

# Business Magazines

## Combined Total Circulation Certificate

January to December 2017



Setting the standard

### Farmers Weekly



#### Key information

##### Metric type

Circulation

##### ABC total

46,709 average (total)

46,384 average (print)

325 average (digital)

##### Period

1 January 2017 to 31 December 2017

##### No of issues

51

##### Market sector

Agriculture, Forestry & Fishing

#### Audit issue circulation analysis

	% of circulation
Retail & Single Copy Sales	38.39%
Single Copy Subscription Sales	60.95%
Paid and Controlled	0%
Sponsored Subscription Sales	0%
Multiple Copy Subscription Sales	0.2%
Corporate Subscription Sales	0%
Society/Association/Organisation Circulation	0%
Controlled Free Circulation	0%
Non-Controlled Free Circulation	0.46%

##### Contact details

Reed Business Information Limited

Quadrant House

The Quadrant

Sutton

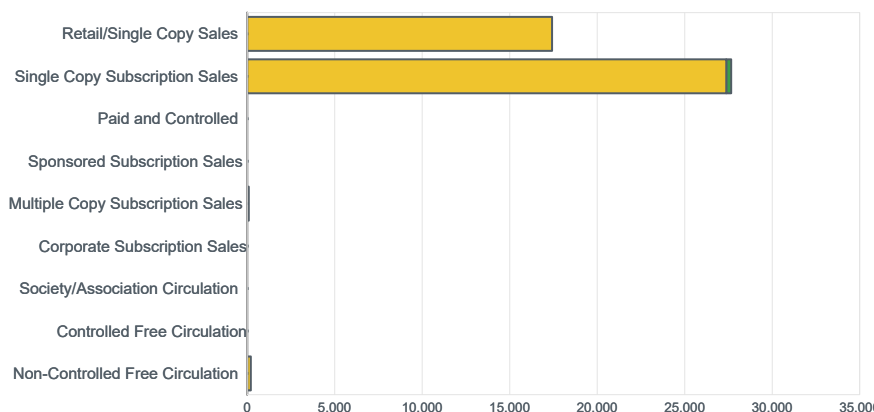
Surrey

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#### Audit issue circulation breakdown - Print/Digital



	Total			United Kingdom			Other Countries		
	Total	Total Print	Total Digital	Total	Print Edition	Digital Edition	Total	Print Edition	Digital Edition
<b>Average Circulation Per Issue</b>	<b>46,709</b>	<b>46,384</b>	<b>325</b>	<b>45,003</b>	<b>44,712</b>	<b>291</b>	<b>1,706</b>	<b>1,672</b>	<b>34</b>
Average Retail Sales Per Issue	18,269	18,269		17,025	17,025		1,244	1,244	

**Analysis for the Audit issue cover dated 01/12/2017 and distributed on 30 November 2017**

<b>Audit Issue Circulation</b>	<b>45,372</b>	<b>45,091</b>	<b>281</b>	<b>43,665</b>	<b>43,413</b>	<b>252</b>	<b>1,707</b>	<b>1,678</b>	<b>29</b>
<b>Retail &amp; Other Single Copy Sales</b>	<b>17,420</b>	<b>17,420</b>	-	<b>16,157</b>	<b>16,157</b>	-	<b>1,263</b>	<b>1,263</b>	-
At full rate	17,420	17,420	-	16,157	16,157	-	1,263	1,263	-
Below full rate	-	-	-	-	-	-	-	-	-
<b>Single Copy Subscription Sales</b>	<b>27,653</b>	<b>27,372</b>	<b>281</b>	<b>27,216</b>	<b>26,964</b>	<b>252</b>	<b>437</b>	<b>408</b>	<b>29</b>
At full rate	14,216	14,126	90	14,071	13,995	76	145	131	14
Less than full rate but not 50%	12,306	12,134	172	12,064	11,907	157	242	227	15
Less than 50% but not 20%	1,094	1,075	19	1,046	1,027	19	48	48	-
Less than 20% but not 10%	35	35	-	33	33	-	2	2	-
Less than 10% of full rate	2	2	-	2	2	-	-	-	-
<b>Paid and Controlled</b>	-	-	-	-	-	-	-	-	-
<b>Sponsored Subscription Sales</b>	-	-		-	-		-	-	
<b>Multiple Copy Subscription Sales</b>	<b>91</b>	<b>91</b>		<b>91</b>	<b>91</b>		-	-	
At full rate	32	32		32	32		-	-	
Less than full rate but not 50%	54	54		54	54		-	-	
Less than 50% but not 20%	5	5		5	5		-	-	
Less than 20% but not 10%	-	-		-	-		-	-	
Less than 10% of full rate	-	-		-	-		-	-	
<b>Corporate Subscription Sales</b>	-		-	-		-	-		-
<b>Society/Association/Organisation</b>	-	-	-	-	-	-	-	-	-
<b>Controlled Free Circulation</b>	-	-	-	-	-	-	-	-	-
<b>Non-Controlled Free Circulation</b>	<b>208</b>	<b>208</b>		<b>201</b>	<b>201</b>		<b>7</b>	<b>7</b>	
By name	181	181		175	175		6	6	
Not by name	27	27		26	26		1	1	

