



# Standard Certificate of Circulation with demographics

For the 24 issues distributed between 1 January 2010 and 31 December 2010

**Business  
Magazines**

**DIY Week**



# DIY WEEK

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## The Primary Market Sector for this publication is:

Retailing & Wholesaling: Hardware & DIY

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

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**Certification Statement**  
 This certificate was issued on 29 January 2011. The data included is derived from a return of circulation prepared by the publisher: Faversham House Group 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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# DIY Week

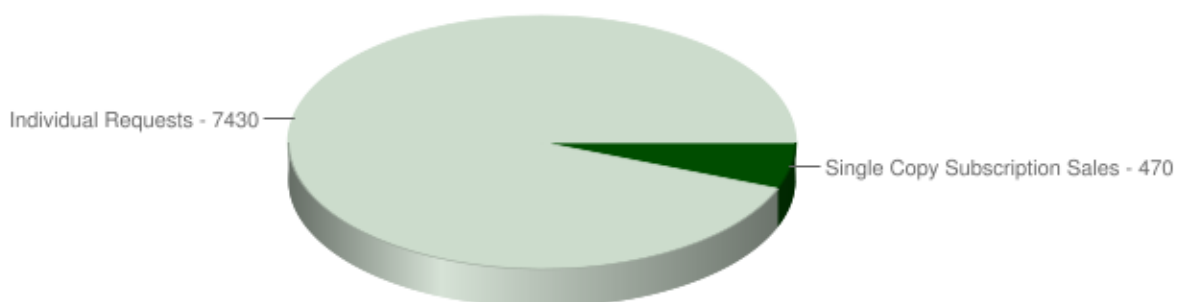
Certificate of Average Net Circulation for the 24 issues distributed between 1 January 2010 and 31 December 2010

	Net Total	United Kingdom	Other Countries
<b>TOTAL AVERAGE NET CIRCULATION PER ISSUE</b>	<b>7,900</b>	<b>7,847</b>	<b>53</b>
Total Average Net Newstrade Sales Per Issue	-	-	-

Analysis for the Audit issue cover dated 19-Nov-10 and distributed on 19 November 2010

<b>Total Net Circulation</b>	<b>7,900</b>	<b>7,847</b>	<b>53</b>
<b>Newstrade &amp; Other Single Copy Sales</b>	-	-	-
<b>Paid and Controlled</b>	-	-	-
<b>Single Copy Subscription Sales</b>	<b>470</b>	<b>417</b>	<b>53</b>
At Full Rate	428	375	53
At Between 50% and 100% of Full Rate	42	42	-
At less than 50% of Full Rate	-	-	-
<b>Multiple Copy Subscription Sales</b>	-	-	-
<b>Society/Association/Organisation Circulation</b>	-	-	-
<b>Controlled Free Circulation</b>	<b>7,430</b>	<b>7,430</b>	-
see terms of control. Sources for all addressees are less than 3 years old.			
Individual Written Requests	951	951	-
Individual Electronic Requests	357	357	-
Individual Telephone Requests	6,122	6,122	-
Company Written Requests	-	-	-
Company Electronic Requests	-	-	-
Company Telephone Requests	-	-	-
Non-requested by name	-	-	-
Non-requested by job title / function	-	-	-
<b>Non-Controlled Free Circulation</b>	-	-	-

**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 United Kingdom Basic Annual Rates for Subscriptions for the audit issue were: £102.00

The Annual Other Countries Subscription Rates for the audit issue were: £134.00

2 or 3 year subscriptions are available

### Controlled Circulation

Terms of Control in the audit period:

Buyers, directors, proprietors and managers of retailers and wholesalers of DIY, garden, housewares and hardware products in the UK.

Age of Source Data for the Audit Issue	Total		0-1 Year		1-2 Years		2-3 Years	
	Qty	%	Qty	%	Qty	%	Qty	%
<b>Total</b>	<b>7,430</b>	<b>100.0</b>	<b>3,537</b>	<b>47.6</b>	<b>2,209</b>	<b>29.7</b>	<b>1,684</b>	<b>22.7</b>
Individual Requests	7,430	100.0	3,537	47.6	2,209	29.7	1,684	22.7
Company Requests	-	-	-	-	-	-	-	-

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**Actual Distribution Dates** for issues distributed during the audit period

