

Business Magazines

Combined Total Profile Circulation Certificate
January to December 2016



Setting the standard

Heating & Ventilating Review



HEATING & VENTILATING REVIEW



Key information

Metric type

Circulation

ABC total

10,558 average

Period

1 January 2016 to 31 December 2016

No of issues

12

Market sector

Building: Heating, Ventilating & Air Conditioning

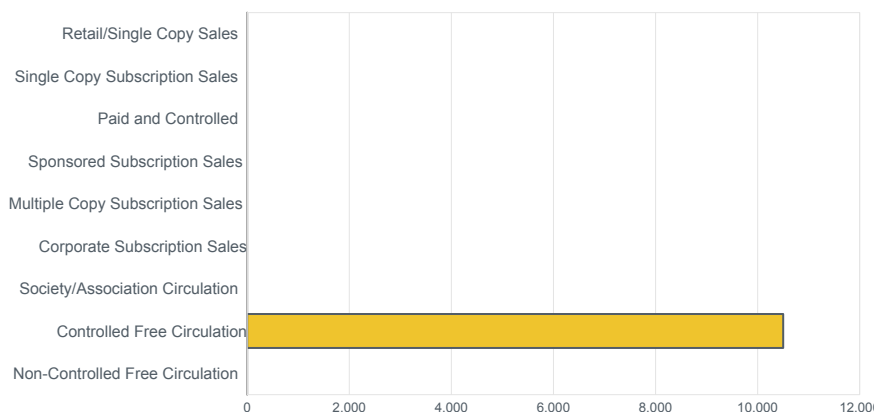
Audit issue circulation analysis

	% 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:

- Geographical analysis
- Industry / Business / Sector
- Purchase / Influence to purchase
- Job function
- Sources and ages of name and address records

Audit issue circulation breakdown - Print/Digital



Contact details

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	Total			United Kingdom			Other Countries		
	Total	Total Print	Total Digital	Total	Print Edition	Digital Edition	Total	Print Edition	Digital Edition
Average Circulation Per Issue	10,558	10,558	-	10,558	10,558	-	-	-	-
Average Retail Sales Per Issue	-	-	-	-	-	-	-	-	-

Analysis for the Audit issue cover dated December and distributed on 14 December 2016

Audit Issue Circulation	10,500	10,500	-	10,500	10,500	-	-	-	-
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	10,500	10,500	-	10,500	10,500	-	-	-	-
Individual requests	6,804	6,804	-	6,804	6,804	-	-	-	-
Company requests	1	1	-	1	1	-	-	-	-
Non-requested by name	3,695	3,695	-	3,695	3,695	-	-	-	-
Non-requested by job title / function	-	-	-	-	-	-	-	-	-
Non-Controlled Free Circulation	-	-	-	-	-	-	-	-	-

Duplication

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

Basic cover price & subscription rates for the audit issue

Basic cover price (UK):	£80.00
Basic cover price (Rol):	£101.00
Basic annual rate (UK):	£80.00
Basic annual rate (OC):	£101.00

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	6,805	100.0	2,132	31.3	213	3.1	4,460	65.5
Individual Requests - Print	6,804	100.0	2,132	31.3	213	3.1	4,459	65.5
Individual Requests - Digital	-	-	-	-	-	-	-	-
Company Requests - Print	1	0.0	-	-	-	-	1	0.0
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	15-Jan-16	11,158	11,158	-	-
February	05-Feb-16	10,509	10,509	-	-
March	08-Mar-16	10,513	10,513	-	-
April	04-Apr-16	10,512	10,512	-	-
May	09-May-16	10,504	10,504	-	-
June	10-Jun-16	10,512	10,512	-	-
July	08-Jul-16	10,499	10,499	-	-
August	08-Aug-16	10,497	10,497	-	-
September	08-Sep-16	10,500	10,500	-	-
October	07-Oct-16	10,500	10,500	-	-
November	10-Nov-16	10,497	10,497	-	-
December	14-Dec-16	10,500	10,500	-	-

Heating & Ventilating Review

Certificate for the 12 issues distributed between 1st January 2016 and 31st December 2016