**Duplication**

The level of duplication on the mailing list for the audit issue was: 0%

The percentage of the Audit Issue Print Edition Circulation which also opted to receive a digital copy is: 0%

**Basic cover price & subscription rates for the audit issue**

Basic cover price (UK):	£3.50
Basic cover price (Rol):	
Basic annual rate (UK):	£157.00
Basic annual rate (OC):	£235.00

**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 %
06/01/2017	05-Jan-17	47,897	47,531	366	-
13/01/2017	12-Jan-17	48,098	47,734	364	-
20/01/2017	19-Jan-17	48,163	47,788	375	-
27/01/2017	26-Jan-17	48,113	47,752	361	-
03/02/2017	02-Feb-17	47,825	47,456	369	-
10/02/2017	09-Feb-17	48,139	47,781	358	-
17/02/2017	16-Feb-17	47,989	47,638	351	-
24/02/2017	23-Feb-17	47,760	47,406	354	-
03/03/2017	02-Mar-17	48,036	47,690	346	-
10/03/2017	09-Mar-17	47,106	46,765	341	-
17/03/2017	16-Mar-17	47,122	46,776	346	-
24/03/2017	23-Mar-17	46,925	46,588	337	-
31/03/2017	30-Mar-17	46,838	46,497	341	-
07/04/2017	06-Apr-17	46,118	45,787	331	-
14/04/2017	13-Apr-17	46,360	46,030	330	-
21/04/2017	20-Apr-17	46,752	46,423	329	-
28/04/2017	27-Apr-17	46,256	45,915	341	-
05/05/2017	04-May-17	46,492	46,158	334	-
12/05/2017	11-May-17	47,140	46,817	323	-
19/05/2017	18-May-17	46,788	46,461	327	-
26/05/2017	25-May-17	46,107	45,777	330	-
02/06/2017	01-Jun-17	47,571	47,246	325	-
09/06/2017	08-Jun-17	45,977	45,650	327	-
16/06/2017	15-Jun-17	45,761	45,437	324	-
23/06/2017	22-Jun-17	45,878	45,558	320	-
30/06/2017	29-Jun-17	45,928	45,610	318	-
07/07/2017	06-Jul-17	46,234	45,916	318	-
14/07/2017	13-Jul-17	46,495	46,179	316	-
21/07/2017	20-Jul-17	46,920	46,584	336	-
28/07/2017	27-Jul-17	46,215	45,892	323	-
04/08/2017	03-Aug-17	46,200	45,889	311	-
11/08/2017	10-Aug-17	45,724	45,408	316	-
18/08/2017	17-Aug-17	46,781	46,469	312	-
25/08/2017	24-Aug-17	46,138	45,833	305	-
01/09/2017	31-Aug-17	46,425	46,126	299	-
08/09/2017	07-Sep-17	46,305	45,999	306	-
15/09/2017	14-Sep-17	46,653	46,357	296	-
22/09/2017	21-Sep-17	46,393	46,092	301	-
29/09/2017	28-Sep-17	45,889	45,597	292	-
06/10/2017	05-Oct-17	46,289	46,004	285	-
13/10/2017	12-Oct-17	46,185	45,903	282	-
20/10/2017	19-Oct-17	47,457	47,171	286	-
27/10/2017	26-Oct-17	46,054	45,753	301	-
03/11/2017	02-Nov-17	45,620	45,328	292	-
10/11/2017	09-Nov-17	46,028	45,710	318	-
17/11/2017	16-Nov-17	46,149	45,825	324	-
24/11/2017	23-Nov-17	45,678	45,348	330	-
01/12/2017	30-Nov-17	45,372	45,091	281	-
08/12/2017	07-Dec-17	45,028	44,698	330	-
15/12/2017	14-Dec-17	46,025	45,697	328	-
22/12/2017	21-Dec-17	50,798	50,469	329	-