**Variations** 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 %
15-Jan-10	14-Jan-2010	7,896	-				
29-Jan-10	28-Jan-2010	7,892	-				
12-Feb-10	12-Feb-2010	7,892	-				
26-Feb-10	26-Feb-2010	7,891	-				
12-Mar-10	12-Mar-2010	7,889	-				
26-Mar-10	26-Mar-2010	7,887	-				
09-Apr-10	09-Apr-2010	7,893	-				
23-Apr-10	23-Apr-2010	7,903	-				
07-May-10	07-May-2010	7,903	-				
21-May-10	22-May-2010	7,900	-				
04-Jun-10	04-Jun-2010	7,901	-				
18-Jun-10	18-Jun-2010	7,903	-				
02-Jul-10	02-Jul-2010	7,899	-				
16-Jul-10	16-Jul-2010	7,900	-				
30-Jul-10	29-Jul-2010	7,905	-				
13-Aug-10	13-Aug-2010	7,898	-				
27-Aug-10	27-Aug-2010	7,892	-				
10-Sep-10	10-Sep-2010	7,911	-				
24-Sep-10	25-Sep-2010	7,911	-				
08-Oct-10	08-Oct-2010	7,909	-				
22-Oct-10	22-Oct-2010	7,909	-				
05-Nov-10	05-Nov-2010	7,909	-				
19-Nov-10	19-Nov-2010	7,900	-				
03-Dec-10	03-Dec-2010	7,907	-				

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## Geographical Analysis of circulation of the audit issue

<b>Total Circulation</b>	<b>7,900</b>	<b>Total Analysed</b>	<b>7,900</b>	<b>Total Not Analysed</b>	<b>-</b>
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<b>United Kingdom</b>	<b>7,847</b>
East Anglia	353
East Midlands	648
London	416
Midlands	704
North West	756
Northern	347
South East	1,991
South West	843
Yorkshire	586
Northern Ireland	278
Scotland	536
Wales	389
Other UK	-
<b>Republic of Ireland</b>	<b>21</b>
<b>Other Countries (exc RoI)</b>	<b>32</b>

# DIY Week

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## DEMOGRAPHIC DATA

### Analysis of the Audit Issue by: Business Activity

Description	Breakdown of Free Circulation				Total of Free Circulation	Total of Paid Circulation	Total	%
	Controlled Free Copies		Non Controlled Free Circulation	Free Society/ Association/ Organisation/ Circulation				
	Requested	Non Requested						
<b>Total Addressees</b>	<b>7,430</b>				<b>7,430</b>	<b>470</b>	<b>7,900</b>	<b>100.0</b>
<b>Addressees Analysed</b>	<b>7,430</b>				<b>7,430</b>		<b>7,430</b>	<b>94.0</b>
<b>Addressees Not Analysed</b>						<b>470</b>	<b>470</b>	<b>6.0</b>
Hardware/DIY/Ironmonger Shop	4,128				<b>4,128</b>		<b>4,128</b>	52.2
DIY Superstore	586				<b>586</b>		<b>586</b>	7.4
Garden Centre	1,634				<b>1,634</b>		<b>1,634</b>	20.7
Department Store	328				<b>328</b>		<b>328</b>	4.2
Wholesaler/Cash & Carry	351				<b>351</b>		<b>351</b>	4.4
Paint & Wallpaper Shop	274				<b>274</b>		<b>274</b>	3.5
Mail Order	44				<b>44</b>		<b>44</b>	0.6
Security Retailer	56				<b>56</b>		<b>56</b>	0.7
Supermarket Chain	29				<b>29</b>		<b>29</b>	0.4

### Analysis of the Audit Issue by: Job Function

Description	Breakdown of Free Circulation				Total of Free Circulation	Total of Paid Circulation	Total	%
	Controlled Free Copies		Non Controlled Free Circulation	Free Society/ Association/ Organisation/ Circulation				
	Requested	Non Requested						
<b>Total Addressees</b>	<b>7,430</b>				<b>7,430</b>	<b>470</b>	<b>7,900</b>	<b>100.0</b>
<b>Addressees Analysed</b>	<b>7,430</b>				<b>7,430</b>		<b>7,430</b>	<b>94.0</b>
<b>Addressees Not Analysed</b>						<b>470</b>	<b>470</b>	<b>6.0</b>
Owner/Proprietor/Partner	1,950				<b>1,950</b>		<b>1,950</b>	24.7
Chairman/Managing Director/Financial Director	746				<b>746</b>		<b>746</b>	9.4
Shop Manager	2,500				<b>2,500</b>		<b>2,500</b>	31.6
Buying Director/Controller/Buyer	1,331				<b>1,331</b>		<b>1,331</b>	16.8
Sales/Marketing Director/Manager	903				<b>903</b>		<b>903</b>	11.4

## 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.