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	Free Society/ Association/ Organisation Circulation				
	Requested	Non Requested						
TOTAL	6,805	3,695			10,500		10,500	100.00
Not Analysed	1				1		1	0.01
Analysed	6,804	3,695			10,499		10,499	99.99
<u>Breakdown of Analysed Responses</u>								
Total United Kingdom	6,804	3,695			10,499		10,499	99.99
East Anglia	299	127			426		426	4
East Midlands	546	248			794		794	8
London	366	519			885		885	8
Midlands	711	279			990		990	9
Northern	216	141			357		357	3
North West	760	335			1,095		1,095	10
South East	2,097	946			3,043		3,043	29
South West	541	297			838		838	8
Yorkshire	512	277			789		789	8
Northern Ireland	129	94			223		223	2
Scotland	414	301			715		715	7
Wales	213	131			344		344	3
Total Other Countries								
Republic of Ireland								
Other Countries								

Heating & Ventilating Review

Certificate for the 12 issues distributed between 1st January 2016 and 31st December 2016

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	6,805	3,695			10,500		10,500	100.00
Not Analysed								
Analysed	6,805	3,695			10,500		10,500	100.00
<u>Breakdown of Analysed Responses</u>								
Consulting Engineers	973	940			1,913		1,913	18.22
Contractors/Installers	2,335	770			3,105		3,105	29.57
Maintenance/Facilities Management	739	724			1,463		1,463	13.93
HVAC Equipment Manufacturer/Distributor	1,554	228			1,782		1,782	16.97
Architects/Quantity Surveyors	375	175			550		550	5.24
Public Sector HVAC End User	316				316		316	3.01
Private Sector HVAC End User	254	669			923		923	8.79
Domestic Plumbing	125	189			314		314	2.99
Other	134				134		134	1.28

Heating & Ventilating Review

Certificate for the 12 issues distributed between 1st January 2016 and 31st December 2016

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

This analysis allows for multiple responses by the addressee.

This is an analysis of 6,805 copies, which represents 64.81% 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	6,805	3,695			10,500		10,500	100.00
Not Analysed	6,805	3,695			10,500		10,500	100.00
Analysed								
Total Responses	47,162				47,162		47,162	
<u>Breakdown of Analysed Responses</u>								
Air Conditioning/Refrigeration	3,091				3,091		3,091	29.44
Heating	1				1		1	0.01
Ventilation	4,226				4,226		4,226	40.25
Air Movement/Fans	2,959				2,959		2,959	28.18
Controls/Instrumentation	3,918				3,918		3,918	37.31
Building Management Systems	3,058				3,058		3,058	29.12
Air Filtration	2,920				2,920		2,920	27.81
Air Handling	4,015				4,015		4,015	38.24
Chimney/Flues	2,032				2,032		2,032	19.35
Combined Heat & Power	2,032				2,032		2,032	19.35
Energy Management	2,527				2,527		2,527	24.07
Insulation	3,459				3,459		3,459	32.94
Noise Control	1,831				1,831		1,831	17.44
Pumps	3,786				3,786		3,786	36.06
Tubes, Fittings & Valves	2,791				2,791		2,791	26.58
Water Treatment	1,979				1,979		1,979	18.85
Renewables	2,537				2,537		2,537	24.16

Heating & Ventilating Review

Certificate for the 12 issues distributed between 1st January 2016 and 31st December 2016

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	6,805	3,695			10,500		10,500	100.00
Not Analysed		209			209		209	1.99
Analysed	6,805	3,486			10,291		10,291	98.01
<u>Breakdown of Analysed Responses</u>								
Senior Management/Board Member	2,498	3486			5,984		5,984	56.99
Servicing/Maintenance	414				414		414	3.94
Contracting/Installing	261	3			261		261	2.49
Design/Specification	331	1			331		331	3.15
Estimating	253				253		253	2.41
Facilities Management	871	56			871		871	8.30
Project Engineering	628	59			628		628	5.98
Purchasing	453	87			453		453	4.31
Sales & Marketing	845	2			845		845	8.05
Surveying	58	1			58		58	0.55
Other	193				193		193	1.84

Heating & Ventilating Review

Certificate for the 12 issues distributed between 1st January 2016 and 31st December 2016

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	5,827	213	4,460		10,500	100.0
Not Analysed						
Analysed	5,827	213	4,460		10,500	100.0
<u>Breakdown of Analysed Responses</u>						
Controlled Free Circulation - Requested	2,132	213	4,460		6,805	64.8
Individual Requests	2,132	213	4,459		6,804	64.8
Company Requests			1		1	0.0
Controlled Free - Non Requested	3,695				3,695	35.2
By Name	3,695				3,695	35.2
By Job Title/Function						
Non Controlled Free Circulation						
By Name						
Not by Name						
Paid Circulation						