



# Standard Certificate of Circulation

For the 12 issues distributed between 1st July 2005 and 30th June 2006

**Business  
Magazines**

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## Creative Review



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### The Primary Market Sector for this publication is:

Advertising

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# Creative Review

Certificate of Average Net Circulation for the 12 issues distributed between 1st July 2005 and 30th June 2006

	Net Total	United Kingdom	Other Countries
<b>TOTAL AVERAGE NET CIRCULATION PER ISSUE</b>	<b>16,765</b>	<b>13,356</b>	<b>3,409</b>
<b>Total Average Net Newstrade Sales Per Issue</b>	<b>6,464</b>	<b>4,812</b>	<b>1,652</b>

## Analysis for the Audit Issue cover dated May 2006 and distributed on 19th April 2006

<b>Total Net Circulation</b>		<b>19,242</b>	<b>15,564</b>	<b>3,678</b>
<b>Newstrade and other Single Copy Sales</b>	<b>Total</b>	<b>9,046</b>	<b>7,131</b>	<b>1,915</b>
At Full Cover Price/NTT		9,046	7,131	1,915
At a Lower Rate		-	-	-
<b>Paid and Controlled</b>	<b>Total</b>	<b>-</b>	<b>-</b>	<b>-</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>	<b>9,747</b>	<b>8,060</b>	<b>1,687</b>
At Full Rate		8,846	7,214	1,632
At between 50% and 100% of Full Rate		901	846	55
At less than 50% of Full Rate		-	-	-
<b>Multiple Copy Subscription Sales</b>	<b>Total</b>	<b>355</b>	<b>300</b>	<b>55</b>
At Full Rate		166	129	37
At between 50% and 100% of Full Rate		189	171	18
At less than 50% of Full Rate		-	-	-
<b>Bulk Sales</b>	<b>Total</b>	<b>-</b>	<b>-</b>	<b>-</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>	<b>-</b>	<b>-</b>	<b>-</b>
Paid optional single copies		-	-	-
Unpaid single copies (Written Requests)		-	-	-
Unpaid single copies (Electronic Requests)		-	-	-
Unpaid single copies (Telephone Requests)		-	-	-
Non-optional single copies		-	-	-
<b>Controlled Free Circulation</b>	<b>Total</b>	<b>-</b>	<b>-</b>	<b>-</b>
see terms of control on page 3. Sources for all addressees are less than 3 years old.				
Individual Written Requests		-	-	-
Individual Electronic Requests		-	-	-
Individual Telephone Requests		-	-	-
Company Written Requests		-	-	-
Company Electronic Requests		-	-	-
Company Telephone Requests		-	-	-
Non-requested by name		-	-	-
Non-requested by job title / function		-	-	-
<b>Non-Controlled Free Circulation</b>	<b>Total</b>	<b>94</b>	<b>73</b>	<b>21</b>
By Name		94	73	21
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: £5.50

The United Kingdom Basic Annual Rate for Subscriptions for the audit issue was: £60.00

The range of annual other countries subscription rates for the audit issue was: £80.00 to £100.00

2 or 3 year subscriptions are available

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## Society / Association / Organisation Circulation

None

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## Controlled Circulation - Terms of Control in audit period

None

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## 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	Net Circ.	Variance %	Bulk %	Cover Date/ID	Distribution Date	Net Circ.	Variance %	Bulk %
August 2005	19-Jul-2005	15,739	-	-					
September 2005	23-Aug-2005	16,178	-	-					
October 2005	20-Sep-2005	16,983	-	-					
November 2005	25-Oct-2005	17,530	-	-					
December 2005	22-Nov-2005	15,680	-	-					
January 2006	13-Dec-2005	16,738	-	-					
February 2006	24-Jan-2006	17,657	-	-					
March 2006	22-Feb-2006	16,828	-	-					
April 2006	20-Mar-2006	17,312	-	-					
May 2006	19-Apr-2006	19,242	+14.8	-					
June 2006	24-May-2006	15,796	-	-					
July 2006	19-Jun-2006	15,495	-	-					

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

None