



International Certificate of Circulation

For the 10 issues distributed between 1 January 2010 and 31 December 2010

**Business
Magazines**

Port Strategy



portstrategy

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	Newstrade & Other Single Copy Sales		
	Paid and Controlled		
	Single Copy Subscription Sales	✓	2.36%
	Multiple Copy Subscription Sales		
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	Controlled Free Circulation	✓	45.04%
	Non-Controlled Free Circulation	✓	52.60%
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The Primary Market Sector for this publication is:

Ships & Marine: Ports & Terminals

This certificate expires on 31 March 2012 unless ABC has issued a new certificate before that date.

Issued by
ABC
Saxon House, 211 High Street
Berkhamsted
Hertfordshire HP4 1AD
United Kingdom

Tel: +44 (0) 1442 870800
Fax: +44 (0) 1442 200702
Email: abcpost@abc.org.uk
Web: www.abc.org.uk
ABC Ref: A20716/17181503

Certification Statement

This certificate was issued on 3 February 2011. The data included is derived from a return of circulation prepared by the publisher: Mercator Media Ltd.

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.

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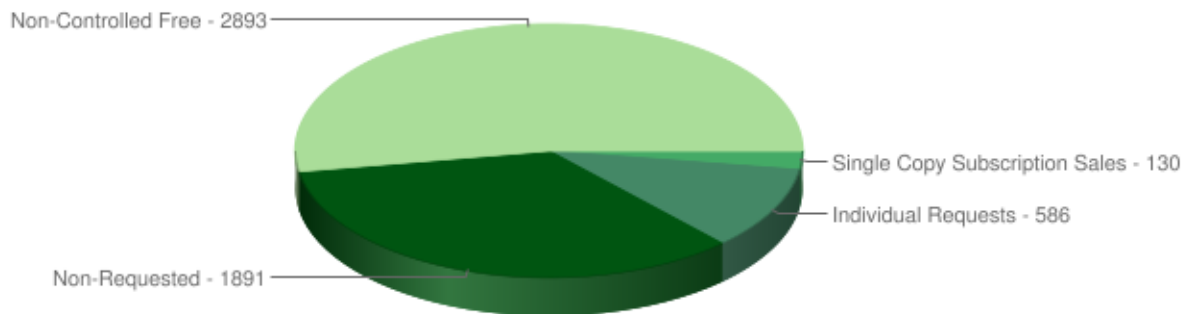


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Certificate of Average Net Circulation for the 10 issues distributed between 1 January 2010 and 31 December 2010

	Net Total
TOTAL AVERAGE NET CIRCULATION PER ISSUE	5,868
Total Average Net Newstrade Sales Per Issue	-
Analysis for the Audit issue cover dated November 2010 and distributed on 8 November 2010	
Total Net Circulation	5,500
Newstrade & Other Single Copy Sales	-
Paid and Controlled	-
Single Copy Subscription Sales	130
At Full Rate	120
At Between 50% and 100% of Full Rate	10
At less than 50% of Full Rate	-
Multiple Copy Subscription Sales	-
Society/Association/Organisation Circulation	-
Controlled Free Circulation	2,477
see terms of control. Sources for all addressees are less than 3 years old.	
Individual Written Requests	126
Individual Electronic Requests	458
Individual Telephone Requests	2
Company Written Requests	-
Company Electronic Requests	-
Company Telephone Requests	-
Non-requested by name	1,865
Non-requested by job title / function	26
Non-Controlled Free Circulation	2,893
By Name	2,860
Not by Name	33

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



SUPPORTING DATA

Basic Cover Price & Subscription Rates

The Basic Cover Price for the audit issue was: Not Applicable

The Basic Annual Rate for Subscriptions for the Audit Issue was: £142.00

2 or 3 year subscriptions are available

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Controlled Circulation

Terms of Control in the audit period:

Port Strategy is distributed internationally to personnel in organisations that manage and regulate ports & terminals. It is also sent to individuals employed in shipping, logistics and forwarding companies as well as personnel in companies in the port design, building or maintenance fields together with attendees of conferences within this industry.

