

Business Magazines

Combined Total Profile Circulation Certificate
January to December 2015



Setting the standard

Heating & Ventilating Review

HVR

HEATING & VENTILATING REVIEW



Key information

Metric type

Circulation

ABC total

13,730 average

Period

1 January 2015 to 31 December 2015

No of issues

12

Market sector

Building: Heating, Ventilating & Air Conditioning

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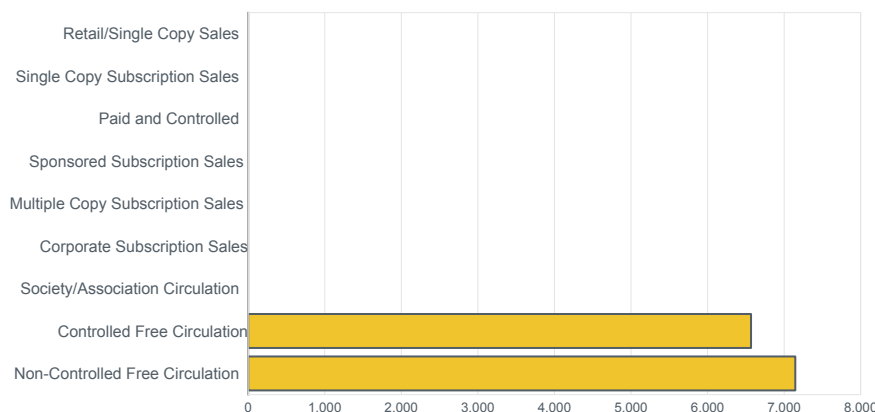
Audit issue circulation analysis

	% 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	47.89%
Non-Controlled Free Circulation	52.11%

Demographics included:

Geographical Analysis
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	13,730	13,730	-	13,717	13,717	-	13	13	-
Average Retail Sales Per Issue	-	-	-	-	-	-	-	-	-

Analysis for the Audit issue cover dated December 2015 and distributed on 8 December 2015

Audit Issue Circulation	13,712	13,712	-	13,712	13,712	-	-	-	-
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	-	-	-	-	-	-	-	-	-
Controlled Free Circulation	6,567	6,567	-	6,567	6,567	-	-	-	-
Individual requests	6,567	6,567	-	6,567	6,567	-	-	-	-
Company requests	-	-	-	-	-	-	-	-	-
Non-requested by name	-	-	-	-	-	-	-	-	-
Non-requested by job title / function	-	-	-	-	-	-	-	-	-
Non-Controlled Free Circulation	7,145	7,145	-	7,145	7,145	-	-	-	-
By name	7,145	7,145	-	7,145	7,145	-	-	-	-
Not by name	-	-	-	-	-	-	-	-	-

Duplication

The level of duplication on the mailing list for the audit issue was: 1%

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	%
Total	6,567	100.0	251	3.8	5,749	87.5	567	8.6
Individual Requests - Print	6,567	100.0	251	3.8	5,749	87.5	567	8.6
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 2015	15-Jan-15	13,705	13,705	-	-
February 2015	11-Feb-15	14,003	14,003	-	-
March 2015	14-Mar-15	13,705	13,705	-	-
April 2015	07-Apr-15	13,703	13,703	-	-
May 2015	01-May-15	13,703	13,703	-	-
June 2015	04-Jun-15	13,702	13,702	-	-
July 2015	03-Jul-15	13,695	13,695	-	-
August 2015	06-Aug-15	13,704	13,704	-	-
September 2015	10-Sep-15	13,699	13,699	-	-
October 2015	05-Oct-15	13,717	13,717	-	-
November 2015	06-Nov-15	13,717	13,717	-	-
December 2015	08-Dec-15	13,712	13,712	-	-

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 Business Magazines sector and the definitions used on this certificate, please visit: www.abcstandards.org.uk

About this certificate

This certificate was issued on 11 May 2016.

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

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.

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Heating & Ventilating Review

Certificate for the 12 issues distributed between 1st January 2015 and 31st December 2015

Analysis of the Audit Issue by: Geographical Analysis

Description	Breakdown of Free Circulation			Total of Free Circulation	Total of Paid Circulation	Total	% of Total Circulation
	Controlled Free Copies		Non Controlled Free Circulation				
	Requested	Non Requested					
TOTAL	6,567	7,145		13,712		13,712	100.00
Not Analysed							
Analysed	6,567	7,145		13,712		13,712	100.00
<u>Breakdown of Analysed Responses</u>							
Total United Kingdom	6,567	7,145		13,712		13,712	100.00
East Anglia	290	276		566		566	4
East Midlands	526	644		1,170		1,170	9
London	426	513		939		939	7
Midlands	684	842		1,526		1,526	11
Northern	195	213		408		408	3
North West	728	829		1,557		1,557	11
South East	2,086	2,049		4,135		4,135	30
South West	487	538		1,025		1,025	7
Yorkshire	463	477		940		940	7
Northern Ireland	93	131		224		224	2
Scotland	394	405		799		799	6
Wales	195	228		423		423	3
Total Other Countries							
Republic of Ireland							
Other Countries							

