

# Business Magazines

Combined Total Circulation Certificate

July 2015 to June 2016



Setting the standard

## CAT - Car & Accessory Trader

# CAT

CAR AND ACCESSORY TRADER | FOR AFTERMARKET PROFESSIONALS



### Key information

#### Metric type

Circulation

#### ABC total

15,992 average

#### Period

1 July 2015 to 30 June 2016

#### No of issues

12

#### Market sector

Retailing & Wholesaling: Automotive Market

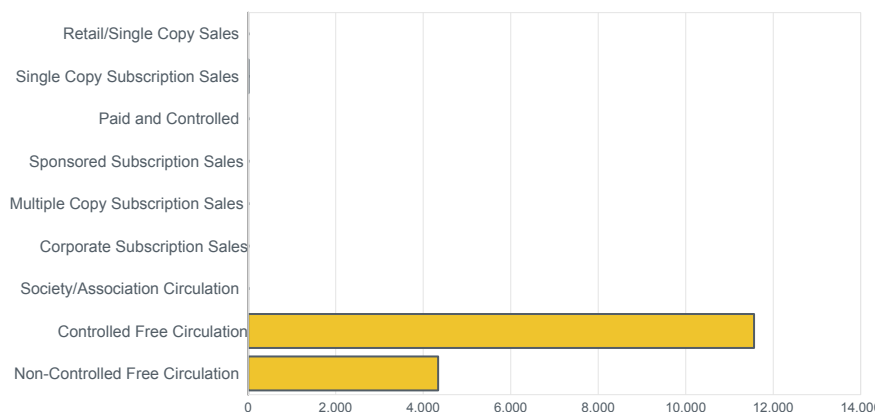
### Audit issue circulation analysis

	% of circulation
Retail & Single Copy Sales	0%
Single Copy Subscription Sales	0.02%
Paid and Controlled	0%
Sponsored Subscription Sales	0%
Multiple Copy Subscription Sales	0%
Corporate Subscription Sales	0%
Society/Association/Organisation Circulation	0%
Controlled Free Circulation	72.69%
Non-Controlled Free Circulation	27.29%

#### Contact details

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### Audit issue circulation breakdown - Print/Digital



	Total			United Kingdom			Other Countries		
	Total	Total Print	Total Digital	Total	Print Edition	Digital Edition	Total	Print Edition	Digital Edition
Average Circulation Per Issue	15,992	15,992	-	15,985	15,985	-	7	7	-
Average Retail Sales Per Issue	-	-		-	-		-	-	

**Analysis for the Audit issue cover dated Jun-16 and distributed on 3 June 2016**

<b>Audit Issue Circulation</b>	15,905	15,905	-	15,905	15,905	-	-	-	-
<b>Retail &amp; Other Single Copy Sales</b>	-	-	-	-	-	-	-	-	-
<b>Single Copy Subscription Sales</b>	3	3	-	3	3	-	-	-	-
At full rate	3	3	-	3	3	-	-	-	-
Less than full rate but not 50%	-	-	-	-	-	-	-	-	-
Less than 50% but not 20%	-	-	-	-	-	-	-	-	-
Less than 20% but not 10%	-	-	-	-	-	-	-	-	-
Less than 10% of full rate	-	-	-	-	-	-	-	-	-
<b>Paid and Controlled</b>	-	-	-	-	-	-	-	-	-
<b>Sponsored Subscription Sales</b>	-	-		-	-		-	-	
<b>Multiple Copy Subscription Sales</b>	-	-		-	-		-	-	
<b>Corporate Subscription Sales</b>	-		-	-		-	-		-
<b>Society/Association/Organisation</b>	-	-	-	-	-	-	-	-	-
<b>Controlled Free Circulation</b>	11,561	11,561	-	11,561	11,561	-	-	-	-
Individual requests	11,561	11,561	-	11,561	11,561	-	-	-	-
Company requests	-	-		-	-		-	-	
Non-requested by name	-	-	-	-	-	-	-	-	-
Non-requested by job title / function	-	-	-	-	-	-	-	-	-
<b>Non-Controlled Free Circulation</b>	4,341	4,341		4,341	4,341		-	-	
By name	4,340	4,340		4,340	4,340		-	-	
Not by name	1	1		1	1		-	-	

**Duplication**

The level of duplication on the mailing list for the audit issue was: 1%

**Basic cover price & subscription rates for the audit issue**

Basic cover price (UK):	
Basic cover price (Rol):	
Basic annual rate (UK):	£49.00
Basic annual rate (OC):	£60.00

**Controlled circulation for the audit issue**

Terms of control: Owners, directors, managers, assistant managers, buyers, salespersons and parts/service staff of manufacturers, importers, suppliers, wholesalers, distributors, motor factors, dealer parts/service departments, independent garages/workshops, cash & carry outlets, accessory retailers, bodyshops, vehicle fleet operators, consultants, computer system/software suppliers and recruitment agencies. Also purchasers of components, accessories, tools, paints, oils & lubricants, in car entertainment/multimedia, consumables, body/refinishing products, computer systems and software.

	Total		0-1 Year		1-2 Years		2-3 Years	
	Qty	%	Qty	%	Qty	%	Qty	%
<b>Total</b>	<b>11,561</b>	<b>100.0</b>	<b>755</b>	<b>6.5</b>	<b>7,760</b>	<b>67.1</b>	<b>3,046</b>	<b>26.3</b>
Individual Requests - Print	11,561	100.0	755	6.5	7,760	67.1	3,046	26.3
Individual Requests - Digital	-	-	-	-	-	-	-	-
Company Requests - Print	-	-	-	-	-	-	-	-
Company Requests - Digital								

**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 %
Aug-15	29-Jul-15	16,000	16,000	-	-
Sep-15	26-Aug-15	16,000	16,000	-	-
Oct-15	30-Sep-15	16,000	16,000	-	-
Nov-15	28-Oct-15	16,000	16,000	-	-
Dec-15	25-Nov-15	16,000	16,000	-	-
Jan-16	29-Dec-15	16,000	16,000	-	-
Feb-16	03-Feb-16	16,000	16,000	-	-
Mar-16	02-Mar-16	16,000	16,000	-	-
Apr-16	04-Apr-16	16,000	16,000	-	-
May-16	04-May-16	16,000	16,000	-	-
Jun-16	03-Jun-16	15,905	15,905	-	-
Jul-16	29-Jun-16	15,995	15,995	-	-

**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 August 2016.

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

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