

Business Magazines

Combined Total Circulation Certificate

January to December 2015



Setting the standard

Port Strategy

portstrategy



Key information

Metric type

Circulation

ABC total

5,515 average

Period

1 January 2015 to 31 December 2015

No of issues

10

Market sector

Ships & Marine: Ports & Terminals

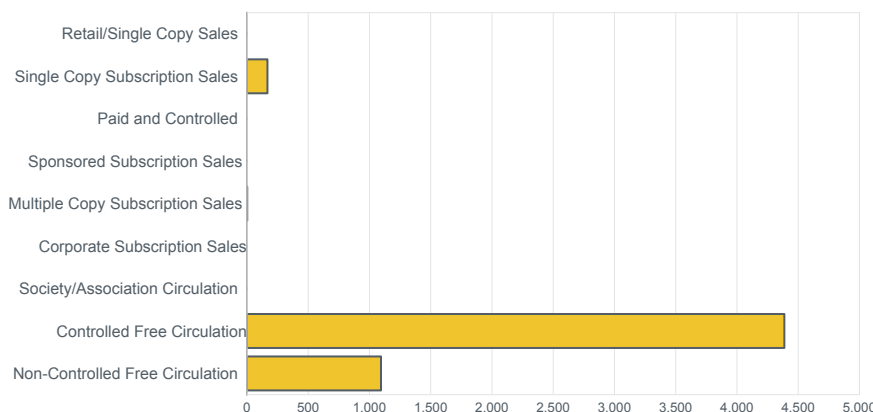
Contact details

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	2.96%
Paid and Controlled	0%
Sponsored subscription sales	0%
Multiple Copy Subscription Sales	0.04%
Corporate Subscription Sales	0%
Society/Association/Organisation Circulation	0%
Controlled Free Circulation	77.65%
Non-Controlled Free Circulation	19.36%

Audit issue circulation breakdown - Print/Digital



AVERAGE CIRCULATION PER ISSUE

Average Retail Sales Per Issue

Total	Print Edition	Digital Edition
5,515	5,515	-
-	-	-

Analysis for the Audit issue cover dated December 2015 and distributed on 21 December 2015

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

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

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

5,650	5,650	-
-	-	-
167	167	-
157	157	-
10	10	-
-	-	-
-	-	-
-	-	-
-	-	-
-	-	-
2	2	
2	2	
-	-	
-	-	
-	-	
-	-	
-		-
-	-	-
4,387	4,387	-
172	172	-
-	-	
4,186	4,186	
29	29	
1,094	1,094	
1,047	1,047	
47	47	

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: £166.50

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	172	100.0	78	45.3	21	12.2	73	42.4
Individual Requests - Print	172	100.0	78	45.3	21	12.2	73	42.4
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 2015	11-Feb-15	5,498	5,498	-	-
March 2015	13-Mar-15	5,500	5,500	-	-
April 2015	16-Apr-15	5,500	5,500	-	-
May 2015	08-May-15	5,500	5,500	-	-
June 2015	01-Jun-15	5,500	5,500	-	-
July/Aug 2015	28-Jul-15	5,500	5,500	-	-
September 2015	14-Sep-15	5,500	5,500	-	-
October 2015	09-Oct-15	5,500	5,500	-	-
November 2015	03-Nov-15	5,500	5,500	-	-
December 2015	21-Dec-15	5,650	5,650	-	-

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
Total	3,400		
March 2015	300	Free	NAVIS - San Francisco. USA
April 2015	300	Free	TOC Asia. Singapore
April 2015	300	Free	Multimodal - Birmingham - UK
April 2015	200	Free	11th Trans Middle East - Doha. Qatar
May 2015	200	Free	4th Black Sea Ports & Shipping - Istanbul. Turkey
May 2015	100	Free	IAPH World Ports Congress - Hamburg. Germany
May 2015	100	Free	TOC Europe - Rotterdam. Netherlands
June 2015	600	Free	TOC Europe - Rotterdam. Netherlands
June 2015	100	Free	Seawork International - Southampton. UK
June 2015	200	Free	13th Asean Ports & Shipping - Jakarta. Indonesia
October 2015	200	Free	14th Intermodal Africa - Lusaka. Zambia
October 2015	200	Free	TOC Americas - Panama
October 2015	200	Free	Greenport Congress - Copenhagen. Denmark
November 2015	200	Free	14th Intermodal Africa - Lagos. Nigeria
November 2015	200	Free	TOC Middle East - Dubai. United Arab Emirates

Geographic analysis for the audit issue

Country/Region	Total Circulation	Print	Digital
TOTAL	5,650	5,650	-
United Kingdom	164	164	-
Europe	1,112	1,112	-
North America	877	877	-
Central & South America	301	301	-
Australasia & Pacific	149	149	-
Asia	189	189	-
South East Asia & Pacific	1,018	1,018	-
Africa	993	993	-
Middle East & North Africa	847	847	-
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 12 February 2016.

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

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