

Consumer Magazines

Combined Total Circulation Certificate

January to December 2014



Setting the standard

BBC Music Magazine

BBC MUSIC



Key information

Audit Report issued

Please see page 4 for details

Metric type

Circulation

ABC total

37,530 average - print & digital (gross)

36,360 average (print)

1,170 average (digital)

Period

1 January 2014 to 31 December 2014

No of issues

13

Market sector

Music: Classical

Contact details

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Circulation analysis

Actively purchased circulation (UK & ROI)	99.97%
Price: Basic cover price	£5.50
Published annual UK subscription rate	£64.87
Published annual ROI subscription rate	£65.00
Published annual other countries subscription rate	£65.00 to £74.00

Circulation breakdown (print only)

Retail and other Single Copy Sales	9,185
Single Copy Subscription Sales	15,823
Multiple Copy Subscription Sales	11
Corporate Digital Edition Subscriptions	
Multiple Copy Sales	
Society / Association / Organisation	
Controlled Free Circulation	
Non-Controlled Free	11,341
Monitored Free Distribution	
Free Retail Voucher Copies	

Analysis of Circulation

	Total	UK & Rol	Other Countries
Average Circulation - print & digital (gross)	37,530	20,119	17,411

	Total		UK & Rol		Other Countries	
	Print	Digital	Print	Digital	Print	Digital
Average Circulation Per Issue	36,360	1,170	19,738	381	16,622	789
Retail and Single Copy Sales	9,185	134	5,639	31	3,546	103
At Basic Cover Price	9,185	5	5,639	1	3,546	4
Below BCP but not less than 50%	-	111	-	26	-	85
Less than 50% of BCP but not less than 20%	-	18	-	4	-	14
Less than 20% of BCP	-	-	-	-	-	-
Single Copy Subscription Sales	15,823	1,036	14,093	350	1,730	686
At Basic Annual Rate	1,759	15	124	15	1,635	-
Below BAR but not less than 50%	12,328	896	12,233	322	95	574
Less than 50% of BAR but not less than 20%	1,427	125	1,427	13	-	112
Less than 20% of BAR but not less than 10%	1	-	1	-	-	-
Less than 10% of BAR	308	-	308	-	-	-
Multiple Copy Subscription Sales	11		6		5	
At Basic Annual Rate	7		2		5	
Below BAR but not less than 50%	3		3		-	
Less than 50% of BAR but not less than 20%	1		1		-	
Less than 20% of BAR but not less than 10%	-		-		-	
Less than 10% of BAR	-		-		-	
Corporate Subscription Sales		-		-		-
Multiple Copy Sales	-		-		-	
Society / Association / Organisation Circulation	-	-	-	-	-	-
Controlled Free Circulation	-	-	-	-	-	-
Non-Controlled Free Circulation	11,341		-		11,341	
By Name	11,341		-		11,341	
Not by Name	-		-		-	
Monitored Free Distribution	-		-		-	
Free Retail Voucher Copies	-		-		-	

Additional Print Analysis

	Total	United Kingdom & Republic of Ireland	Other Countries
Actively Purchased Circulation	68.8%	100%	31.7%
Multi Packed Retail Circulation	0%		

Additional Digital Analysis

	Total	United Kingdom & Republic of Ireland	Other Countries
Publication Active Views	-	-	-

Price: The following prices are accurate for the end of the audit period.

Basic Cover Price	£5.50
Published Annual UK Subscription Rate	£64.87
Published Annual RoI Subscription Rate	£65.00
Published annual other countries subscription rate	£65.00 to £74.00

Duplication:

The mailing list for the audit issue was tested, the level of duplication found was: 0%

Editions Analysis (print only)

Edition Title	Average Net Circulation
BBC Music - Standard Edition	23,558
BBC Music - North American Edition	12,802

Issue by Issue Analysis (print only)

Cover Date or Issue Identifier	Issue Variance from Total Average*	Monitored Free Distribution			
		Total	Net by Hand	Net - Other	Gross
No.267	-	-	-	-	-
No.268	-	-	-	-	-
No.269	-	-	-	-	-
No.270	-	-	-	-	-
No.271	-	-	-	-	-
No.272	-	-	-	-	-
No.273	-	-	-	-	-
No.274	-	-	-	-	-
No.275	-	-	-	-	-
No.276	-	-	-	-	-
No.277	-	-	-	-	-
No.278	-	-	-	-	-
No.279	-	-	-	-	-

* The display of variances can vary based on certificate frequency. Please visit abcstandards.org.uk for clarification.

Issue by Issue Circulation Analysis (print only)

Data does not include adjustments for prior audit period reconciliations.

Issue Identifier	Total Circulation	Actively Purchased Circulation	% Actively Purchased
No.267	37,119	25,830	69.6%
No.268	38,657	27,127	70.2%
No.269	36,852	25,433	69.0%
No.270	37,438	26,093	69.7%
No.271	39,108	27,750	71.0%
No.272	38,197	26,879	70.4%
No.273	35,219	23,871	67.8%
No.274	36,082	24,610	68.2%
No.275	36,376	25,131	69.1%
No.276	36,435	25,102	68.9%
No.277	36,270	24,898	68.6%
No.278	36,959	25,661	69.4%
No.279	36,723	25,476	69.4%

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 Consumer Magazines sector and the definitions used on this certificate, please visit: www.abcstandards.org.uk

About this certificate

This certificate was issued on 5 February 2016.

The data included is derived from a return of circulation prepared by the publisher: Immediate Media Company.

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.

Audit Report - Revised Data

ABC issued a certificate based on a return of circulation submitted by the publisher: Immediate Media Company.

ABC has now audited the data and the following is incorporated in this audit report dated: 5 February 2016

11,341 copies have been transferred from Single Copy Subscription sales to Non-Controlled Free.

ABC Ref: 11534.00/CAR:20160205/CMv21