

Business Magazines

Circulation Certificate

January 2011 to December 2011



Setting the standard

Farmers Weekly



Key information

Certificate type

Print

Metric type

Circulation

ABC headline

63,399 average per issue

Period

1 January 2011 to 31 December 2011

No of issues

51

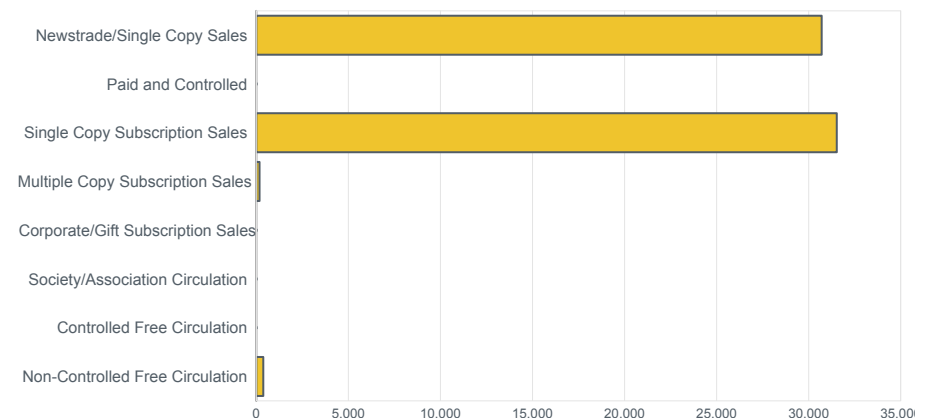
Market sector

Agriculture, Forestry & Fishing: Farming

Audit issue circulation analysis

	% of circulation
Newtrade & Single Copy Sales	48.91%
Paid and Controlled	0%
Single Copy Subscription Sales	50.21%
Multiple Copy Subscription Sales	0.28%
Corporate/Gift Subscription Sales	0%
Society/Association/Organisation Circulation	0%
Controlled Free Circulation	0%
Non-Controlled Free Circulation	0.60%

Audit issue circulation breakdown



Contact details

Reed Business Information Limited
Quadrant House
The Quadrant
Sutton
Surrey
020 8652 4030
farmers.weekly@rbi.co.uk
www.fwi.co.uk

This certificate is supported by the following organisations

ABC Ref:801268/20120222BMS6/17675822



The Voice of British Advertisers



Farmers Weekly

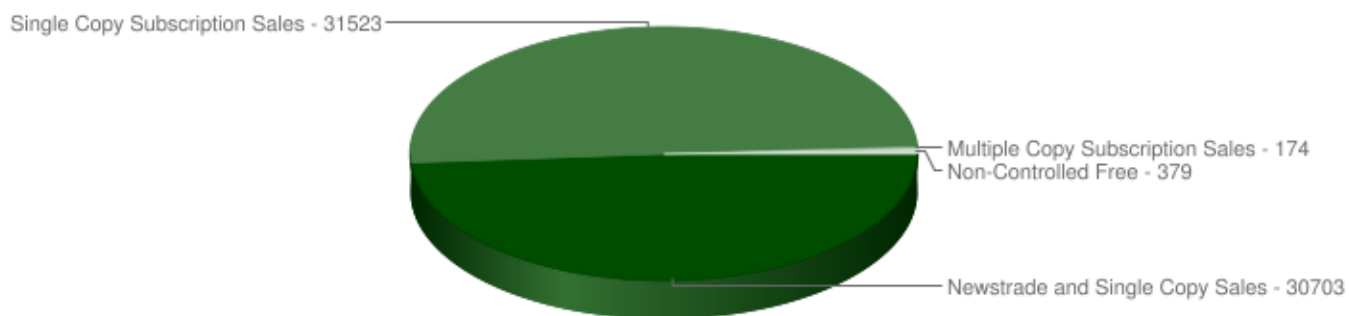
Certificate of Average Net Circulation for the 51 issues distributed between 1 January 2011 and 31 December 2011

	Net Total	United Kingdom	Other Countries
TOTAL AVERAGE NET CIRCULATION PER ISSUE	63,399	60,439	2,960
Total Average Net Newstrade Sales Per Issue	31,316	29,005	2,311

