

Business Magazines

Combined Total Circulation Certificate

January to December 2016



Setting the standard

Port Strategy

portstrategy



Key information

Metric type

Circulation

ABC total

5,510 average

Period

1 January 2016 to 31 December 2016

No of issues

10

Market sector

Ships & Marine: Ports & Terminals

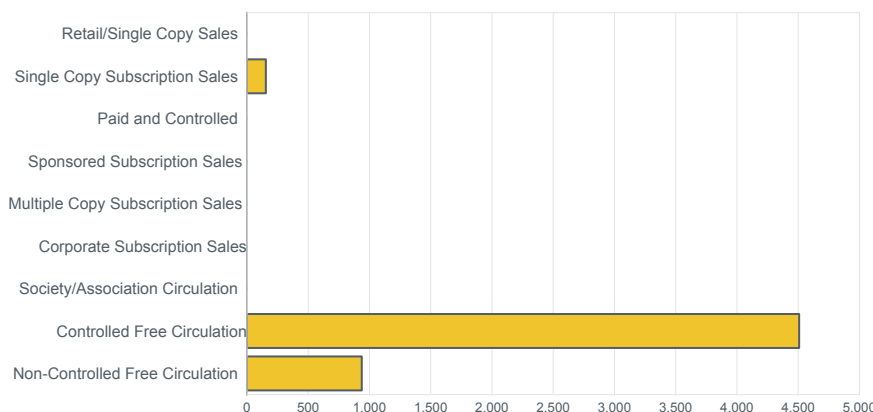
Contact details

Mercator Media Ltd
Leanne Stewart
Managing Director
Spinnaker House
Waterside Gardens
Fareham
Hampshire
PO16 8SD
01329 825335
sales@portstrategy.com
www.mercatormedia.com

Audit issue circulation analysis

	% of circulation
Retail & Single Copy Sales	0%
Single Copy Subscription Sales	2.75%
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	80.51%
Non-Controlled Free Circulation	16.74%

Audit issue circulation breakdown - Print/Digital



AVERAGE CIRCULATION PER ISSUE

Average Retail Sales Per Issue

Total	Print Edition	Digital Edition
5,510	5,510	-
-	-	-

Analysis for the Audit issue cover dated December 2016 and distributed on 12 December 2016

Audit Issue Circulation

Retail & Other Single Copy Sales

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

Paid and Controlled

Sponsored Subscription Sales

Multiple Copy Subscription Sales

Corporate Subscription Sales

Society/Association/Organisation Circulation

Controlled Free Circulation

Individual requests

Company requests

Non-requested by name

Non-requested by job title / function

Non-Controlled Free Circulation

By Name

Not by Name

5,599	5,599	-
-	-	-
154	154	-
140	140	-
14	14	-
-	-	-
-	-	-
-	-	-
-	-	-
-	-	-
-	-	-
-	-	-
-	-	-
4,508	4,508	-
290	290	-
-	-	-
3,907	3,907	-
311	311	-
937	937	-
889	889	-
48	48	-

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: £170.00

Controlled circulation for the audit issue

Terms of control: 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.

	Total		0-1 Year		1-2 Years		2-3 Years	
	Qty	%	Qty	%	Qty	%	Qty	%
Total	290	100.0	225	77.6	50	17.2	15	5.2
Individual Requests - Print	290	100.0	225	77.6	50	17.2	15	5.2
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 %
Jan/Feb 2016	16-Feb-16	5,500	5,500	-	-
March 2016	22-Mar-16	5,500	5,500	-	-
April 2016	15-Apr-16	5,500	5,500	-	-
May 2016	12-May-16	5,500	5,500	-	-
June 2016	10-Jun-16	5,500	5,500	-	-
Jul/Aug 2016	04-Aug-16	5,500	5,500	-	-
September 2016	09-Sep-16	5,500	5,500	-	-
October 2016	18-Oct-16	5,500	5,500	-	-
November 2016	09-Nov-16	5,500	5,500	-	-
December 2016	12-Dec-16	5,599	5,599	-	-

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

Cover Date / ID	Distribution Date	Total Bulk Copies	Rate	Category/Distribution Location
Total		4,420		
February 2016	25-Feb-2016	200	Free	7th Intermodal Asia - Melbourne. Australia
March 2016	07-Apr-2016	200	Free	15th Intermodal Africa - Accra. Ghana
April 2016	20-Apr-2016	400	Free	TOC Asia - Singapore
April 2016	27-Apr-2016	200	Free	4th Med Ports 2016 - Tanger. Morocco
May 2016	10-May-2016	400	Free	Multimodal 2016 - Birmingham. United Kingdom
May 2016	26-May-2016	200	Free	5th Black Sea Ports & Shipping
June 2016	14-Jun-2016	300	Free	Seawork International - Southampton. United Kingdom
June 2016	14-Jun-2016	500	Free	TOC Europe - Hamburg. Germany
June 2016	14-Jul-2016	200	Free	14 Asean Ports - Bangkok. Thailand
September 2016	22-Sep-2016	200	Free	Southern Asia Ports, Logistica & Shipping - Colombo. Sri Lanka
September 2016	11-Oct-2016	220	Free	TOC Americas - Cancun. Mexico
September 2016	11-Oct-2016	300	Free	Greenport Congress - Venice. Italy
October 2016	26-Oct-2016	200	Free	12th Trans Middle East - Jeddah. Saudi Arabia
October 2016	27-Oct-2016	200	Free	Seatrade Maritime Middle East (SMME) - Dubai. UAE
November 2016	06-Dec-2016	200	Free	TOC Middle East - Dubai. UAE
November 2016	15-Nov-2016	200	Free	Intermodal Europe - Rotterdam. Netherlands
November 2016	17-Nov-2016	200	Free	16th Intermodal Africa - Mombassa. Kenya
November 2016	29-Nov-2016	100	Free	Seawork Asia - Shanghai. China

Geographic analysis for the audit issue

Country/Region	Total Circulation	Print	Digital
TOTAL	5,599	5,599	-
United Kingdom	228	228	-
Europe	1,185	1,185	-
North America	856	856	-
Central & South America	375	375	-
Australasia & Pacific	218	218	-
Asia	191	191	-
South East Asia & Pacific	842	842	-
Africa	1,132	1,132	-
Middle East & North Africa	572	572	-
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

To find out more about the Business Magazines sector and the definitions used on this certificate, please visit: www.abcstandards.org.uk

About this certificate

This certificate was issued on 23 January 2017.

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.

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: 20716/CA:20170123/BMiv21