

# Business Magazines

Combined Total Circulation Certificate

January to December 2017



Setting the standard

Tradewinds

# TradeWinds



## Key information

### Metric type

Circulation

### ABC total

7,926 average - print & digital (gross)

7,926 average (print)  
average (digital)

### Period

1 January 2017 to 31 December 2017

### No of issues

51

### Market sector

Ships & Marine: General

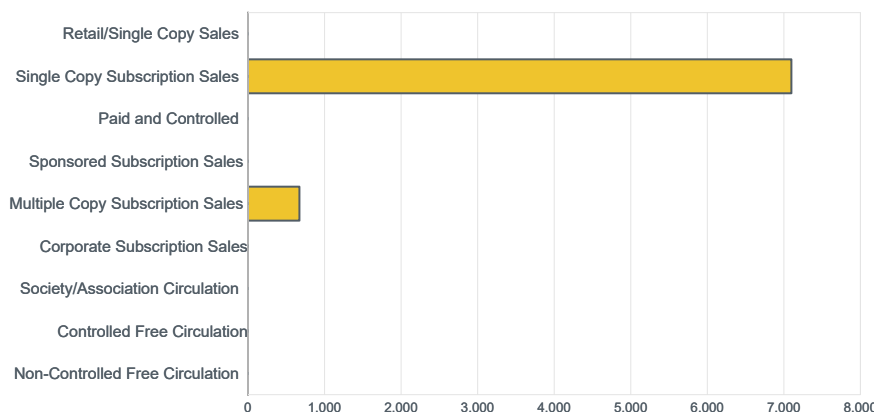
### Contact details

TradeWinds - NHST Media Group  
Christian Kroghs gate 16  
PO Box 1182 Sentrum  
N-0107 Oslo  
Norway  
0047 2200 1200  
hege.hansen@tradewindsnews.com  
www.tradewindsnews.com

## 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
7,926	7,926	-
-	-	-

**Analysis for the Audit issue cover dated 1 Dec 2017 and distributed on 30 November 2017**

**Audit Issue Circulation**

**Retail & Other Single Copy Sales**

7,770	7,770	-
-	-	-

**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

7,098	7,098	-
7,045	7,045	-
53	53	-
-	-	-
-	-	-
-	-	-

**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

672	672	
658	658	
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 %
6 Jan 2017	05-Jan-17	8,112	8,112	-	-
13 Jan 2017	12-Jan-17	8,096	8,096	-	-
20 Jan 2017	19-Jan-17	8,079	8,079	-	-
27 Jan 2017	26-Jan-17	8,068	8,068	-	-
3 Feb 2017	02-Feb-17	8,053	8,053	-	-
10 Feb 2017	09-Feb-17	8,052	8,052	-	-
17 Feb 2017	16-Feb-17	8,049	8,049	-	-
24 Feb 2017	23-Feb-17	8,039	8,039	-	-
3 Mar 2017	02-Mar-17	7,992	7,992	-	-
10 Mar 2017	09-Mar-17	7,983	7,983	-	-
17 Mar 2017	16-Mar-17	7,974	7,974	-	-
24 Mar 2017	23-Mar-17	7,966	7,966	-	-
31 Mar 2017	30-Mar-17	7,975	7,975	-	-
7 Apr 2017	06-Apr-17	7,968	7,968	-	-
14 Apr 2017	13-Apr-17	7,958	7,958	-	-
21 Apr 2017	20-Apr-17	7,964	7,964	-	-
28 Apr 2017	27-Apr-17	7,965	7,965	-	-
5 May 2017	04-May-17	7,956	7,956	-	-
12 May 2017	11-May-17	7,954	7,954	-	-
19 May 2017	18-May-17	7,950	7,950	-	-
26 May 2017	25-May-17	7,941	7,941	-	-
2 Jun 2017	01-Jun-17	7,934	7,934	-	-
9 Jun 2017	08-Jun-17	7,933	7,933	-	-
16 Jun 2017	15-Jun-17	7,925	7,925	-	-
23 Jun 2017	22-Jun-17	7,968	7,968	-	-
30 Jun 2017	29-Jun-17	7,962	7,962	-	-
7 Jul 2017	06-Jul-17	7,957	7,957	-	-
14 Jul 2017	13-Jul-17	7,949	7,949	-	-
21 Jul 2017	20-Jul-17	7,938	7,938	-	-
28 Jul 2017	27-Jul-17	7,922	7,922	-	-
4 Aug 2017	03-Aug-17	7,913	7,913	-	-
11 Aug 2017	10-Aug-17	7,908	7,908	-	-
18 Aug 2017	17-Aug-17	7,906	7,906	-	-
25 Aug 2017	24-Aug-17	7,902	7,902	-	-
1 Sep 2017	31-Aug-17	7,902	7,902	-	-
8 Sep 2017	07-Sep-17	7,894	7,894	-	-
15 Sep 2017	14-Sep-17	7,889	7,889	-	-
22 Sep 2017	21-Sep-17	7,877	7,877	-	-
29 Sep 2017	28-Sep-17	7,869	7,869	-	-
6 Oct 2017	05-Oct-17	7,860	7,860	-	-
13 Oct 2017	12-Oct-17	7,857	7,857	-	-
20 Oct 2017	19-Oct-17	7,851	7,851	-	-
27 Oct 2017	26-Oct-17	7,844	7,844	-	-
3 Nov 2017	02-Nov-17	7,829	7,829	-	-
10 Nov 2017	09-Nov-17	7,806	7,806	-	-
17 Nov 2017	16-Nov-17	7,790	7,790	-	-
24 Nov 2017	23-Nov-17	7,784	7,784	-	-
1 Dec 2017	30-Nov-17	7,770	7,770	-	-
8 Dec 2017	07-Dec-17	7,751	7,751	-	-
15 Dec 2017	14-Dec-17	7,737	7,737	-	-
22 Dec 2017	21-Dec-17	7,730	7,730	-	-

