



# Standard Certificate of Circulation

For the 12 issues distributed between 1st January 2004 and 31st December 2004

**Business  
Magazines**

## A C R Today

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### Audit Report

#### Revised Data

ABC issued a Standard Certificate based on a Circulation Return submitted by the publisher

Battlepress Ltd

ABC has now audited the data and the following is incorporated in this audit report dated 9th September 2005

- 1) The Terms of Conttol have been amended.

This certificate expires on 31st March 2006 unless ABC has issued a new certificate before that date.

#### Issued by

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For details of other audit or inspection reports, or the rules and procedures covering circulation audits and inspections, please contact ABC.

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#### Published by

Battlepress Ltd  
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Bourne  
PE10 9PH

Tel: 01778 391000  
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email:



# A C R Today

Certificate of Average Net Circulation for the 12 issues distributed between 1st January 2004 and 31st December 2004

	Net Total	United Kingdom	Other Countries
<b>Total Average Net Circulation Per Issue</b>	<b>10,711</b>	<b>10,639</b>	<b>72</b>
<b>Total Average Net Newstrade Sales Per Issue</b>	-	-	-

## Analysis for the Audit Issue cover dated NOVEMBER 2004 and distributed on 3rd November 2004

<b>TOTAL NET CIRCULATION</b>		<b>10,668</b>	<b>10,613</b>	<b>55</b>
<b>Newstrade and other Single Copy Sales</b>	<b>TOTAL</b>	-	-	-
At Full Cover Price/NTT		-	-	-
At a Lower Rate		-	-	-
<b>Paid and Controlled</b>	<b>TOTAL</b>	-	-	-
see terms of control on page 3. Sources for all addressees are less than 3 years old.				
At Full Rate		-	-	-
At between 50% and 100% of Full Rate		-	-	-
At less than 50% of Full Rate		-	-	-
<b>Single Copy Subscription Sales</b>	<b>TOTAL</b>	-	-	-
At Full Rate		-	-	-
At between 50% and 100% of Full Rate		-	-	-
At less than 50% of Full Rate		-	-	-
<b>Multiple Copy Subscription Sales</b>	<b>TOTAL</b>	-	-	-
At Full Rate		-	-	-
At between 50% and 100% of Full Rate		-	-	-
At less than 50% of Full Rate		-	-	-
<b>Bulk Sales</b>	<b>TOTAL</b>	-	-	-
At Full Rate		-	-	-
At between 50% and 100% of Full Rate		-	-	-
At less than 50% of Full Rate		-	-	-
<b>Society/Association/Organisation Circulation</b>	<b>TOTAL</b>	-	-	-
Paid optional single copies		-	-	-
Unpaid single copies requested in writing		-	-	-
Unpaid single copies requested by internet		-	-	-
Unpaid single copies requested by telephone		-	-	-
Non-optional single copies		-	-	-
<b>Controlled Free Circulation</b>	<b>TOTAL</b>	<b>7,000</b>	<b>6,948</b>	<b>52</b>
see terms of control on page 3. Sources for all addressees are less than 3 years old.				
Individually requested in writing		3,508	3,457	51
Individually requested by internet		21	20	1
Individually requested by telephone		715	715	-
Company requested in writing		4	4	-
Company requested by internet		1	1	-
Company requested by telephone		425	425	-
Non-requested by name		2,325	2,325	-
Non-requested by job title / function		1	1	-
<b>Non-Controlled Free Circulation</b>	<b>TOTAL</b>	<b>3,668</b>	<b>3,665</b>	<b>3</b>
By Name		3,659	3,656	3
Not by name		9	9	-

**Duplication:** The level of duplication on the mailing list for the audit issue was: 2%

### Miscellaneous data:

The cover price for the audit issue was £3.00

The annual United Kingdom subscription rate for the audit issue was: £35.00

The annual other countries subscription rate for the audit issue was: £65.00

# A C R Today

Certificate of Average Net Circulation for the 12 issues distributed between 1st January 2004 and 31st December 2004

## Society / Association / Organisation Circulation

None

### Controlled Circulation - Terms of Control in audit period

Directors; Managers; Engineer; Consultants and individuals in businesses which use; purchase; specify; install; maintain or manufacture Air Conditioning Equipment or Commercial Refrigeration, or Ancillary Products or Services. Directors or Managers in the Construction Industry. Lecturers in Higher Education Establishments.

