

# Business Magazines

Combined Total Circulation Certificate

January to December 2017



Setting the standard

## Heating & Ventilating Review



HEATING & VENTILATING REVIEW



### Key information

#### Metric type

Circulation

#### ABC total

12,028 average (total)  
10,502 average (print)  
1,526 average (digital)

#### Period

1 January 2017 to 31 December 2017

#### No of issues

12

#### Market sector

Heating, Ventilating & Air Conditioning

#### Contact details

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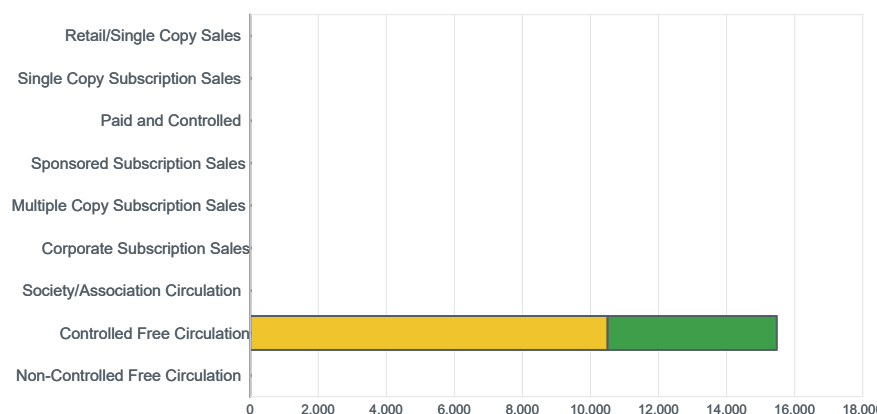
### Audit issue circulation analysis

	% of circulation
Retail & Single Copy Sales	0%
Single Copy Subscription Sales	0%
Paid and Controlled	0%
Sponsored Subscription Sales	0%
Multiple Copy Subscription Sales	0%
Corporate Subscription Sales	0%
Society/Association/Organisation Circulation	0%
Controlled Free Circulation	100%
Non-Controlled Free Circulation	0%

### Demographics included:

Industry/Business/Sector  
Purchase/Influence to Purchase  
Job Function  
Sources & Ages of Name and Address Records

### 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
Average Circulation Per Issue	12,028	10,502	1,526	12,019	10,502	1,517	9	-	9
Average Retail Sales Per Issue	-	-	-	-	-	-	-	-	-

## Analysis for the Audit issue cover dated December 2017 and distributed on 12 December 2017

<b>Audit Issue Circulation</b>	<b>15,474</b>	<b>10,495</b>	<b>4,979</b>	<b>15,450</b>	<b>10,495</b>	<b>4,955</b>	<b>24</b>	<b>-</b>	<b>24</b>
Retail & Other Single Copy Sales	-	-	-	-	-	-	-	-	-
Single Copy Subscription Sales	-	-	-	-	-	-	-	-	-
Paid and Controlled	-	-	-	-	-	-	-	-	-
Sponsored Subscription Sales	-	-	-	-	-	-	-	-	-
Multiple Copy Subscription Sales	-	-	-	-	-	-	-	-	-
Corporate Subscription Sales	-	-	-	-	-	-	-	-	-
Society/Association/Organisation	-	-	-	-	-	-	-	-	-
<b>Controlled Free Circulation</b>	<b>15,474</b>	<b>10,495</b>	<b>4,979</b>	<b>15,450</b>	<b>10,495</b>	<b>4,955</b>	<b>24</b>	<b>-</b>	<b>24</b>
Individual requests	4,303	3,409	894	4,292	3,409	883	11	-	11
Company requests	2,235	2,235	-	2,235	2,235	-	-	-	-
Non-requested by name	8,936	4,851	4,085	8,923	4,851	4,072	13	-	13
Non-requested by job title / function	-	-	-	-	-	-	-	-	-
<b>Non-Controlled Free Circulation</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>	<b>-</b>

## Duplication

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

## Controlled circulation for the audit issue

Terms of control: Individuals in the United Kingdom who are involved in hvac work and/or are responsible for, or influence, the purchasing/specifying of heating, ventilating and air conditioning equipment, ancillary products and services.

	Total		0-1 Year		1-2 Years		2-3 Years	
	Qty	%	Qty	%	Qty	%	Qty	%
<b>Total</b>	<b>6,538</b>	<b>100.0</b>	<b>4,509</b>	<b>69.0</b>	<b>1,856</b>	<b>28.4</b>	<b>173</b>	<b>2.6</b>
Individual Requests - Print	3,409	52.1	1,714	26.2	1,522	23.3	173	2.6
Individual Requests - Digital	894	13.7	560	8.6	334	5.1	-	-
Company Requests - Print	2,235	34.2	2,235	34.2	-	-	-	-
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	27-Jan-17	10,923	10,500	423	-
February 2017	13-Feb-17	10,924	10,501	423	-
March 2017	08-Mar-17	10,917	10,493	424	-
April 2017	10-Apr-17	10,921	10,496	425	-
May 2017	09-May-17	10,892	10,495	397	-
July 2017	10-Jul-17	10,905	10,497	408	-
June 2017	14-Jul-17	10,978	10,553	425	-
August 2017	17-Aug-17	13,162	10,495	2,667	-
September 2017	13-Sep-17	13,149	10,497	2,652	-
October 2017	13-Oct-17	13,051	10,498	2,553	-
November 2017	10-Nov-17	13,035	10,498	2,537	-
December 2017	12-Dec-17	15,474	10,498	4,976	28.6