**Geographic analysis for the audit issue**

Country/Region	Total Circulation	Print	Digital
<b>TOTAL</b>	<b>7,770</b>	<b>7,770</b>	<b>-</b>
Europe	4,271	4,271	-
Belgium	69	69	-
Bulgaria	4	4	-
Croatia	13	13	-
Cyprus	77	77	-
Denmark	195	195	-
Estonia	4	4	-
Faroe Islands	1	1	-
Finland	50	50	-
France	95	95	-
Germany	356	356	-
Gibraltar	3	3	-
Greece	601	601	-
Iceland	2	2	-
Republic of Ireland	11	11	-
Italy	98	98	-
Latvia	7	7	-
Liechtenstein	1	1	-
Lithuania	1	1	-
Luxembourg	8	8	-
Malta	12	12	-
Monaco	76	76	-
Netherlands	219	219	-
Norway	711	711	-
Poland	14	14	-
Portugal	6	6	-
Romania	5	5	-
Russia	70	70	-
Serbia	1	1	-
Slovenia	2	2	-
Spain	42	42	-
Sweden	118	118	-
Switzerland	127	127	-
Turkey	76	76	-
Ukraine	14	14	-
United Kingdom	1,182	1,182	-
North America	1,151	1,151	-
Canada	102	102	-
Mexico	8	8	-
USA	1,041	1,041	-
Central & South America	114	114	-
Antilles, Netherlands	1	1	-
Argentina	15	15	-
Bahamas	4	4	-
Barbados	1	1	-
Bermuda	9	9	-
Brazil	38	38	-
Cayman Islands	2	2	-
Chile	14	14	-
Colombia	2	2	-
Costa Rica	3	3	-
Cuba	1	1	-
Jamaica	1	1	-
Panama	8	8	-
Peru	3	3	-
Puerto Rico	3	3	-
Trinidad & Tobago	2	2	-
Uruguay	4	4	-
Venezuela	3	3	-
Australasia & Pacific	85	85	-
Australia	77	77	-

## Geographic analysis for the audit issue

Country/Region	Total Circulation	Print	Digital
<b>TOTAL</b>	<b>7,770</b>	<b>7,770</b>	<b>-</b>
Kiribati (Gilbert Is)	1	1	-
New Zealand	7	7	-
<b>Asia</b>	<b>129</b>	<b>129</b>	<b>-</b>
Bangladesh	1	1	-
India	123	123	-
Pakistan	3	3	-
Sri Lanka	2	2	-
<b>South East Asia &amp; Pacific</b>	<b>1,744</b>	<b>1,744</b>	<b>-</b>
Brunei	1	1	-
China, People's Republic of	241	241	-
Hong Kong	200	200	-
Indonesia	20	20	-
Japan	239	239	-
Korea, Republic of	130	130	-
Malaysia	47	47	-
Philippines	29	29	-
Singapore	765	765	-
Taiwan	40	40	-
Thailand	15	15	-
Vietnam	17	17	-
<b>Africa</b>	<b>23</b>	<b>23</b>	<b>-</b>
Ghana	1	1	-
Mauritius	1	1	-
Nigeria	2	2	-
Seychelles	1	1	-
South Africa	18	18	-
<b>Middle East &amp; North Africa</b>	<b>253</b>	<b>253</b>	<b>-</b>
Algeria	1	1	-
Bahrain	4	4	-
Egypt	8	8	-
Emirates, United Arab	186	186	-
Iran	7	7	-
Israel	7	7	-
Kuwait	6	6	-
Libya	1	1	-
Oman	8	8	-
Qatar	20	20	-
Saudi Arabia	5	5	-
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](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 22 February 2018.

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