### Age of Requests - based on the documentation for the issue distributed on 3rd November 2004

	Quantity	%
TOTAL	4, 674	100. 0
1 to 12 months	987	21. 1
13 to 24 months	1, 889	40. 4
25 to 36 months	1, 798	38. 5

### Actual Distribution Dates for issues distributed during the audit period

**Variations** for issues with a variance of more than 10% above (+) or below (-) the average net circulation

**Bulk Sales** for issues with Bulk Sales representing 10% or above of the circulation for that issue

Cover Date/ID	Distribution Date	Variance %	Bulk %	Cover Date/ID	Distribution Date	Variance %	Bulk %
JANUARY 2004	07-Jan-2004	-	-				
FEBRUARY 2004	30-Jan-2004	-	-				
MARCH 2004	27-Feb-2004	-	-				
APRIL 2004	31-Mar-2004	-	-				
MAY 2004	30-Apr-2004	-	-				
JUNE 2004	28-May-2004	-	-				
JULY 2004	29-Jun-2004	-	-				
AUGUST 2004	28-Jul-2004	-	-				
SEPTEMBER 2004	27-Aug-2004	-	-				
OCTOBER 2004	29-Sep-2004	-	-				
NOVEMBER 2004	03-Nov-2004	-	-				
DECEMBER 2004	01-Dec-2004	-	-				

**Exhibitions / Conferences** to which bulk free copies are supplied. Please note, these copies are NOT included in the circulation of any issue

None

# A C R Today

## Geographical Analysis of circulation for the audit issue

<b>Total Circulation</b>	<b>10,668</b>	<b>Total Analysed</b>	<b>10,668</b>	<b>Total Not Analysed</b>	<b>-</b>
<b>United Kingdom</b>	<b>10,613</b>				
<b>East Anglia</b>	<b>458</b>	<b>South East</b>	<b>3,407</b>	<b>Northern Ireland</b>	<b>243</b>
Cambridgeshire	153	Bedfordshire	124	Antrim	103
Norfolk	146	Berkshire	270	Armagh	25
Suffolk	159	Buckinghamshire	136	Down	60
		East Sussex	154	Fermanagh	2
<b>East Midlands</b>	<b>799</b>	Essex	478	Londonderry	24
Derbyshire	124	Hampshire	454	Tyrone	29
Leicestershire	176	Hertfordshire	224		
Lincolnshire	178	Isle of Wight	14	<b>Scotland</b>	<b>663</b>
Northamptonshire	125	Kent	552	Borders	8
Nottinghamshire	196	Middlesex	202	Central	27
		Oxfordshire	125	Dumfries & Galloway	12
<b>London</b>	<b>725</b>	Surrey	497	Fife	40
		West Sussex	177	Grampian	83
<b>Midlands</b>	<b>1,009</b>			Highland	59
Hereford & Worcester	153	<b>South West</b>	<b>970</b>	Lothians	126
Shropshire	57	Channel Islands	6	Strathclyde	259
Staffordshire	141	Cornwall	72	Tayside	49
Warwickshire	112	Devon	124		
West Midlands	546	Dorset	187	<b>Wales</b>	<b>381</b>
		Gloucestershire	104	Clwyd	50
<b>North West</b>	<b>923</b>	Isles of Scilly	-	Dyfed	31
Cheshire	258	Somerset	384	Gwent	45
Isle of Man	-	Wiltshire	93	Gwynedd	29
Lancashire	538			Mid Glamorgan	97
Merseyside	127	<b>Yorkshire</b>	<b>712</b>	Powys	10
		East Yorkshire	49	South Glamorgan	82
<b>Northern</b>	<b>321</b>	North Yorkshire	108	West Glamorgan	37
Cleveland	37	South Yorkshire	143		
Cumbria	85	West Yorkshire	412	<b>Other UK</b>	<b>2</b>
Durham	57				
Northumberland	27			<b>Republic of Ireland</b>	<b>1</b>
Tyne & Wear	115				

<b>Other Countries</b>	<b>55</b>
Europe (excl UK - inc Rol)	44
North America	-
Central & South America	4
Australasia & The Pacific	-
Asia	-
South East Asia	1
Africa	6
Middle East & North Africa	-