Analysis for the Audit issue cover dated 25 Nov 2011 and distributed on 24 November 2011

Total Net Circulation	62,779	59,892	2,887
Newstrade & Other Single Copy Sales	30,703	28,441	2,262
At Full Cover Price/NTT	30,703	28,441	2,262
At a Lower Rate	-	-	-
Paid and Controlled	-	-	-
Single Copy Subscription Sales	31,523	30,907	616
At Full Rate	13,428	13,010	418
At Between 50% and 100% of Full Rate	17,902	17,705	197
At less than 50% of Full Rate	193	192	1
Multiple Copy Subscription Sales	174	173	1
At Full Rate	77	76	1
At Between 50% and 100% of Full Rate	96	96	-
At less than 50% of Full Rate	1	1	-
Society/Association/Organisation Circulation	-	-	-
Controlled Free Circulation	-	-	-
Non-Controlled Free Circulation	379	371	8
By Name	369	361	8
Not by Name	10	10	-

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: £2.65

The United Kingdom Basic Annual Rates for Subscriptions for the audit issue were: £128.00

The Annual Other Countries Subscription Rates for the audit issue were: £203.00

2 or 3 year subscriptions are available

Farmers Weekly

Certificate of Average Net Circulation for the 51 issues distributed between 1 January 2011 and 31 December 2011

Actual Distribution Dates for issues distributed during the audit period

Variances 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 %
7 Jan 2011	06-Jan-2011	63,867	-	15 Jul 2011	14-Jul-2011	64,009	-
14 Jan 2011	13-Jan-2011	63,988	-	22 Jul 2011	21-Jul-2011	63,366	-
21 Jan 2011	20-Jan-2011	63,245	-	29 Jul 2011	28-Jul-2011	63,923	-
28 Jan 2011	27-Jan-2011	63,789	-	5 Aug 2011	04-Aug-2011	63,623	-
4 Feb 2011	03-Feb-2011	63,456	-	12 Aug 2011	11-Aug-2011	64,878	-
11 Feb 2011	10-Feb-2011	63,415	-	19 Aug 2011	18-Aug-2011	64,298	-
18 Feb 2011	17-Feb-2011	63,378	-	26 Aug 2011	25-Aug-2011	64,267	-
25 Feb 2011	24-Feb-2011	63,223	-	2 Sep 2011	01-Sep-2011	64,931	-
4 Mar 2011	03-Mar-2011	64,543	-	9 Sep 2011	08-Sep-2011	63,555	-
11 Mar 2011	10-Mar-2011	64,320	-	16 Sep 2011	15-Sep-2011	64,252	-
18 Mar 2011	17-Mar-2011	62,469	-	23 Sep 2011	22-Sep-2011	63,624	-
25 Mar 2011	24-Mar-2011	62,391	-	30 Sep 2011	29-Sep-2011	63,458	-
1 Apr 2011	31-Mar-2011	63,939	-	7 Oct 2011	06-Oct-2011	64,195	-
8 Apr 2011	07-Apr-2011	62,499	-	14 Oct 2011	13-Oct-2011	63,525	-
15 Apr 2011	14-Apr-2011	61,925	-	21 Oct 2011	20-Oct-2011	64,258	-
22 Apr 2011	21-Apr-2011	61,500	-	28 Oct 2011	27-Oct-2011	63,219	-
29 Apr 2011	28-Apr-2011	61,589	-	4 Nov 2011	03-Nov-2011	62,689	-
6 May 2011	05-May-2011	63,145	-	11 Nov 2011	10-Nov-2011	63,576	-
13 May 2011	12-May-2011	63,201	-	18 Nov 2011	17-Nov-2011	63,972	-
20 May 2011	19-May-2011	62,534	-	25 Nov 2011	24-Nov-2011	62,779	-
27 May 2011	26-May-2011	62,874	-	2 Dec 2011	01-Dec-2011	62,220	-
3 Jun 2011	02-Jun-2011	63,573	-	9 Dec 2011	08-Dec-2011	61,034	-
10 Jun 2011	09-Jun-2011	64,000	-	16 Dec 2011	15-Dec-2011	62,826	-
17 Jun 2011	16-Jun-2011	65,690	-	23 /30 Dec 2011	22-Dec-2011	63,121	-
24 Jun 2011	23-Jun-2011	62,725	-				
1 Jul 2011	30-Jun-2011	63,683	-				
8 Jul 2011	07-Jul-2011	62,789	-				