## Demographic analysis for the audit issue

Question: Industry/Business/Sector	Print Circulation		Digital Circulation		Free Circulation	Paid Circulation	Total
	Free	Paid	Free	Paid			
People responding to this question	10,495		4,979		15,474		15,474
People not responding to this question							
<b>Answers:</b>							
Contractor/Installer	3,570		1,415		4,985		4,985
Private Sector HVAC End User	2,752		366		3,118		3,118
HVAC Equipment Manufacturer/Distributor	1,119		256		1,375		1,375
Consulting Engineers	784		248		1,032		1,032
Architect/Quantity Surveyor/Interior Designer	479		306		785		785
Maintenance/Facilities Management	467		163		630		630
Leisure Facility/Complex	461		170		631		631
Public Sector HVAC End User	346		73		419		419
Domestic Plumbing	273		12		285		285
Retail Outlet/Food Retailer/Wholesaler	143		71		214		214
Equipment Manufacturer/Manufacturing Industries (Non HVAC)	10		120		130		130
Building Services Provider	10		64		74		74
Service Industry	9		86		95		95
Wholesaler/Distributor	5		115		120		120
Central/Local Government	3		5		8		8
Cold Store/Refrigerated Transport	2		28		30		30
Utilities inc Electricity, gas, water	2		18		20		20
Builders/Plumbers Merchant			1,261		1,261		1,261
Other	60		202		262		262

Question: Purchase/Influence to Purchase (more than one answer to this question was allowed)	Print Circulation		Digital Circulation		Free	Paid	Total
	Free	Paid	Free	Paid	Circulation	Circulation	
People responding to this question	4,916		2,128		7,044		7,044
People not responding to this question	5,579		2,851		8,430		8,430
<b>Answers:</b>							
Air Conditioning/Refrigeration	3,043		486		3,529		3,529
Commercial Heating	2,471		476		2,947		2,947
Ventilation	2,466		771		3,237		3,237
Insulation	1,915		1,041		2,956		2,956
Domestic Heating	1,910		361		2,271		2,271
Air Handling	1,836		636		2,472		2,472
Air Filtration	1,827		353		2,180		2,180
Energy Management	1,782		351		2,133		2,133
Pumps	1,759		562		2,321		2,321
Combined Heat & Power	1,718		335		2,053		2,053
Renewables	1,687		341		2,028		2,028
Tubes, Fittings & Valves	1,610		354		1,964		1,964
Controls/Instrumentation	1,599		550		2,149		2,149
Building Management Systems	1,560		322		1,882		1,882
Water Treatment	1,331		277		1,608		1,608
Chimneys/Flues	1,310		271		1,581		1,581
Noise Control	1,307		265		1,572		1,572
Air Movement/Fans	1,298		286		1,584		1,584
Air Conditioning	248		523		771		771
Heating	51		1,007		1,058		1,058
Refrigeration	41		386		427		427
Energy Management Systems	26		195		221		221
Plumbing			774		774		774
Bathrooms			574		574		574
Tools			553		553		553
DIY Products			485		485		485

Question: Job Function	Print Circulation		Digital Circulation		Free Circulation	Paid Circulation	Total
	Free	Paid	Free	Paid			
People responding to this question	10,495		4,979		15,474		15,474
People not responding to this question							
<b>Answers:</b>							
Senior Management/Board member	6,335		1,745		8,080		8,080
General Management	1,442		994		2,436		2,436
Sales & Marketing	599		423		1,022		1,022
Facilities Management	571		178		749		749
Project Engineering	305		74		379		379
Purchasing	303		299		602		602
Servicing/Maintenance	272		100		372		372
Contracting/Installing	180		42		222		222
Specification/Design	166		52		218		218
Estimating	138		38		176		176
Surveying	63		10		73		73
Engineering	12		77		89		89
Branch Manager			675		675		675
Departmental/Divisional/Showroom Manager			121		121		121
Other	109		151		260		260

## Analysis of the Audit Issue by: Sources & Ages of Name and Address Records

Description	Less than 1 Year	Between 1 and 2 Years	Between 2 and 3 Years	Not Analysed (Includes Paid Circulation)	Total	% of Total Circulation
<b>TOTAL</b>	<b>6,341</b>	<b>8,790</b>	<b>343</b>		<b>15,474</b>	<b>100.0</b>
<b>Not Analysed</b>						
<b>Analysed</b>	<b>6,341</b>	<b>8,790</b>	<b>343</b>		<b>15,474</b>	<b>100.0</b>
<u>Breakdown of Analysed Responses</u>						
<b>Print Editions</b>	<b>3,949</b>	<b>6,373</b>	<b>173</b>		<b>10,495</b>	<b>67.8</b>
<b>Controlled Free Circulation - Requested</b>	<b>3,949</b>	<b>1,522</b>	<b>173</b>		<b>5,644</b>	<b>36.5</b>
Individual Requests	1,714	1,522	173		3,409	
Company Requests	2,235				2,235	
<b>Controlled Free - Non Requested</b>		<b>4,851</b>			<b>4,851</b>	<b>31.3</b>
By Name		4,851			4,851	
By Job Title/Function						
<b>Non Controlled Free Circulation</b>						
By Name						
Not by Name						
<b>Paid Circulation</b>						
<b>Digital Editions</b>	<b>2,392</b>	<b>2,417</b>	<b>170</b>		<b>4,979</b>	<b>32.2</b>
<b>Controlled Free Circulation - Requested</b>	<b>560</b>	<b>334</b>			<b>894</b>	<b>5.8</b>
Individual Requests	560	334			894	
<b>Controlled Free - Non Requested</b>	<b>1,832</b>	<b>2,083</b>	<b>170</b>		<b>4,085</b>	<b>26.4</b>
By Name	1,832	2,083	170		4,085	
By Job Title/Function						
<b>Paid Circulation</b>						