

Consumer Magazines

Combined Total Circulation Certificate

January to December 2013



Setting the standard

Rock Sound



Key information

Metric type

Circulation

ABC total

13,220 average - print & digital (gross)

13,220 average (print)

0 average (digital)

Period

1 January 2013 to 31 December 2013

No of issues

13

Market sector

Music: Rock

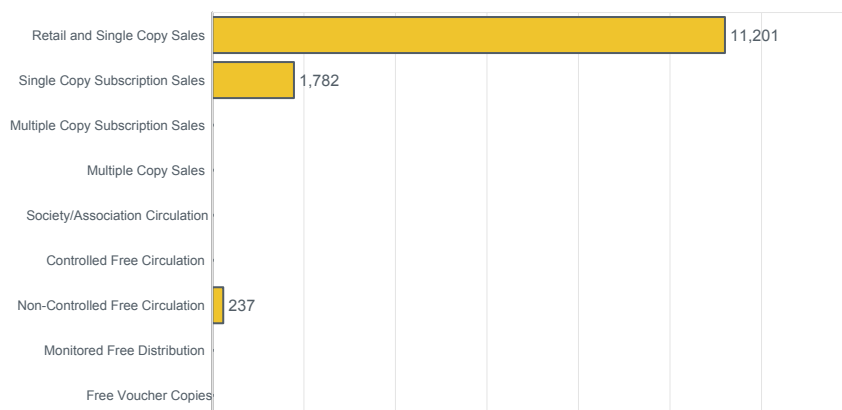
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Print Circulation analysis

Actively purchased circulation (UK & ROI)	97.7%
Multipacked Retail sales circulation	0%
Price: Basic cover price	£3.99
Published annual UK subscription rate	£37.99
Published annual ROI subscription rate	£49.00
Published annual other countries subscription rate	£49.00 to £69.00

Circulation breakdown (print only)



This certificate is supported by the following organisations

	Total	UK & RoI	Other Countries
Average Circulation - print & digital (gross)	13,220	9,377	3,843

	Total		UK & RoI		Other Countries	
	Print	Digital	Print	Digital	Print	Digital
Average Circulation	13,220	-	9,377	-	3,843	-
Retail and other Single Copy Sales	11,201	-	7,712	-	3,489	-
At Basic Cover Price	11,201	-	7,712	-	3,489	-
Below BCP but not less than 50%	-	-	-	-	-	-
Less than 50% of BCP but not less than 20%	-	-	-	-	-	-
Single Copy Subscription Sales	1,782	-	1,455	-	327	-
At Basic Annual Rate	1,315	-	1,008	-	307	-
Below BAR but not less than 50%	213	-	193	-	20	-
Less than 50% of BAR but not less than 20%	233	-	233	-	-	-
Less than 20% of BAR but not less than 10%	20	-	20	-	-	-
Less than 10% of BAR	1	-	1	-	-	-
Multiple Copy Subscription Sales	-	-	-	-	-	-
Corporate Subscription Sales	-	-	-	-	-	-
Multiple Copy Sales	-	-	-	-	-	-
Society / Association / Organisation Circulation	-	-	-	-	-	-
Controlled Free Circulation	-	-	-	-	-	-
Non-Controlled Free Circulation	237	-	210	-	27	-
By Name	237	-	210	-	27	-
Not by Name	-	-	-	-	-	-
Monitored Free Distribution	-	-	-	-	-	-
Free Retail Voucher Copies	-	-	-	-	-	-

	ACTIVELY PURCHASED / MULTI PACK PERCENTAGES		
	Total	United Kingdom & Republic of Ireland	Other Countries
Actively Purchased Circulation	98.2%	97.7%	99.2%
Multi Packed Retail Circulation	0%		

Price: The following prices are accurate for the end of the audit period.

Basic Cover Price	£3.99
Published Annual UK Subscription Rate	£37.99
Published Annual RoI Subscription Rate	£49.00
Published Annual Other Countries Subscription Rate	£49.00 to £69.00

Duplication:

The mailing list for the audit issue was tested, the level of duplication found was: 0%

Excluded Issues:

None

Editions Analysis (print only)

Edition Title	Average Circulation*
Feb 170	13,889
Mar 171	12,524
Apr 172	14,415
May 173	13,924
Jun 174	14,003
Jul 175	15,533
Aug 176	11,456
Summer 177	13,814
Sep 178	12,827
Oct 179	12,171
Nov 180	13,121
Dec 181	10,250
Jan 182	14,867

* If advertising content was common to all editions throughout the audit period, only the names of the editions are recorded above. If the advertising content changed between editions, the circulation by edition is also analysed.

Issue by Issue Analysis (print only)

Cover Date or Issue Identifier	Issue Variance from Total Average *	Monitored Free Distribution				Multipacks		
		Total	Net Distribution by Hand	Net Distribution - Other	Gross Distribution	Retail other Single Copy Sales - Multipacked	Other title(s) multipacked	
Feb 170	-	-	-	-	-	-	-	-
Mar 171	-	-	-	-	-	-	-	-
Apr 172	-	-	-	-	-	-	-	-
May 173	-	-	-	-	-	-	-	-
Jun 174	-	-	-	-	-	-	-	-
Jul 175	17.5%	-	-	-	-	-	-	-
Aug 176	-13.3%	-	-	-	-	-	-	-
Sum 177	-	-	-	-	-	-	-	-
Sep 178	-	-	-	-	-	-	-	-
Oct 179	-	-	-	-	-	-	-	-
Nov 180	-	-	-	-	-	-	-	-
Dec 181	-22.5%	-	-	-	-	-	-	-
Jan 182	12.4%	-	-	-	-	-	-	-

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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For definitions used on this certificate, please visit www.abc.org.uk/jargon

About this certificate

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