



Standard Certificate of Circulation

For the 25 issues distributed between 1st January 2007 and 31st December 2007

**Business
Magazines**

Mobile News



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Audit Report - Revised Data

ABC issued a Standard Certificate based on a Circulation Return submitted by the publisher: Clark White Publications

ABC has now audited the data and the following is incorporated in this audit report dated: 13th August 2008

- 1) 933 copies have been transferred from Non-Requested by Name to Non-Controlled by Name.

The Primary Market Sector for this publication is:

Communications

This certificate expires on 31st March 2009 unless ABC has issued a new certificate before that date.

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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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Mobile News

Certificate of Average Net Circulation for the 25 issues distributed between 1st January 2007 and 31st December 2007

	Net Total	United Kingdom	Other Countries
TOTAL AVERAGE NET CIRCULATION PER ISSUE	6, 662	6, 410	252
Total Average Net Newstrade Sales Per Issue	-	-	-

Analysis for the Audit Issue cover dated 403 and distributed on 30th November 2007

Total Net Circulation		6, 201	5, 956	245
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	2, 992	2, 962	30
At Full Rate		458	431	27
At between 50% and 100% of Full Rate		2, 166	2, 163	3
At less than 50% of Full Rate		368	368	-
Multiple Copy Subscription Sales	Total	15	13	2
At Full Rate		4	2	2
At between 50% and 100% of Full Rate		11	11	-
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	622	622	-
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		622	622	-
Non-requested by job title / function		-	-	-
Non-Controlled Free Circulation	Total	2, 572	2, 359	213
By Name		2, 572	2, 359	213
Not by name		-	-	-

Duplication: The level of duplication on the mailing list for the audit issue was: 1%

Miscellaneous data:

The Basic Cover Price for the audit issue was: £3.45

The United Kingdom Basic Annual Rate for Subscriptions for the audit issue was: £79.50

The range of annual other countries subscription rates for the audit issue was: £125.00 to £250.00

2 or 3 year subscriptions are available

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Society / Association / Organisation Circulation

None

Controlled Circulation - Terms of Control in audit period

Chairmen, CEOs, Managers and individuals in Manufacturers, Distributors, Retailers and Consultancies operating within the Mobile Communications industry.

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 %
380	12-Jan-2007	7,627	+14.5	-					
381	26-Jan-2007	6,344	-	-					
382	09-Feb-2007	6,149	-	-					
383	23-Feb-2007	6,048	-	-					
384	09-Mar-2007	6,002	-	-					
385	23-Mar-2007	7,455	+11.9	-					
386	06-Apr-2007	6,137	-	-					
387	20-Apr-2007	6,117	-	-					
388	04-May-2007	8,063	+21.0	-					
389	18-May-2007	7,993	+20.0	-					
390	01-Jun-2007	7,892	+18.5	-					
391	15-Jun-2007	6,581	-	-					
392	29-Jun-2007	6,565	-	-					
393	13-Jul-2007	6,534	-	-					
394	27-Jul-2007	6,831	-	-					
395	10-Aug-2007	6,791	-	-					
396	24-Aug-2007	6,791	-	-					
397	07-Sep-2007	6,690	-	-					
398	21-Sep-2007	6,374	-	-					
399	05-Oct-2007	6,343	-	-					
400	19-Oct-2007	6,324	-	-					
401	02-Nov-2007	6,321	-	-					
402	16-Nov-2007	6,226	-	-					
403	30-Nov-2007	6,201	-	-					
404	14-Dec-2007	6,142	-	-					

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

None