## Geographic analysis for the audit issue

Country/Region	Total Circulation	Print	Digital
<b>TOTAL</b>	<b>45,372</b>	<b>45,091</b>	<b>281</b>
United Kingdom	43,665	43,413	252
East Anglia	2,539	2,514	25
Cambridgeshire	836	828	8
Norfolk	975	965	10
Suffolk	728	721	7
East Midlands	4,172	4,150	22
Derbyshire	336	335	1
Leicestershire	538	534	4
Lincolnshire (inc Rutland)	1,343	1,331	12
Northamptonshire	388	387	1
Nottinghamshire	1,567	1,563	4
London	163	161	2
Midlands	5,479	5,453	26
Herefordshire & Worcester	3,593	3,581	12
Shropshire	829	823	6
Staffordshire	369	368	1
Warwickshire	468	464	4
West Midlands	220	217	3
North West	1,041	1,030	11
Cheshire	503	501	2
Isle of Man	90	89	1
Lancashire	383	377	6
Merseyside	65	63	2
Northern	1,523	1,517	6
Cleveland	138	137	1
Cumbria	471	471	-
Durham	221	220	1
Northumberland	357	356	1
Tyne & Wear	336	333	3
South East	7,496	7,438	58
Bedfordshire	277	273	4
Berkshire	272	265	7
Buckinghamshire	308	307	1
East Sussex	274	271	3
Essex	670	662	8
Hampshire	586	579	7
Hertfordshire	1,860	1,853	7
Isle of Wight	63	63	-
Kent	2,065	2,054	11
Middlesex	24	24	-
Oxfordshire	566	560	6
Surrey	215	214	1
West Sussex	316	313	3
South West	4,944	4,895	49
Channel Islands	56	55	1
Cornwall	657	651	6
Devon	1,388	1,380	8
Dorset	488	483	5
Gloucestershire	618	609	9
Isles of Scilly	4	4	-
Somerset	988	981	7
Wiltshire	745	732	13
Yorkshire	4,954	4,934	20
East Yorkshire	451	447	4
North Yorkshire	1,324	1,312	12
South Yorkshire	278	274	4
West Yorkshire	2,901	2,901	-
Northern Ireland	1,642	1,640	2
Antrim	1,075	1,075	-
Armagh	80	79	1
Down	219	218	1

## Geographic analysis for the audit issue

Country/Region	Total Circulation	Print	Digital
<b>TOTAL</b>	<b>45,372</b>	<b>45,091</b>	<b>281</b>
Fermanagh	28	28	-
Londonderry	123	123	-
Tyrone	117	117	-
Scotland	4,600	4,580	20
Borders	222	219	3
Central	231	229	2
Dumfries and Galloway	223	220	3
Fife	157	154	3
Grampian	597	594	3
Highland	266	264	2
Lothians	172	171	1
Strathclyde	2,541	2,538	3
Tayside	191	191	-
Wales	5,112	5,101	11
Clwyd	189	187	2
Dyfed	632	629	3
Gwent	3,025	3,024	1
Gwynedd	172	170	2
Mid Glamorgan	79	79	-
Powys	410	409	1
South Glamorgan	62	61	1
West Glamorgan	543	542	1
Europe	1,515	1,492	23
North America	30	30	-
Central & South America	3	3	-
Australasia & Pacific	84	82	2
South East Asia & Pacific	18	16	2
Africa	12	10	2
Not Analysed	45	45	-

## 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.

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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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ABC Ref: 801268/CA:20180228/BMSv22