



# Standard Certificate of Circulation

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

**Business  
Magazines**

## AM



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

Transport

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

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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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	Net Total	United Kingdom	Other Countries
<b>TOTAL AVERAGE NET CIRCULATION PER ISSUE</b>	<b>17,307</b>	<b>17,252</b>	<b>55</b>
<b>Total Average Net Newstrade Sales Per Issue</b>	-	-	-

**Analysis for the Audit Issue cover dated 30/11/07 and distributed on 29th November 2007**

<b>Total Net Circulation</b>		<b>19,081</b>	<b>19,029</b>	<b>52</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>	<b>1,380</b>	<b>1,328</b>	<b>52</b>
At Full Rate		144	137	7
At between 50% and 100% of Full Rate		1,226	1,182	44
At less than 50% of Full Rate		10	9	1
<b>Multiple Copy Subscription Sales</b>	<b>Total</b>	<b>14</b>	<b>14</b>	<b>-</b>
At Full Rate		-	-	-
At between 50% and 100% of Full Rate		10	10	-
At less than 50% of Full Rate		4	4	-
<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>17,687</b>	<b>17,687</b>	<b>-</b>
see terms of control on page 3. Sources for all addressees are less than 3 years old.				
Individual Written Requests		7	7	-
Individual Electronic Requests		2,667	2,667	-
Individual Telephone Requests		15,013	15,013	-
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>-</b>	<b>-</b>	<b>-</b>
By Name		-	-	-
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: £4.20

The United Kingdom Basic Annual Rate for Subscriptions for the audit issue was: £99.00

The annual other countries subscription rate for the audit issue was: £149.00

2 or 3 year subscriptions are available

**Society / Association / Organisation Circulation**

None

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

Dealer principals, general managers, chairmen, managing directors, directors, owners, proprietors, and finance directors of franchise dealerships, vehicle manufacturers/importers/distributors, used car dealerships, independent service garages, independent bodyshops and motor factors. Plus directors and managers of automotive component manufacturers and service providers, sales managers at franchise dealerships, and other individuals at manufacturer sites.

**Age of source data for the Audit Issue**

<b>Category by quantity</b>	<b>Total</b>	<b>0-1 yr</b>	<b>1-2 yrs</b>	<b>2-3 yrs</b>
Total	17,687	15,499	2,188	-
Individual Requests	17,687	15,499	2,188	-
Company Requests	-	-	-	-
<b>Category by percentage</b>	<b>Total</b>	<b>0-1 yr</b>	<b>1-2 yrs</b>	<b>2-3 yrs</b>
Total	100.0	87.6	12.4	-
Individual Requests	100.0	87.6	12.4	-
Company Requests	-	-	-	-

**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 %
12/01/07	10-Jan-2007	17,281	-	-					
26/01/07	24-Jan-2007	17,286	-	-					
09/02/07	08-Feb-2007	17,289	-	-					
23/02/07	24-Feb-2007	17,278	-	-					
09/03/07	07-Mar-2007	17,275	-	-					
23/03/07	21-Mar-2007	17,271	-	-					
06/04/07	05-Apr-2007	17,272	-	-					
20/04/07	19-Apr-2007	17,209	-	-					
04/05/07	02-May-2007	17,208	-	-					
18/05/07	16-May-2007	17,240	-	-					
01/06/07	01-Jun-2007	17,249	-	-					
15/06/07	14-Jun-2007	17,248	-	-					
29/06/07	28-Jun-2007	17,225	-	-					
13/07/07	11-Jul-2007	17,224	-	-					
27/07/07	25-Jul-2007	17,204	-	-					
10/08/07	08-Aug-2007	17,215	-	-					
24/08/07	23-Aug-2007	17,215	-	-					
07/09/07	06-Sep-2007	17,204	-	-					
21/09/07	21-Sep-2007	17,207	-	-					
05/10/07	05-Oct-2007	17,211	-	-					
19/10/07	20-Oct-2007	17,206	-	-					
02/11/07	02-Nov-2007	17,188	-	-					
16/11/07	16-Nov-2007	17,191	-	-					
30/11/07	29-Nov-2007	19,081	+10.3	-					
14/12/07	14-Dec-2007	17,191	-	-					

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

None