



Standard Certificate of Circulation

For the 2 issues distributed between 1st July 2007 and 30th September 2007

**Business
Magazines**

Gift Focus Magazine

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The Primary Market Sector for this publication is:

Gifts

This certificate expires on 30th September 2008 unless ABC has issued a new certificate before that date.

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All data carried in this certificate is derived from a Return of Circulation approved by ABC on: 26th February 2008 on behalf of the publisher: Kline Davis Ltd
The publisher has certified that the data has been reported in accordance with ABC rules. ABC will audit the data and if any material error or omission is found, an audit report will be issued giving details of the error or omission.

For details of audit reports issued or the rules and procedures, please contact ABC.

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Gift Focus Magazine

Certificate of Average Net Circulation for the 2 issues distributed between 1st July 2007 and 30th September 2007

	Net Total	United Kingdom	Other Countries
TOTAL AVERAGE NET CIRCULATION PER ISSUE	6,601	6,601	-
Total Average Net Newstrade Sales Per Issue	-	-	-

Analysis for the Audit Issue cover dated GF Issue 43 and distributed on 20th August 2007

Total Net Circulation		6,663	6,663	-
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	-	-	-
At Full Rate		-	-	-
At between 50% and 100% of Full Rate		-	-	-
At less than 50% of Full Rate		-	-	-
Multiple Copy Subscription Sales	Total	-	-	-
At Full Rate		-	-	-
At between 50% and 100% of Full Rate		-	-	-
At less than 50% of Full Rate		-	-	-
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 (Written Requests)		-	-	-
Unpaid single copies (Electronic Requests)		-	-	-
Unpaid single copies (Telephone Requests)		-	-	-
Non-optional single copies		-	-	-
Controlled Free Circulation	Total	1,133	1,133	-
see terms of control on page 3. Sources for all addressees are less than 3 years old.				
Individual Written Requests		1,133	1,133	-
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		-	-	-
Non-Controlled Free Circulation	Total	5,530	5,530	-
By Name		4,730	4,730	-
Not by name		800	800	-

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: Not Applicable

The annual other countries subscription rate for the audit issue was: Not Applicable

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Society / Association / Organisation Circulation

This is the official journal of Giftware Association

For the audit issue, there were: 416 individual members
no company / corporate members

Controlled Circulation - Terms of Control in audit period

Individuals working within the giftware industry.

		Age of source data for the Audit Issue			
Category by quantity	Total	0-1 yr	1-2 yrs	2-3 yrs	
Total	1,133	267	467	399	
Individual Requests	1,133	267	467	399	
Company Requests	-	-	-	-	
Category by percentage	Total	0-1 yr	1-2 yrs	2-3 yrs	
Total	100.0	23.6	41.2	35.2	
Individual Requests	100.0	23.6	41.2	35.2	
Company Requests	-	-	-	-	

Actual Distribution Dates for issues distributed during the audit period

Variances 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 %
GF Issue 42	03-Jul-2007	6,538	-	-					
GF Issue 43	20-Aug-2007	6,663	-	-					

Other Bulk Distribution. (Please note, these copies are NOT included in the circulation of any issue)

None