	8,360	8,360	-	-
Apr 15 2016	14-Apr-16	8,350	8,350	-	-
Apr 22 2016	21-Apr-16	8,345	8,345	-	-
Apr 29 2016	28-Apr-16	8,340	8,340	-	-
May 6 2016	05-May-16	8,329	8,329	-	-
May 13 2016	12-May-16	8,326	8,326	-	-
May 20 2016	19-May-16	8,320	8,320	-	-
May 27 2016	26-May-16	8,315	8,315	-	-
Jun 3 2016	02-Jun-16	8,302	8,302	-	-
Jun 10 2016	09-Jun-16	8,290	8,290	-	-
Jun 17 2016	16-Jun-16	8,276	8,276	-	-
Jun 24 2016	23-Jun-16	8,270	8,270	-	-
Jul 1 2016	30-Jun-16	8,267	8,267	-	-
Jul 8 2016	07-Jul-16	8,252	8,252	-	-
Jul 15 2016	14-Jul-16	8,250	8,250	-	-
Jul 22 2016	21-Jul-16	8,244	8,244	-	-
Jul 29 2016	28-Jul-16	8,229	8,229	-	-
Aug 5 2016	04-Aug-16	8,222	8,222	-	-
Aug 12 2016	11-Aug-16	8,216	8,216	-	-
Aug 19 2016	18-Aug-16	8,209	8,209	-	-
Aug 26 2016	25-Aug-16	8,197	8,197	-	-
Sep 2 2016	01-Sep-16	8,192	8,192	-	-
Sep 9 2016	08-Sep-16	8,186	8,186	-	-
Sep 16 2016	15-Sep-16	8,183	8,183	-	-
Sep 23 2016	22-Sep-16	8,167	8,167	-	-
Sep 30 2016	29-Sep-16	8,181	8,181	-	-
Oct 7 2016	06-Oct-16	8,172	8,172	-	-
Oct 14 2016	13-Oct-16	8,191	8,191	-	-
Oct 21 2016	20-Oct-16	8,192	8,192	-	-
Oct 28 2016	27-Oct-16	8,193	8,193	-	-
Nov 4 2016	03-Nov-16	8,187	8,187	-	-
Nov 11 2016	10-Nov-16	8,178	8,178	-	-
Nov 18 2016	17-Nov-16	8,171	8,171	-	-
Nov 25 2016	24-Nov-16	8,166	8,166	-	-
Dec 2 2016	01-Dec-16	8,150	8,150	-	-
Dec 9 2016	08-Dec-16	8,133	8,133	-	-
Dec 16 2016	15-Dec-16	8,121	8,121	-	-
Dec 23 2016	22-Dec-16	8,101	8,101	-	-

Geographic analysis for the audit issue

Country/Region	Total Circulation	Print	Digital
TOTAL	8,150	8,150	-
Europe	4,378	4,378	-
Austria	1	1	-
Belgium	66	66	-
Bulgaria	5	5	-
Croatia	15	15	-
Cyprus	73	73	-
Denmark	206	206	-
Estonia	3	3	-
Faroe Islands	1	1	-
Finland	53	53	-
France	93	93	-
Germany	358	358	-
Gibraltar	3	3	-
Greece	600	600	-
Iceland	1	1	-
Republic of Ireland	13	13	-
Italy	101	101	-
Latvia	7	7	-
Lithuania	1	1	-
Luxembourg	7	7	-
Malta	11	11	-
Monaco	64	64	-
Netherlands	216	216	-
Norway	775	775	-
Poland	20	20	-
Portugal	7	7	-
Romania	5	5	-
Russia	72	72	-
Serbia	1	1	-
Slovenia	2	2	-
Spain	45	45	-
Sweden	123	123	-
Switzerland	135	135	-
Turkey	81	81	-
Ukraine	16	16	-
United Kingdom	1,198	1,198	-
North America	1,223	1,223	-
Canada	104	104	-
Mexico	8	8	-
USA	1,111	1,111	-
Central & South America	145	145	-
Antilles, Netherlands	1	1	-
Argentina	18	18	-
Bahamas	6	6	-
Barbados	1	1	-
Bermuda	10	10	-
Brazil	44	44	-
Cayman Islands	2	2	-
Chile	22	22	-
Colombia	2	2	-
Costa Rica	3	3	-
Cuba	1	1	-
Ecuador	1	1	-
Falkland Islands	2	2	-
Jamaica	1	1	-
Panama	12	12	-
Paraguay	3	3	-
Peru	2	2	-
Saint Vincent & The Grenadines	1	1	-
Surinam	1	1	-
Trinidad & Tobago	4	4	-

Geographic analysis for the audit issue

Country/Region	Total Circulation	Print	Digital
TOTAL	8,150	8,150	-
Uruguay	5	5	-
Venezuela	3	3	-
Australasia & Pacific	89	89	-
Australia	79	79	-
Kiribati (Gilbert Is)	1	1	-
New Zealand	9	9	-
Asia	145	145	-
Azerbaijan	1	1	-
India	136	136	-
Pakistan	4	4	-
Sri Lanka	4	4	-
South East Asia & Pacific	1,851	1,851	-
Brunei	1	1	-
China, People's Republic of	269	269	-
Hong Kong	209	209	-
Indonesia	32	32	-
Japan	250	250	-
Korea, Republic of	139	139	-
Malaysia	57	57	-
Philippines	33	33	-
Singapore	791	791	-
Taiwan	40	40	-
Thailand	14	14	-
Vietnam	16	16	-
Africa	28	28	-
Angola	1	1	-
Djibouti	1	1	-
Mauritius	1	1	-
Nigeria	2	2	-
Seychelles	1	1	-
South Africa	22	22	-
Middle East & North Africa	291	291	-
Algeria	1	1	-
Bahrain	6	6	-
Egypt	8	8	-
Emirates, United Arab	211	211	-
Iran	8	8	-
Israel	9	9	-
Jordan	2	2	-
Kuwait	7	7	-
Lebanon	1	1	-
Oman	9	9	-
Qatar	22	22	-
Saudi Arabia	7	7	-
Not Analysed	-	-	-

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

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