Age of Source Data for the Audit Issue	Total		0-1 Year		1-2 Years		2-3 Years	
	Qty	%	Qty	%	Qty	%	Qty	%
Total	586	100.0	214	36.5	284	48.5	88	15.0
Individual Requests	586	100.0	214	36.5	284	48.5	88	15.0
Company Requests	-	-	-	-	-	-	-	-

Actual Distribution Dates for issues distributed during the audit period

Variances for issues with a variance of more than 10% above (+) or below (-) the average net circulation

Cover Date / ID	Distribution Date	Net Circ.	Variance %	Cover Date / ID	Distribution Date	Net Circ.	Variance %
Jan/Feb 2010	08-Feb-2010	6,000	-				
March 2010	03-Mar-2010	6,000	-				
April 2010	09-Apr-2010	6,000	-				
May 2010	04-May-2010	6,000	-				
June 2010	04-Jun-2010	6,129	-				
July/Aug 2010	22-Jul-2010	5,700	-				
September 2010	10-Sep-2010	6,347	-				
October 2010	24-Sep-2010	5,500	-				
November 2010	08-Nov-2010	5,500	-				
December 2010	08-Dec-2010	5,500	-				

Other Bulk Distribution (Please note. these copies are NOT included in the circulation of any issue)

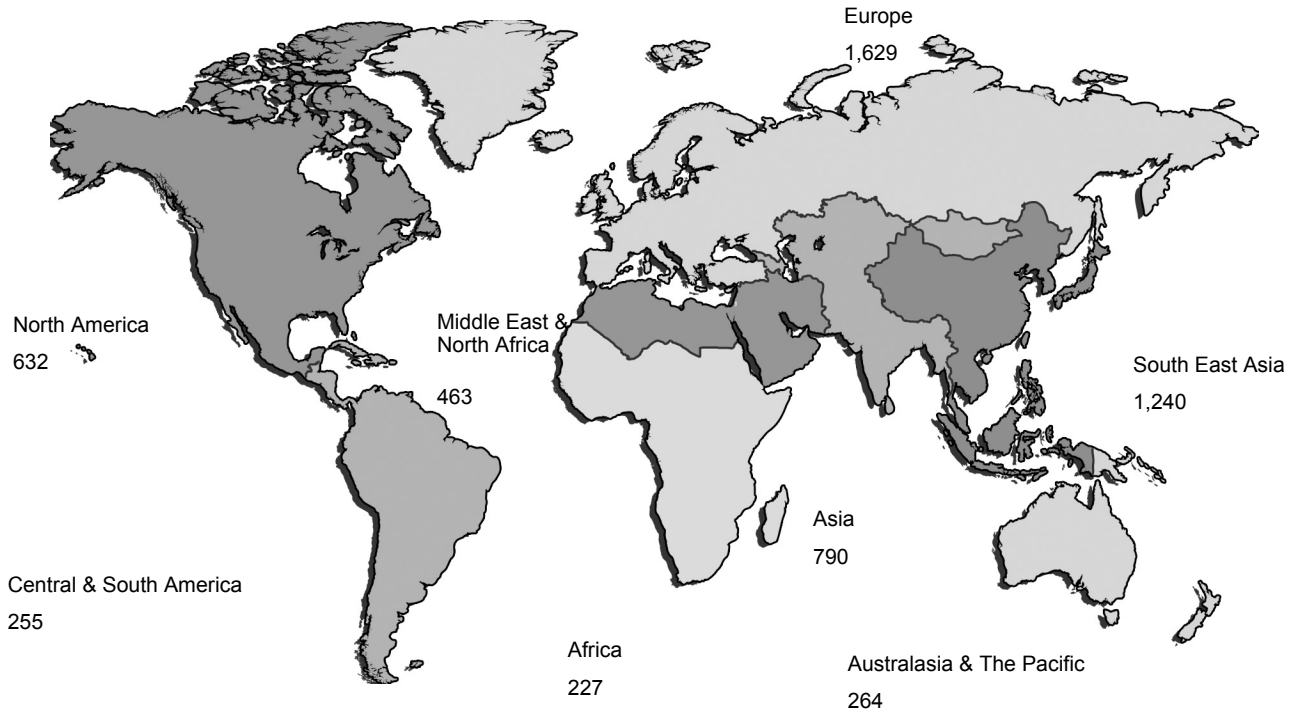
Cover Date / ID	Total Bulk Copies	Rate	Category/Distribution Location
	5,180		
March 2010	250	Free	TOC Asia - Shanghai
March 2010	150	Free	Indian Oceans Ports Conference
April 2010	400	Free	Multimodal - Birmingham
May 2010	150	Free	8th Asean Ports & Shipping
May 2010	500	Free	RoRo - Bremen
May 2010	300	Free	PIANC Congress - Liverpool
June 2010	700	Free	TOC Europe - Valencia
June 2010	300	Free	Seawork Int'l - Southampton
July/Aug 2010	180	Free	Port&Maritime Security-Sydney
September 2010	150	Free	5th Sth Asia Ports - Mumbai
September 2010	100	Free	3rd Optimising Port Devt-Dubai
September 2010	100	Free	Intl Port Security - Barcelona
September 2010	350	Free	Transport Security - London
October 2010	200	Free	8th Intermodal Africa - Cape T
October 2010	200	Free	4th Vietnam Ports & Logistics
October 2010	200	Free	Dredging & Land Reclamation -
November 2010	200	Free	6th Trans Middle East
November 2010	400	Free	Intermodal - Amsterdam
November 2010	200	Free	Global Ports Conf. - London
December 2010	150	Free	Terminal Mgt & Planning - Lon

