

# Business Magazines

Combined Total Circulation Certificate

January to December 2017

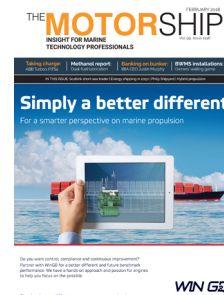


Setting the standard

## The Motorship

# THE MOTORSHIP

INSIGHT FOR MARINE  
TECHNOLOGY PROFESSIONALS



### Key information

#### Metric type

Circulation

#### ABC total

7,316 average

#### Period

1 January 2017 to 31 December 2017

#### No of issues

11

#### Market sector

Ships & Marine

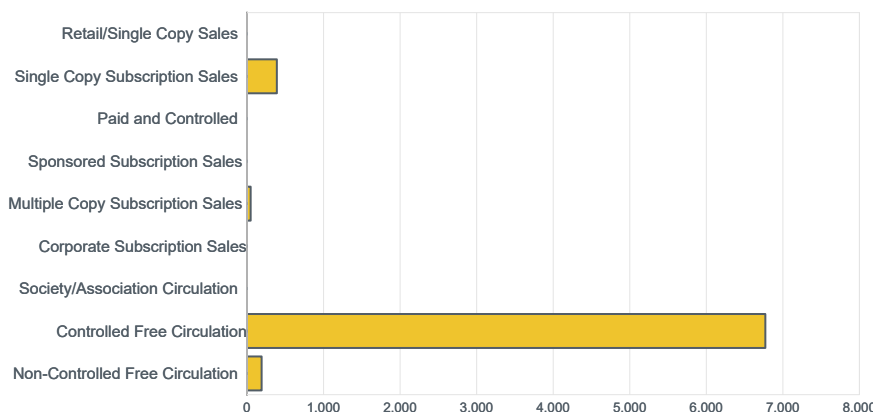
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### Audit issue circulation analysis

	% of circulation
Retail & Single Copy Sales	0%
Single Copy Subscription Sales	5.27%
Paid and Controlled	0%
Sponsored subscription sales	0%
Multiple Copy Subscription Sales	0.65%
Corporate Subscription Sales	0%
Society/Association/Organisation Circulation	0%
Controlled Free Circulation	91.5%
Non-Controlled Free Circulation	2.58%

### Audit issue circulation breakdown - Print/Digital



**AVERAGE CIRCULATION PER ISSUE**

Average Retail Sales Per Issue

Total	Print Edition	Digital Edition
7,316	7,316	-
-	-	-

**Analysis for the Audit issue cover dated December 2017 and distributed on 28 November 2017**

**Audit Issue Circulation**

**Retail & Other Single Copy Sales**

**Single Copy Subscription Sales**

At full rate

Less than full rate but not less than 50%

Less than 50% of full rate but not less than 20%

Less than 20% of full rate but not less than 10%

Less than 10% of full rate

**Paid and Controlled**

**Sponsored Subscription Sales**

**Multiple Copy Subscription Sales**

At full rate

Less than full rate but not less than 50%

Less than 50% of full rate but not less than 20%

Less than 20% of full rate but not less than 10%

Less than 10% of full rate

**Corporate Subscription Sales**

**Society/Association/Organisation Circulation**

**Controlled Free Circulation**

Individual requests

Company requests

Non-requested by name

Non-requested by job title / function

**Non-Controlled Free Circulation**

By Name

Not by Name

<b>7,400</b>	<b>7,400</b>	-
-	-	-
<b>390</b>	<b>390</b>	-
335	335	-
55	55	-
-	-	-
-	-	-
-	-	-
-	-	-
-	-	-
-	-	-
<b>48</b>	<b>48</b>	-
44	44	-
4	4	-
-	-	-
-	-	-
-	-	-
-	-	-
-	-	-
-	-	-
-	-	-
<b>6,771</b>	<b>6,771</b>	-
251	251	-
-	-	-
4,289	4,289	-
2,231	2,231	-
<b>191</b>	<b>191</b>	-
187	187	-
4	4	-

