

# Consumer Magazines

Combined Total Circulation Certificate  
July to December 2013



Setting the standard

## Reveal

# Reveal

### Key information

#### Metric type

Circulation

#### ABC total

178,409 average - print & digital (gross)  
176,844 average (print)  
1,565 average (digital)

#### Period

1 July 2013 to 31 December 2013

#### No of issues

26

#### Market sector

Women's Interests: Women's Weeklies

#### Contact details

Hearst Magazines UK  
72 Broadwick Street  
London  
W1F 9EP  
020 7439 5000  
www.hearst.co.uk

#### Print Circulation analysis

Actively purchased circulation (UK & ROI)	100.0%
Multipacked Retail sales circulation	25.3%
Price: Basic cover price	£1.00
Published annual UK subscription rate	N/A
Published annual ROI subscription rate	N/A
Published annual other countries subscription rate	N/A

#### Digital Edition analysis

	Other countries	UK & ROI	Total
Average circulation	147	1,418	1,565

#### Circulation breakdown (print only)

Retail and Single Copy Sales	176,844
Single Copy Subscription Sales	
Multiple Copy Subscription Sales	
Multiple Copy Sales	
Society/Association Circulation	
Controlled Free Circulation	
Non-Controlled Free Circulation	
Monitored Free Distribution	
Free Voucher Copies	

This certificate is supported by the following organisations

	Total	UK & RoI	Other Countries
<b>Average Circulation - print &amp; digital (gross)</b>	<b>178,409</b>	<b>175,582</b>	<b>2,827</b>

	Total		UK & RoI		Other Countries	
	Print	Digital	Print	Digital	Print	Digital
<b>Average Circulation</b>	<b>176,844</b>	<b>1,565</b>	<b>174,164</b>	<b>1,418</b>	<b>2,680</b>	<b>147</b>
<b>Retail and other Single Copy Sales</b>	<b>176,844</b>	<b>780</b>	<b>174,164</b>	<b>714</b>	<b>2,680</b>	<b>66</b>
At Basic Cover Price	131,181	44	128,501	44	2,680	-
Below BCP but not less than 50%	45,663	736	45,663	670	-	66
Less than 50% of BCP but not less than 20%	-	-	-	-	-	-
<b>Single Copy Subscription Sales</b>	<b>-</b>	<b>785</b>	<b>-</b>	<b>704</b>	<b>-</b>	<b>81</b>
At Basic Annual Rate	-	3	-	3	-	-
Below BAR but not less than 50%	-	782	-	701	-	81
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	-	-	-	-	-	-
<b>Multiple Copy Subscription Sales</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Corporate Subscription Sales</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Multiple Copy Sales</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Society / Association / Organisation Circulation</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Controlled Free Circulation</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Non-Controlled Free Circulation</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Monitored Free Distribution</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Free Retail Voucher Copies</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>

Additional Print Analysis	ACTIVELY PURCHASED / MULTI PACK PERCENTAGES		
	Total	United Kingdom & Republic of Ireland	Other Countries
Actively Purchased Circulation	100.0%	100.0%	100.0%
Multi Packed Retail Circulation	25.3%		

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

Basic Cover Price	£1.00
Published Annual UK Subscription Rate	N/A
Published Annual RoI Subscription Rate	N/A
Published Annual Other Countries Subscription Rate	N/A

**Duplication:**

**Excluded Issues:**

None

**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	
27	-	-	-	-	-	48,028	23.5%	1. Best, Real People 2 Best, All About Soap
28	-	-	-	-	-	45,048	25.8%	1. Best, Real People 2. Best Inside Soap
29	-	-	-	-	-	46,175	25.9%	1. Best, Real People 2 Best, All About Soap
30	-	-	-	-	-	44,677	25.0%	1. Best, Real People 2. Best Inside Soap
31	-	-	-	-	-	46,078	23.5%	1. Best, Real People 2 Best, All About Soap
32	-	-	-	-	-	44,198	26.4%	1. Best, Real People 2. Best Inside Soap
33	-	-	-	-	-	46,501	27.2%	1. Best, Real People 2 Best, All About Soap
34	-	-	-	-	-	46,338	23.4%	1. Best, Real People 2. Best Inside Soap
35	-	-	-	-	-	42,608	24.9%	1. Best, Real People 2 Best, All About Soap
36	-	-	-	-	-	45,899	22.9%	1. Best, Real People 2. Best Inside Soap
37	-	-	-	-	-	42,409	23.8%	1. Best, Real People 2 Best, All About Soap
38	-	-	-	-	-	40,230	20.4%	1. Best, Real People 2. Best Inside Soap
39	-	-	-	-	-	39,054	21.3%	1. Best, Real People 2 Best, All About Soap
40	-	-	-	-	-	39,770	21.8%	1. Best, Real People 2. Best Inside Soap
41	-	-	-	-	-	35,247	20.9%	1. Best, Real People 2 Best, All About Soap
42	-	-	-	-	-	42,085	21.9%	1. Best, Real People 2. Best Inside Soap
43	-	-	-	-	-	40,503	21.8%	1. Best, Real People 2 Best, All About Soap
44	-	-	-	-	-	41,070	24.1%	1. Best, Real People 2. Best Inside Soap
45	-	-	-	-	-	37,951	24.0%	1. Best, Real People 2 Best, All About Soap
46	-	-	-	-	-	39,399	24.0%	1. Best, Real People 2. Best Inside Soap
47	-	-	-	-	-	59,778	34.6%	1. Best, Real People. 2. Best, Hello
48	-	-	-	-	-	35,385	24.7%	1. Best 2. Best Inside Soap
49	-	-	-	-	-	39,826	24.3%	1. Best, Real People 2 Best, All About Soap
50/51	-	-	-	-	-	102,795	55.5%	1. Best, Hello, 2. Real People
52	-	-	-	-	-	32,000	19.8%	Best, Real People
53	-	-	-	-	-	40,000	25.1%	Best, Hello

**Optional Monthly Circulation Analysis (print only)**

The publisher has chosen to report an optional circulation analysis as detailed in the table below. Data does not include adjustments for prior audit period reconciliations.

Issue Month	Number of Issues	Total Average Circulation	Average Actively Purchased Circulation (Optional)	% Actively Purchased (Optional)
July	5	186,415	186,415	100.00
August	4	176,782	176,782	100.00
September	4	189,587	189,587	100.00
October	5	179,913	179,913	100.00
November	4	159,718	159,718	100.00
December	4	167,555	167,555	100.00

## 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](http://www.abc.org.uk)  
For definitions used on this certificate, please visit [www.abc.org.uk/jargon](http://www.abc.org.uk/jargon)

## About this certificate

---

This certificate was issued on 13 February 2014. The data included is derived from a return of circulation prepared by the publisher: Hearst Magazines UK.

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.

ABC Ref: 13608/A:20140213//18846795