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Geographical Analysis of circulation of the audit issue

Total Circulation	5,500	Total Analysed	5,500	Total Not Analysed	-
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Europe	1,629
North America	632
Central & South America	255
Australasia & The Pacific	264
Asia	790
South East Asia	1,240
Africa	227
Middle East & North Africa	463

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GLOSSARY

THE DISTRIBUTION PERIOD. This is the time period covered by the ABC certificate.

EXPIRY DATE. Date at which the certificate is no longer valid-all Business Publications must issue an ABC certificate at least annually and on a continuous basis when they are in ABC membership.

TOTAL AVERAGE CIRCULATION PER ISSUE. This is commonly known as the headline ABC figure and is the average of the circulation of all the issues distributed over the distribution period covered by the certificate.

AUDIT ISSUE. A detailed analysis of the circulation is conducted on one issue specified by ABC this is called the audit issue.

CATEGORIES OF CIRCULATION. Publishers can show the detail of their circulation in various categories as specified below and governed by ABC rules.

NEWSTRADE & SINGLE COPY SALES. Copies purchased from recognised retail outlets or individually direct from the publisher. Most newstrade sales are made on a 'sale or return' basis and only the sale of copies can be claimed. The numbers that are sold on discounted terms are also shown.

PAID AND CONTROLLED. Paid subscription copies sent individually addressed to an individual name or job title. The individual or job title meets the publishers 'Terms of Control' for the title. There is a further breakdown based on the subscription price paid.

SINGLE COPY SUBSCRIPTIONS. Paid copies, distributed individually addressed to a company or individual. There is a further breakdown based on the subscription rate paid.

MULTIPLE COPY SUBSCRIPTIONS. Sale of 2 or more copies that have been purchased but for whom detail on the final recipients is not available. These copies must be distributed to the same group of individuals for the life of the subscription. Most commonly they are copies that have been purchased from the publisher on behalf of a group of final recipients. This category may also include copies where the final recipient cannot be identified, but the subscription has been purchased by a third party at less than 10% of the full rate.

CORPORATE / GIFT SUBSCRIPTION SALES. A corporate subscription is purchased by a business/organisation on behalf of their employees. A gift subscription is purchased by one individual on behalf of another individual (maximum order being 12 separate subscriptions for named individuals from one purchaser who is not the recipient, their employer, a customer or member).

SOCIETY / ASSOCIATION / ORGANISATION CIRCULATION. Circulation to members of a particular society/association for which the publication is the official journal is shown in this category with the following detail:

- ~ Paid Optional – members who have chosen to pay an additional sum to receive the magazine.
- ~ Unpaid Requested – in writing, by telephone or via web to a current member.
- ~ Non Optional – to current members of the society and association.

CONTROLLED FREE CIRCULATION. Copies sent free to individuals who can be proven to meet the 'Terms of Control' set by the publisher.

TERMS OF CONTROL. This is the criteria, set by the publisher, used to decide if an individual qualifies for a free copy.

Controlled free circulation is broken down into three further categories:

- ~ Individually Requested Copies – copies requested by the individual themselves
- ~ Company Requested Copies – copies requested for an individual by someone else from within their company
- ~ Non-Requested Copies by Name/Job Title – copies that have not been requested. The publisher is able to provide independent proof that the individuals 'fit' the target group specified.

AGE OF REQUESTS. If the Controlled Circulation is requested then the age of those requests is shown- broken down by 1, 2 and 3 years. All controlled circulation must be re-verified within three years.

NON-CONTROLLED FREE CIRCULATION. This category is for free copies that are sent either to a person by name, or a company or a job title (not by name). Whilst it is known to whom the copies are being sent, no other information about the addressee is audited.

DUPLICATION LEVEL. This is the duplication that exists on the mailing list for the audit issue and is shown as a percentage. Duplicates are not removed from the circulation figures but represented by this percentage.

OTHER BULK SALES. These copies are supplied in bulk for free. This is either on an every issue or irregular basis (eg. airlines, hotels, businesses, exhibitions/conferences). The figure will not count towards the Average Net Circulation.