Farmers Weekly

Certificate of Average Net Circulation for the 51 issues distributed between 1 January 2011 and 31 December 2011

Geographical Analysis of circulation of the audit issue

Total Circulation	62,779	Total Analysed	62,729	Total Not Analysed	50
--------------------------	---------------	-----------------------	---------------	---------------------------	-----------

United Kingdom	59,892
-----------------------	---------------

East Anglia	5,972
Cambridgeshire	3,024
Norfolk	1,564
Suffolk	1,384

East Midlands	4,968
Derbyshire	397
Leicestershire	606
Lincolnshire	1,477
Northamptonshire	456
Nottinghamshire	2,032

London	504
---------------	------------

Midlands	5,936
Hereford & Worcester	1,063
Shropshire	940
Staffordshire	434
Warwickshire	909
West Midlands	2,590

North West	3,720
Cheshire	1,619
Isle of Man	135
Lancashire	1,877
Merseyside	89

Northern	1,999
Cleveland	166
Cumbria	579
Durham	268
Northumberland	408
Tyne & Wear	578

South East	9,104
Bedfordshire	303
Berkshire	1,196
Buckinghamshire	367
East Sussex	357
Essex	745
Hampshire	1,496
Hertfordshire	1,000
Isle of Wight	166
Kent	1,903
Middlesex	42
Oxfordshire	663
Surrey	254
West Sussex	612

South West	9,062
Channel Islands	87
Cornwall	797
Devon	3,176
Dorset	570
Gloucestershire	705
Isles of Scilly	2
Somerset	2,894
Wiltshire	831

Yorkshire	5,563
East Yorkshire	482
North Yorkshire	3,359
South Yorkshire	1,064
West Yorkshire	658

Northern Ireland	2,614
Antrim	1,930
Armagh	86
Down	260
Fermanagh	38
Londonderry	148
Tyrone	152

Scotland	5,854
Borders	237
Central	256
Dumfries & Galloway	255
Fife	182
Grampian	683
Highland	316
Lothians	886
Strathclyde	1,177
Tayside	1,862

Wales	4,587
Clwyd	209
Dyfed	746
Gwent	1,903
Gwynedd	190
Mid Glamorgan	89
Powys	500
South Glamorgan	91
West Glamorgan	859

Other UK	9
-----------------	----------

Republic of Ireland	2,302
----------------------------	--------------

Other Countries	2,837
Europe (excl UK - inc RoI)	2,623
North America	49
Central & South America	5
Australasia & The Pacific	94
Asia	3
South East Asia	31
Africa	23
Middle East & North Africa	9

Farmers Weekly

Certificate of Average Net Circulation for the 51 issues distributed between 1 January 2011 and 31 December 2011

About ABC

ABC is governed by the media industry, for the media industry and is the expert at setting data and process standards across multiple platforms. ABC provides a stamp of trust for media buyers, media owners, publishers and digital traders working in existing and emerging platforms.

The ABC Board consists of 16 media owners, media agencies, advertisers and trade body members – with 25 per cent of the Board representing the digital sector. The Board make strategic decisions as to how ABC is run and each industry sector is represented by a Reporting Standards Group.

ABC was established in the UK in 1931 and is a founder member of the International Federation of ABCs (IFABC). ABC's digital arm was established in 1996 and was united with ABC under one brand with a new identity and integrated structure in March 2011. ABC works with JICWEBS (Joint Industry Committee for Web Standards) to deliver common international standards for measuring digital reach, engagement and loyalty, as well as creating common standards for good practice throughout the industry.

For further information please visit www.abc.org.uk or contact us at: ABC, Saxon House, 211 High Street Berkhamsted, Hertfordshire, HP4 1AD, UK
Tel: +44 (1442) 870 800 or info@abc.org.uk.

About this certificate

This certificate was issued on 22 February 2012. The data included is derived from a return of circulation prepared by the publisher: Reed Business Information Limited.

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.

This certificate expires on 31 March 2013 unless ABC has issued a new certificate before that date.

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.