**Duplication**

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

**Basic subscription rates for the audit issue**

Basic annual rate: £163.50

**Controlled circulation for the audit issue**

Terms of control: Individuals in ship building/ship repair and ship owning/managing companies responsible for specifying ships or machinery, equipment, and supply companies needed to operate a ship, having their business located internationally. Also to individuals in classification societies, equipment suppliers, port authorities, shipping associations and those participating at shipping exhibitions & conferences.

	Total		0-1 Year		1-2 Years		2-3 Years	
	Qty	%	Qty	%	Qty	%	Qty	%
<b>Total</b>	<b>251</b>	<b>100.0</b>	<b>97</b>	<b>38.6</b>	<b>88</b>	<b>35.1</b>	<b>66</b>	<b>26.3</b>
Individual Requests - Print	251	100.0	97	38.6	88	35.1	66	26.3
Individual Requests - Digital	-	-	-	-	-	-	-	-
Company Requests - Print	-	-	-	-	-	-	-	-
Company Requests - Digital	-	-	-	-	-	-	-	-

**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 %
January 2017	02-Feb-17	7,300	7,300	-	-
February 2017	24-Feb-17	7,300	7,300	-	-
March 2017	23-Mar-17	7,298	7,298	-	-
April 2017	20-Apr-17	7,379	7,379	-	-
May 2017	15-May-17	7,300	7,300	-	-
June 2017	15-Jun-17	7,300	7,300	-	-
July/August 2017	25-Jul-17	7,300	7,300	-	-
September 2017	25-Aug-17	7,300	7,300	-	-
October 2017	02-Oct-17	7,300	7,300	-	-
November 2017	27-Oct-17	7,300	7,300	-	-
December 2017	28-Nov-17	7,400	7,400	-	-

**Other Bulk Distribution (Please note. these copies are NOT included in the circulation of any issue)**

Cover Date / ID	Distribution Date	Total Bulk Copies	Rate	Category/Distribution Location
<b>Total</b>		<b>4,550</b>		
February 2017	20-Mar-2017	500	Free	CMA Shipping. Connecticut - USA
March 2017	04-Apr-2017	500	Free	Gas Tech. Tokyo - Japan
March 2017	17-Apr-2017	200	Free	Sea Asia. Singapore
April 2017	10-May-2017	200	Free	Propulsions & Emissions. Hamburg - Germany
April 2017	17-May-2017	150	Free	Torsional Vibration Symposium. Salzburg - Austria
May 2017	30-May-2017	1,000	Free	Nor-Shipping. Lillestrom - Norway
June 2017	12-Jun-2017	200	Free	Seawork International. Southampton - UK
October 2017	24-Oct-2017	300	Paid	Kormarine. Busan - Korea
November 2017	07-Nov-2017	1,000	Free	Europort. Rotterdam - Netherlands
November 2017	13-Nov-2017	200	Free	Gas Fuelled Ships. Helsinki - Finland
December 2017	05-Dec-2017	300	Free	Marintec. Shanghai. China

**Geographic analysis for the audit issue**

Country/Region	Total Circulation	Print	Digital
<b>TOTAL</b>	<b>7,400</b>	<b>7,400</b>	<b>-</b>
United Kingdom	385	385	-
Europe	3,237	3,237	-
North America	602	602	-
Central & South America	231	231	-
Australasia & Pacific	146	146	-
Asia	410	410	-
South East Asia & Pacific	1,962	1,962	-
Africa	146	146	-
Middle East & North Africa	281	281	-
Not Analysed	-	-	-

## More Information

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'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](http://www.abc.org.uk)

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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This certificate was issued on 21 February 2018.

The data included is derived from a return of circulation prepared by the publisher: Mercator Media Ltd.

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