

Consumer Magazines

Combined Total Circulation Certificate

July to December 2015



Setting the standard

Monocle

MONOCLE



Key information

Metric type

Circulation

ABC total

80,187 average - print & digital (gross)

80,187 average (print)

0 average (digital)

Period

1 July 2015 to 31 December 2015

No of issues

4

Market sector

News & Current Affairs: International

Circulation analysis

Actively purchased - print & digital circulation (UK & ROI)	93.9%
Price: Basic cover price	£6.00
Published annual UK subscription rate	£80.00
Published annual ROI subscription rate	£80.00
Published annual other countries subscription rate	£80.00

Circulation breakdown (print only)

Retail and other Single Copy Sales	46,790
Single Copy Subscription Sales	17,029
Multiple Copy Subscription Sales	
Requested Sponsored Subscription Sales	
Corporate Digital Edition Subscriptions	
Multiple Copy Sales	16,368
Society / Association / Organisation	
Controlled Free Circulation	
Non-Controlled Free	
Monitored Free Distribution	
Free Retail Voucher Copies	

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Analysis of Circulation

	Total		UK & RoI		Other Countries	
Average Circulation - print & digital (gross)	80,187		13,510		66,677	
	Total		UK & RoI		Other Countries	
	Print	Digital	Print	Digital	Print	Digital
Average Circulation Per Issue	80,187	-	13,510	-	66,677	-
Retail and Single Copy Sales	46,790	-	10,429	-	36,361	-
At Basic Cover Price	46,790	-	10,429	-	36,361	-
Below BCP but not less than 50%	-	-	-	-	-	-
Less than 50% of BCP but not less than 20%	-	-	-	-	-	-
Less than 20% of BCP	-	-	-	-	-	-
Single Copy Subscription Sales	17,029	-	2,258	-	14,771	-
At Basic Annual Rate	17,029	-	2,258	-	14,771	-
Below BAR but not less than 50%	-	-	-	-	-	-
Less than 50% of BAR but not less than 20%	-	-	-	-	-	-
Less than 20% of BAR but not less than 10%	-	-	-	-	-	-
Less than 10% of BAR	-	-	-	-	-	-
Multiple Copy Subscription Sales	-	-	-	-	-	-
Corporate Subscription Sales	-	-	-	-	-	-
Multiple Copy Sales	16,368	-	823	-	15,545	-
Society / Association / Organisation Circulation	-	-	-	-	-	-
Controlled Free Circulation	-	-	-	-	-	-
Non-Controlled Free Circulation	-	-	-	-	-	-
Monitored Free Distribution	-	-	-	-	-	-
Free Retail Voucher Copies	-	-	-	-	-	-

Actively Purchased Analysis

	Total		UK & RoI		Other Countries	
Actively Purchased - print & digital	79.6%		93.9%		76.7%	
	Print	Digital	Print	Digital	Print	Digital
	79.6%	0%	93.9%	0%	76.7%	0%

Other Analysis

	Total	United Kingdom & Republic of Ireland	Other Countries
Multi Packed Retail Circulation (Print)	0%		
Publication Active Views (Digital)	-	-	-

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

Basic Cover Price	£6.00
Published Annual UK Subscription Rate	£80.00
Published Annual RoI Subscription Rate	£80.00
Published annual other countries subscription rate	£80.00

Duplication:

The mailing list for the audit issue was tested, the level of duplication found was: 1%

Multiple Copy Sales Analysis (print only)

	Quantity	Percent
Category	16,368	100%
Airside & International Rail	14,955	91.4
Hotels	1,113	6.8
Others	300	1.8

Issue by Issue Analysis (print only)

Only variances of 10% or more are reported

Cover Date or Issue Identifier	Issue Variance from Total Average	Monitored Free Distribution			
		Total	Net by Hand	Net - Other	Gross
September 15	-10.18	-	-	-	-
October 15	-	-	-	-	-
November 15	-	-	-	-	-
Dec/Jan 16	35.48	-	-	-	-

Issue by Issue Circulation Analysis (print only)

Data does not include adjustments for prior audit period reconciliations.

Issue Identifier	Total Circulation	Actively Purchased Circulation (Print)	% Actively Purchased (Print)
September 15	72,027	57,172	79.4%
October 15	75,871	61,016	80.4%
November 15	73,889	59,034	79.9%
Dec/Jan 16	108,639	87,734	80.8%

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.

To find out more about ABC, please visit www.abc.org.uk

To find out more about the Consumer Magazines sector and the definitions used on this certificate, please visit: www.abcstandards.org.uk

About this certificate

This certificate was issued on 11 February 2016.

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