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Analysis of the Audit Issue by: Industry/Business/Sector

Description	Breakdown of Free Circulation				Total of Free Circulation	Total of Paid Circulation	Total	% of Total Circulation
	Controlled Free Copies		Non Controlled Free Circulation	Free Society/ Association/ Organisation Circulation				
	Requested	Non Requested						
TOTAL	6,567		7,145		13,712		13,712	100.00
Not Analysed	467		7,145		7,612		7,612	55.51
Analysed	6,100				6,100		6,100	44.49
<u>Breakdown of Analysed Responses</u>								
Consulting Engineers	973				973		973	7.10
Contractors/Installers	2,141				2,141		2,141	15.61
Maintenance/Facilities Management	792				792		792	5.78
HVAC Equipment Manufacturer/Distributor	1,376				1,376		1,376	10.04
Architects/Quantity Surveyors	372				372		372	2.71
Public Sector HVAC End User	254				254		254	1.85
Private Sector HVAC End User	192				192		192	1.40

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Analysis of the Audit Issue by: Purchase/Influence to Purchase

This analysis allows for multiple responses by the addressee.

This is an analysis of 4,227 copies, which represents 30.83% of the distribution of the audit issue

Description	Breakdown of Free Circulation				Total of Free Circulation	Total of Paid Circulation	Total	% of Total Circulation
	Controlled Free Copies		Non Controlled Free Circulation	Free Society/ Association/ Organisation Circulation				
	Requested	Non Requested						
TOTAL	6,567		7,145		13,712		13,712	100.00
Not Analysed	2,340		7,145		9,485		9,485	69.17
Analysed	4,227				4,227		4,227	30.83
Total Responses	16,189				16,189		16,189	
<u>Breakdown of Analysed Responses</u>								
Air Conditioning/Refrigeration	533				533		533	3.89
Heating	1,898				1,898		1,898	13.84
Ventilation	734				734		734	5.35
Air Movement/Fans	1,619				1,619		1,619	11.81
Controls/Instrumentation	660				660		660	4.81
Building Management Systems	1,441				1,441		1,441	10.51
Air Filtration	1,220				1,220		1,220	8.90
Air Handling	734				734		734	5.35
Chimney/Flues	863				863		863	6.29
Combined Heat & Power	765				765		765	5.58
Energy Management	1,105				1,105		1,105	8.06
Insulation	548				548		548	4.00
Noise Control	634				634		634	4.62
Pumps	748				748		748	5.46
Tubes, Fittings & Valves	1,150				1,150		1,150	8.39
Water Treatment	489				489		489	3.57
Renewables	1,048				1,048		1,048	7.64

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Analysis of the Audit Issue by: Job Function

Description	Breakdown of Free Circulation				Total of Free Circulation	Total of Paid Circulation	Total	% of Total Circulation
	Controlled Free Copies		Non Controlled Free Circulation	Free Society/ Association/ Organisation/ Circulation				
	Requested	Non Requested						
TOTAL	6,567		7,145		13,712		13,712	100.00
Not Analysed	395		7,145		7,540		7,540	54.99
Analysed	6,172				6,172		6,172	45.01
<u>Breakdown of Analysed Responses</u>								
Senior Management/Board Member	1,994				1,994		1,994	14.54
Service/Maintenance	392				392		392	2.86
Installation	272				272		272	1.98
Design/Specification	420				420		420	3.06
Estimating	252				252		252	1.84
Facilities Management	813				813		813	5.93
Project Engineering	638				638		638	4.65
Purchasing	481				481		481	3.51
Sales & Marketing	861				861		861	6.28
Surveying	49				49		49	0.36

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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
TOTAL	251	5,749	567	7,145	13,712	100.0
Not Analysed				7,145	7,145	52.1
Analysed	251	5,749	567		6,567	47.9
<u>Breakdown of Analysed Responses</u>						
Controlled Free Circulation - Requested	251	5,749	567		6,567	47.9
Individual Requests	251	5,749	567		6,567	47.9
Company Requests						
Controlled Free - Non Requested						
By Name						
By Job Title/Function						
Non Controlled Free Circulation				7,145	7,145	52.1
By Name						
Not by Name				7,145	7,145	52.1
Paid Circulation						