

Business Magazines

Circulation Certificate

July to June 2011



Setting the standard

Inside Housing

INSIDE HOUSING



Key information

Certificate type

Print

Metric type

Circulation

ABC headline

23,944 average per issue

Period

1 July 2010 to 30 June 2011

No of issues

50

Market sector

Building: General

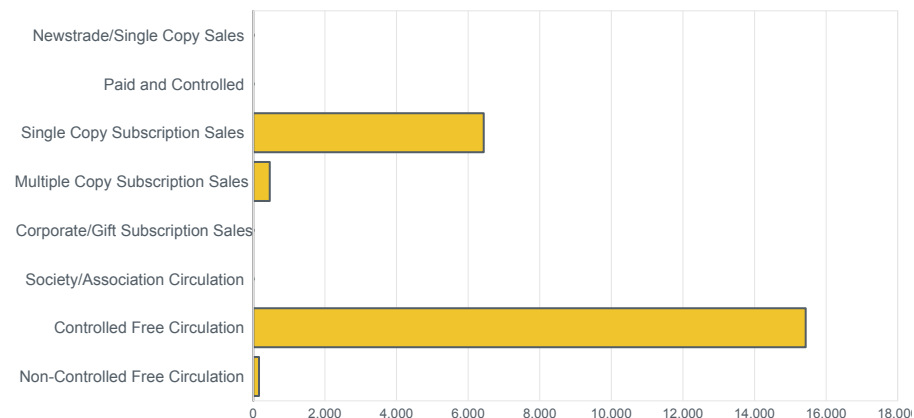
Contact details

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Audit issue circulation analysis

	% of circulation
Newtrade & Single Copy Sales	0%
Paid and Controlled	0%
Single Copy Subscription Sales	28.62%
Multiple Copy Subscription Sales	2.04%
Corporate/Gift Subscription Sales	0%
Society/Association/Organisation Circulation	0%
Controlled Free Circulation	68.63%
Non-Controlled Free Circulation	0.71%

Audit issue circulation breakdown



This certificate is supported by the following organisations

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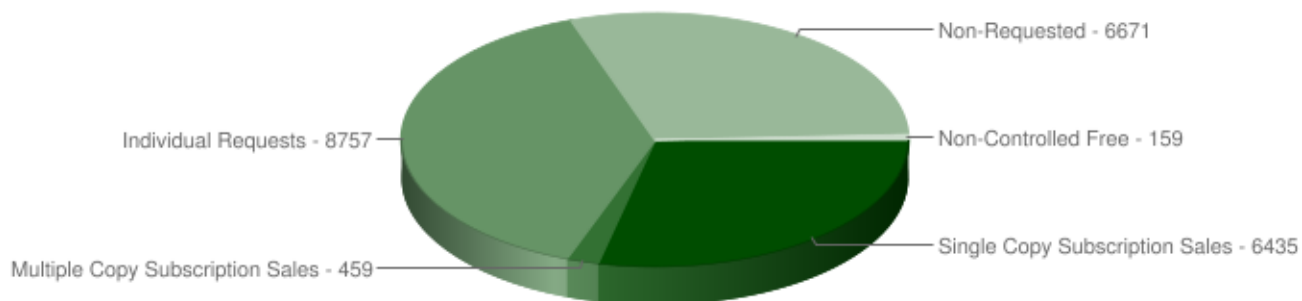
Certificate of Average Net Circulation for the 50 issues distributed between 1 July 2010 and 30 June 2011

	Net Total	United Kingdom	Other Countries
TOTAL AVERAGE NET CIRCULATION PER ISSUE	23,944	23,926	18
Total Average Net Newstrade Sales Per Issue	-	-	-

Analysis for the Audit issue cover dated 27th May 2011 and distributed on 26 May 2011

	Net Total	United Kingdom	Other Countries
Total Net Circulation	22,481	22,463	18
Newstrade & Other Single Copy Sales	-	-	-
Paid and Controlled	-	-	-
Single Copy Subscription Sales	6,435	6,422	13
At Full Rate	1,821	1,817	4
At Between 50% and 100% of Full Rate	4,609	4,600	9
At less than 50% of Full Rate	5	5	-
Multiple Copy Subscription Sales	459	457	2
At Full Rate	72	72	-
At Between 50% and 100% of Full Rate	383	381	2
At less than 50% of Full Rate	4	4	-
Society/Association/Organisation Circulation	-	-	-
Controlled Free Circulation	15,428	15,428	-
see terms of control. Sources for all addressees are less than 3 years old.			
Individual Written Requests	-	-	-
Individual Electronic Requests	8,757	8,757	-
Individual Telephone Requests	-	-	-
Company Written Requests	-	-	-
Company Electronic Requests	-	-	-
Company Telephone Requests	-	-	-
Non-requested by name	6,671	6,671	-
Non-requested by job title / function	-	-	-
Non-Controlled Free Circulation	159	156	3
By Name	152	149	3
Not by Name	7	7	-

