



Profile Certificate of Circulation

For the 12 issues distributed between 1st January 2005 and 31st December 2005

**Business
Magazines**

Metalworking Production



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Metalworking Production

Certificate of Average Net Circulation for the 12 issues distributed between 1st January 2005 and 31st December 2005

	Net Total	United Kingdom	Other Countries
TOTAL AVERAGE NET CIRCULATION PER ISSUE	16,268	15,713	555
Total Average Net Newstrade Sales Per Issue	-	-	-

Analysis for the Audit Issue cover dated November 2005 and distributed on 10th November 2005

Total Net Circulation		16,616	15,874	742
Newstrade and other Single Copy Sales	Total	-	-	-
At Full Cover Price/NTT		-	-	-
At a Lower Rate		-	-	-
Paid and Controlled	Total	-	-	-
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		-	-	-
Single Copy Subscription Sales	Total	99	56	43
At Full Rate		91	49	42
At between 50% and 100% of Full Rate		-	-	-
At less than 50% of Full Rate		8	7	1
Multiple Copy Subscription Sales	Total	1	1	-
At Full Rate		-	-	-
At between 50% and 100% of Full Rate		-	-	-
At less than 50% of Full Rate		1	1	-
Bulk Sales	Total	-	-	-
At Full Rate		-	-	-
At between 50% and 100% of Full Rate		-	-	-
At less than 50% of Full Rate		-	-	-
Society/Association/Organisation Circulation	Total	-	-	-
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		-	-	-
Controlled Free Circulation	Total	15,942	15,478	464
see terms of control on page 3. Sources for all addressees are less than 3 years old.				
Individually requested in writing		634	634	-
Individually requested by internet		2,818	2,818	-
Individually requested by telephone		12,026	12,026	-
Company requested in writing		-	-	-
Company requested by internet		-	-	-
Company requested by telephone		-	-	-
Non-requested by name		464	-	464
Non-requested by job title / function		-	-	-
Non-Controlled Free Circulation	Total	574	339	235
By Name		574	339	235
Not by name		-	-	-

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

Miscellaneous data:

The Basic Cover Price for the audit issue was Not Applicable

The United Kingdom Basic Annual Rate for Subscriptions for the audit issue was: £82.50

The annual other countries subscription rate for the audit issue was: £113.00

2 or 3 year subscriptions are available

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Society / Association / Organisation Circulation

None

Controlled Circulation - Terms of Control in audit period

Directors, Managers, Engineers and Individuals in the engineering industries, metal manufacture, other manufacturing industries, maintenance/repair, government with R & D or other related industries with involvement/interest in engineering production.

Age of Requests - based on the documentation for the issue distributed on 10th November 2005

	Quantity	%
TOTAL	15,478	100.0
1 to 12 months	15,478	100.0
13 to 24 months	-	-
25 to 36 months	-	-

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 2005	11-Jan-2005	-	-				
February 2005	11-Feb-2005	-	-				
March 2005	10-Mar-2005	-	-				
April 2005	11-Apr-2005	-	-				
May 2005	09-May-2005	-	-				
June 2005	09-Jun-2005	-	-				
July 2005	19-Jul-2005	-	-				
August 2005	11-Aug-2005	-	-				
September 2005	12-Sep-2005	-	-				
October 2005	12-Oct-2005	-	-				
November 2005	10-Nov-2005	-	-				
December 2005	19-Dec-2005	-	-				

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

None

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Certificate for the 12 issues distributed between 1st January 2005 and 31st December 2005

Analysis of the Audit Issue by: Geographic 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	15,478	464	574		16,516	100	16,616	100.00
Not Analysed								
Analysed	15,478	464	574		16,516	100	16,616	100.00
<u>Breakdown of Analysed Responses</u>								
Total United Kingdom	15,478		339		15,817	57	15,874	95.53
East Anglia	675		13		688		688	4.14
East Midlands	1,556		32		1,588	2	1,590	9.57
Midlands	2,397		96		2,493	4	2,497	15.03
London	263		5		268	21	289	1.74
Northern	689		1		690	1	691	4.16
North West	1,505		20		1,525	4	1,529	9.20
South East	3,780		96		3,876	20	3,896	23.45
South West	1,558		26		1,584	1	1,585	9.54
Yorkshire	1,360		31		1,391	2	1,393	8.38
Scotland	824		4		828	1	829	4.99
Wales	663		1		664	1	665	4.00
Northern Ireland	208		14		222		222	1.34
Total Other Countries		464	235		699	43	742	4.47

