

Consumer Magazines

Combined Total Circulation Certificate

January to December 2014



Setting the standard

BBC Music Magazine



Key information

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

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 | 27,164 |
| Multiple Copy Subscription Sales | 11 |
| Corporate Digital Edition Subscriptions | |
| Multiple Copy Sales | |
| Society / Association / Organisation | |
| Controlled Free Circulation | |
| Non-Controlled Free | |
| Monitored Free Distribution | |
| Free Retail Voucher Copies | |

Contact details

Immediate Media UK
9th Floor, Tower House
Fairfax Street
Bristol
BS1 3BN
0117 927 9009
caroline.herbert@immediatemediaco.uk
caroline.herbert@immediatemediaco.uk
www.classical-music.com

Analysis of Circulation

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

| | Total | | UK & RoI | | 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 | 27,164 | 1,036 | 14,093 | 350 | 13,071 | 686 |
| At Basic Annual Rate | 4,458 | 15 | 124 | 15 | 4,334 | - |
| Below BAR but not less than 50% | 20,942 | 896 | 12,233 | 322 | 8,709 | 574 |
| Less than 50% of BAR but not less than 20% | 1,443 | 125 | 1,427 | 13 | 16 | 112 |
| Less than 20% of BAR but not less than 10% | 1 | - | 1 | - | - | - |
| Less than 10% of BAR | 320 | - | 308 | - | 12 | - |
| 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 | - | | - | | - | |
| Monitored Free Distribution | - | | - | | - | |
| Free Retail Voucher Copies | - | | - | | - | |

Additional Print Analysis

| | Total | United Kingdom & Republic of Ireland | Other Countries |
|---------------------------------|-------|--------------------------------------|-----------------|
| Actively Purchased Circulation | 100% | 100% | 100% |
| 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 | 37,105 | 97.2% |
| No.268 | 38,657 | 38,645 | 97.1% |
| No.269 | 36,852 | 36,840 | 97% |
| No.270 | 37,438 | 37,426 | 96.8% |
| No.271 | 39,108 | 39,096 | 97% |
| No.272 | 38,197 | 38,187 | 97.1% |
| No.273 | 35,219 | 35,209 | 96.9% |
| No.274 | 36,082 | 36,073 | 96.6% |
| No.275 | 36,376 | 36,367 | 96.8% |
| No.276 | 36,435 | 36,426 | 96.8% |
| No.277 | 36,270 | 36,261 | 96.8% |
| No.278 | 36,959 | 36,950 | 96.5% |
| No.279 | 36,723 | 36,714 | 97.3% |

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 12 February 2015.

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.

ABC Ref: 11534.00/CA:20150212/CMv21