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: £123.00

The Annual Other Countries Subscription Rates for the audit issue ranged between: £153.00 to £183.00

2 or 3 year subscriptions are available

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Controlled Circulation

Terms of Control in the audit period:

Members of The Chartered Institute of Housing in the UK and to staff in Local Government, Housing Associations, voluntary organisations and the private sector who are involved in the management, provision and development of social housing.

Age of Source Data for the Audit Issue	Total		0-1 Year		1-2 Years		2-3 Years	
	Qty	%	Qty	%	Qty	%	Qty	%
Total	8,757	100.0	6,516	74.4	1,665	19.0	576	6.6
Individual Requests	8,757	100.0	6,516	74.4	1,665	19.0	576	6.6
Company Requests	-	-	-	-	-	-	-	-

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 %
2nd Jul 2010	01-Jul-2010	24,442	-	21st Jan 2011	20-Jan-2011	25,123	-
9th Jul 2010	08-Jul-2010	24,395	-	28th Jan 2011	27-Jan-2011	25,038	-
16th Jul 2010	15-Jul-2010	24,489	-	4th Feb 2011	03-Feb-2011	25,011	-
23rd Jul 2010	22-Jul-2010	24,330	-	11th Feb 2011	10-Feb-2011	24,999	-
30th Jul 2010	29-Jul-2010	24,574	-	18th Feb 2011	17-Feb-2011	25,016	-
6th Aug 2010	05-Aug-2010	24,564	-	25th Feb 2011	24-Feb-2011	23,846	-
13th Aug 2010	12-Aug-2010	24,460	-	4th Mar 2011	03-Mar-2011	22,252	-
20th Aug 2010	19-Aug-2010	24,438	-	11th Mar 2011	10-Mar-2011	22,357	-
27th Aug 2010	26-Aug-2010	24,456	-	18th Mar 2011	17-Mar-2011	22,494	-
3rd Sept 2010	02-Sep-2010	24,383	-	25th Mar 2011	24-Mar-2011	22,602	-
10th Sept 2010	09-Sep-2010	24,409	-	1st Apr 2011	31-Mar-2011	22,666	-
17th Sept 2010	16-Sep-2010	24,428	-	8th Apr 2011	07-Apr-2011	22,765	-
24th Sept 2010	23-Sep-2010	24,432	-	15th Apr 2011	14-Apr-2011	22,618	-
1st Oct 2010	30-Sep-2010	24,385	-	21st Apr 2011	20-Apr-2011	22,516	-
8th Oct 2010	07-Oct-2010	24,505	-	28th Apr 2011	27-Apr-2011	22,508	-
15th Oct 2010	14-Oct-2010	24,547	-	6th May 2011	05-May-2011	22,536	-
22nd Oct 2010	21-Oct-2010	24,623	-	13th May 2011	12-May-2011	22,745	-
29th Oct 2010	28-Oct-2010	24,732	-	20th May 2011	19-May-2011	21,228	-11.3
5th Nov 2010	04-Nov-2010	24,849	-	27th May 2011	26-May-2011	22,481	-
12th Nov 2010	11-Nov-2010	24,939	-	3rd Jun 2011	02-Jun-2011	22,607	-
19th Nov 2010	18-Nov-2010	24,943	-	10th Jun 2011	09-Jun-2011	22,562	-
26th Nov 2010	25-Nov-2010	24,952	-	17th Jun 2011	16-Jun-2011	22,583	-
3rd Dec 2010	02-Nov-2010	25,092	-	24th June 2011	23-Jun-2011	22,659	-
10th Dec 2010	09-Dec-2010	25,180	-				
17th Dec 2010	16-Dec-2010	25,192	-				
7th Jan 2011	06-Jan-2011	25,134	-				
14th Jan 2011	13-Jan-2011	25,138	-				

Inside Housing

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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.