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Certificate for the 12 issues distributed between 1st January 2005 and 31st December 2005

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

Description	SIC Code	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		15,478	464	574		16,516	100	16,616	100.00
Not Analysed			464	574		1,038	100	1,138	6.85
Analysed		15,478				15,478		15,478	93.15
<u>Breakdown of Analysed Responses</u>									
Petroleum Products & Chemicals	23/24	463				463		463	2.79
Rubber & Plastic Products	25	416				416		416	2.50
Basic Metal Manufacture	27	385				385		385	2.32
Fabricated Metal Products	28	1,432				1,432		1,432	8.62
Machinery & Equipment	29	3,977				3,977		3,977	23.93
Office Machinery & Computers	30	231				231		231	1.39
Electrical Machinery & Apparatus	31	994				994		994	5.98
Radio, TV & Communication Equipment	32	319				319		319	1.92
Medical, Precision & Optical Instruments & Clocks	33	754				754		754	4.54
Motor Vehicles, Trailers & Semi-Trailers	34	1,194				1,194		1,194	7.19
Other Transport Equipment	35	833				833		833	5.01
Other Manufacturing not otherwise specified	36/37	654				654		654	3.94
Consultancies	74	224				224		224	1.35
Other		3,473				3,473		3,473	20.90
Education	80	129				129		129	0.78

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Analysis of the Audit Issue by: Job Title

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	15,478	464	574		16,516	100	16,616	100.00
Not Analysed		464	574		1,038	100	1,138	6.85
Analysed	15,478				15,478		15,478	93.15
<u>Breakdown of Analysed Responses</u>								
Director/Owner/Partner	3,201				3,201		3,201	19.26
Managers	5,529				5,529		5,529	33.28
Engineers	5,960				5,960		5,960	35.87
Other	788				788		788	4.74

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Analysis of the Audit Issue by: Chief Engineers & Heads of Production, R&D and Technology

This analysis allows for multiple responses by the addressee.

This is an analysis of 8272 copies, which represents 49% 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	15,478	464	574		16,516	100	16,616	100.00
Not Analysed	7,206	464	574		8,244	100	8,344	50.22
Analysed	8,272				8,272		8,272	49.78
Total Responses	8,272				8,272		8,272	
<u>Breakdown of Analysed Responses</u>								
Chief Engineer	3,309				3,309		3,309	19.91
Head of Production	2,802				2,802		2,802	16.86
Head of Technology	1,173				1,173		1,173	7.06
Head of Research and Development	988				988		988	5.95

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Analysis of the Audit Issue by: Number of People Employed by Company

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	15,478	464	574		16,516	100	16,616	100.00
Not Analysed	3,348	464	574		4,386	100	4,486	27.00
Analysed	12,130				12,130		12,130	73.00
<u>Breakdown of Analysed Responses</u>								
1 - 49	4,064				4,064		4,064	24.46
50 - 199	3,673				3,673		3,673	22.11
200 - 499	1,736				1,736		1,736	10.45
500+	2,657				2,657		2,657	15.99

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Analysis of the Audit Issue by: Likely Expenditure on Engineering Equipment

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	15,478	464	574		16,516	100	16,616	100.00
Not Analysed	8,089	464	574		9,127	100	9,227	55.53
Analysed	7,389				7,389		7,389	44.47
<u>Breakdown of Analysed Responses</u>								
up to £100,000	3,918				3,918		3,918	23.58
£100,000 - £199,000	856				856		856	5.15
£200,000 - £499,000	784				784		784	4.72
£500,000 - £999,000	626				626		626	3.77
£1,000,000 +	1,205				1,205		1,205	7.25

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Certificate for the 12 issues distributed between 1st January 2005 and 31st December 2005

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	15,942			674	16,616	100.0
Not Analysed				674	674	4.1
Analysed	15,942				15,942	95.9
<u>Breakdown of Analysed Responses</u>						
Controlled Free Circulation - Requested	15,478				15,478	93.2
Individually Requested in Writing	634				634	3.8
Individually Requested by Internet	2,818				2,818	17.0
Individually Requested by Telephone	12,026				12,026	72.4
Company Requested in Writing						
Company Requested by Internet						
Company Requested by Telephone						
Controlled Free - Non Requested	464				464	2.8
By Name	464				464	2.8
By Job Title/Function						
Non Controlled Free Circulation				574	574	3.5
By Name				574	574	3.5
Not by Name						
Paid Circulation				100	100	0.6