

Consumer Magazines

Combined Total Circulation Certificate
January to December 2013



Setting the standard

Edge

EDGE



Key information

Metric type

Circulation

ABC total

20,485 average - print & digital (gross)
14,351 average (print)
6,134 average (digital)

Period

1 January 2013 to 31 December 2013

No of issues

13

Market sector

Computing: Multi Format Console

Contact details

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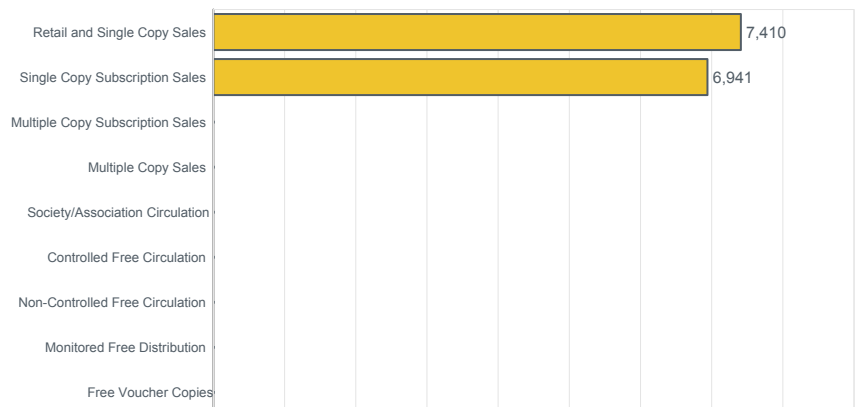
Print Circulation analysis

Actively purchased circulation (UK & ROI)	100.0%
Multipacked Retail sales circulation	0%
Price: Basic cover price	£5.00
Published annual UK subscription rate	£49.99
Published annual ROI subscription rate	£69.99
Published annual other countries subscription rate	£69.99 to £79.99

Digital Edition analysis

	Other countries	UK & ROI	Total
Average circulation	4,031	2,103	6,134

Circulation breakdown (print only)



This certificate is supported by the following organisations

	Total	UK & RoI	Other Countries
Average Circulation - print & digital (gross)	20,485	12,643	7,842

	Total		UK & RoI		Other Countries	
	Print	Digital	Print	Digital	Print	Digital
Average Circulation	14,351	6,134	10,540	2,103	3,811	4,031
Retail and other Single Copy Sales	7,410	988	5,333	387	2,077	601
At Basic Cover Price	7,410	-	5,333	-	2,077	-
Below BCP but not less than 50%	-	735	-	284	-	451
Less than 50% of BCP but not less than 20%	-	253	-	103	-	150
Single Copy Subscription Sales	6,941	5,146	5,207	1,716	1,734	3,430
At Basic Annual Rate	2,006	-	1,072	-	934	-
Below BAR but not less than 50%	4,892	917	4,102	266	790	651
Less than 50% of BAR but not less than 20%	13	4,229	12	1,450	1	2,779
Less than 20% of BAR but not less than 10%	-	-	-	-	-	-
Less than 10% of BAR	30	-	21	-	9	-
Multiple Copy Subscription Sales	-	-	-	-	-	-
Corporate Subscription Sales	-	-	-	-	-	-
Multiple Copy Sales	-	-	-	-	-	-
Society / Association / Organisation Circulation	-	-	-	-	-	-
Controlled Free Circulation	-	-	-	-	-	-
Non-Controlled Free Circulation	-	-	-	-	-	-
Monitored Free Distribution	-	-	-	-	-	-
Free Retail Voucher Copies	-	-	-	-	-	-

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	0%		

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

Basic Cover Price	£5.00
Published Annual UK Subscription Rate	£49.99
Published Annual RoI Subscription Rate	£69.99
Published Annual Other Countries Subscription Rate	£69.99 to £79.99

Duplication:

The mailing list for the audit issue was tested, the level of duplication found was: 0%

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	
250	11.2%	-	-	-	-	-	-	-
251	-	-	-	-	-	-	-	-
252	-	-	-	-	-	-	-	-
253	-	-	-	-	-	-	-	-
254	-	-	-	-	-	-	-	-
255	-	-	-	-	-	-	-	-
256	-	-	-	-	-	-	-	-
257	-	-	-	-	-	-	-	-
258	-	-	-	-	-	-	-	-
259	-	-	-	-	-	-	-	-
260	-	-	-	-	-	-	-	-
261	-	-	-	-	-	-	-	-
262	-	-	-	-	-	-	-	-

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.

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For definitions used on this certificate, please visit www.abc.org.uk/jargon

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