

# Business Magazines

Combined Total Circulation Certificate

January to December 2017



Setting the standard

Port Strategy

# PORTSTRATEGY

INSIGHT FOR PORT EXECUTIVES



## Key information

### Metric type

Circulation

### ABC total

5,527 average

### Period

1 January 2017 to 31 December 2017

### No of issues

10

### Market sector

Ships & Marine

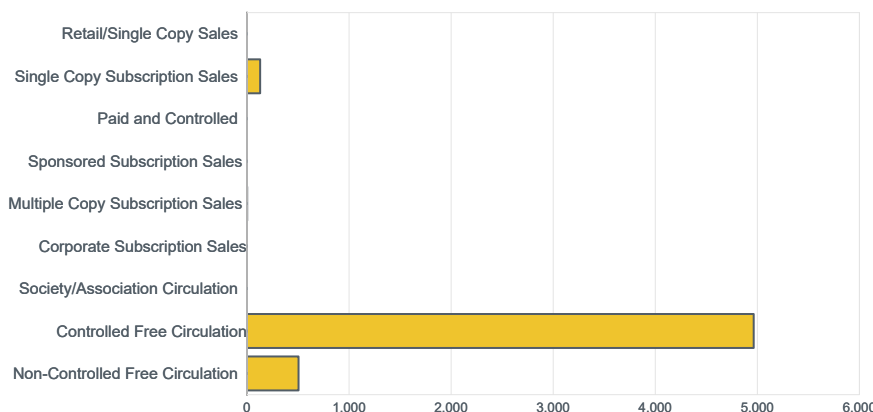
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## Audit issue circulation analysis

	% of circulation
Retail & Single Copy Sales	0%
Single Copy Subscription Sales	2.3%
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	88.64%
Non-Controlled Free Circulation	9.02%

## Audit issue circulation breakdown - Print/Digital



**AVERAGE CIRCULATION PER ISSUE**

Average Retail Sales Per Issue

Total	Print Edition	Digital Edition
5,527	5,527	-
-	-	-

**Analysis for the Audit issue cover dated December 2017 and distributed on 12 December 2017**

**Audit Issue Circulation**

**Retail & Other Single Copy Sales**

5,600	5,600	-
-	-	-

**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

129	129	-
109	109	-
20	20	-
-	-	-
-	-	-
-	-	-

**Paid and Controlled**

-	-	-
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**Sponsored Subscription Sales**

-	-	-
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**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

2	2	
2	2	
-	-	
-	-	
-	-	
-	-	

**Corporate Subscription Sales**

-		-
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**Society/Association/Organisation Circulation**

-	-	-
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**Controlled Free Circulation**

Individual requests

Company requests

Non-requested by name

Non-requested by job title / function

4,964	4,964	-
269	269	-
-	-	
4,351	4,351	
344	344	

**Non-Controlled Free Circulation**

By Name

Not by Name

505	505	
436	436	
69	69	

**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: £173.50

**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	%
<b>Total</b>	<b>269</b>	<b>100.0</b>	<b>103</b>	<b>38.3</b>	<b>123</b>	<b>45.7</b>	<b>43</b>	<b>16.0</b>
Individual Requests - Print	269	100.0	103	38.3	123	45.7	43	16.0
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 %
January/February 2017	13-Feb-17	5,500	5,500	-	-
March 2017	13-Mar-17	5,554	5,554	-	-
April 2017	12-Apr-17	5,500	5,500	-	-
May 2017	16-May-17	5,500	5,500	-	-
June 2017	16-Jun-17	5,500	5,500	-	-
July/August 2017	21-Jul-17	5,500	5,500	-	-
September 2017	31-Aug-17	5,500	5,500	-	-
October 2017	09-Oct-17	5,500	5,500	-	-
November 2017	15-Nov-17	5,614	5,614	-	-
December 2017	12-Dec-17	5,600	5,600	-	-

**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
<b>Total</b>		<b>3,250</b>		
January / February 2017	21-Mar-2017	200	Free	Intermodal Asia. Shanghai - China
March 2017	22-Mar-2017	200	Free	11th Indian Ocean Ports and Shipping. Madagascar
March 2017	04-Apr-2017	200	Free	Multimodal Europe 2017. Birmingham - UK
March 2017	27-Mar-2017	250	Free	Navis World. San Francisco - USA
May 2017	18-May-2017	200	Free	6th Black Sea Ports and Shipping. Georgia
June 2017	12-Jun-2017	200	Free	Seawork International. Southampton - UK
June 2017	27-Jun-2017	600	Free	TOC Europe. Amsterdam - Netherlands
June 2017	06-Jul-2017	200	Free	15th ASEAN Ports and Shipping. Myanmar
September 2017	17-Oct-2017	200	Free	TOC Americas. Lima - Peru
September 2017	28-Sep-2017	200	Free	Baltic Seaports and Shipping. Tallin - Estonia
October 2017	10-Oct-2017	200	Free	Greenport Congress. Amsterdam - Netherlands
October 2017	26-Oct-2017	200	Free	5th Med Ports. Barcelona - Spain
November 2017	29-Nov-2017	200	Free	18th Intermodal Africa. Abidjan - Cote D'Ivoire
November 2017	05-Dec-2017	200	Free	TOC Africa. Durban - South Africa

**Geographic analysis for the audit issue**

Country/Region	Total Circulation	Print	Digital
<b>TOTAL</b>	<b>5,600</b>	<b>5,600</b>	<b>-</b>
United Kingdom	305	305	-
Europe	1,173	1,173	-
North America	1,147	1,147	-
Central & South America	409	409	-
Australasia & Pacific	324	324	-
Asia	179	179	-
South East Asia & Pacific	866	866	-
Africa	647	647	-
Middle East & North Africa	550	550	-
Not Analysed	-	-	-

## More Information

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'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

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This certificate was issued on 21 February 2018.

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