

# Business Magazines

## Circulation Certificate

### January 2013 to December 2013



Setting the standard

South East Farmer

# SOUTH EAST Farmer®



### Key information

#### Certificate type

Print

#### Metric type

Circulation

#### ABC total

13,133 average

#### Period

1 January 2013 to 31 December 2013

#### No of issues

12

#### Market sector

Agriculture, Forestry & Fishing: Farming

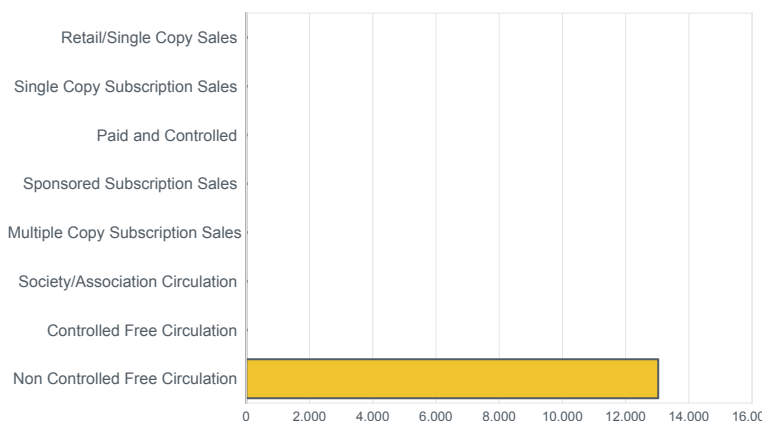
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#### Audit issue circulation analysis

	% of circulation
Retail & Single Copy Sales	0%
Single Copy Subscription Sales	0%
Paid and Controlled	0%
Sponsored Subscription Sales	0%
Multiple Copy Subscription Sales	0%
Society/Association/Organisation Circulation	0%
Controlled Free Circulation	0%
Non-Controlled Free Circulation	100.00%

#### Audit issue circulation breakdown



This certificate is supported by the following organisations



	Net Total	United Kingdom	Other Countries
<b>AVERAGE CIRCULATION PER ISSUE</b>	<b>13,133</b>	<b>13,124</b>	<b>9</b>
Average Newstrade Sales Per Issue	-	-	-

**Analysis for the Audit issue cover dated DEC 2013 and distributed on 2 December 2013**

<b>Total Circulation</b>	<b>13,031</b>	<b>13,022</b>	<b>9</b>
<b>Retail &amp; Other Single Copy Sales</b>	-	-	-
<b>Single Copy Subscription Sales</b>	-	-	-
<b>Paid and Controlled</b>	-	-	-
<b>Sponsored Subscription Sales</b>	-	-	-
<b>Multiple Copy Subscription Sales</b>	-	-	-
<b>Society/Association/Organisation Circulation</b>	-	-	-
<b>Controlled Free Circulation</b>	-	-	-
<b>Non-Controlled Free Circulation</b>	<b>13,031</b>	<b>13,022</b>	<b>9</b>
By Name	12,074	12,065	9
Not by Name	957	957	-

**Duplication**

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

**Basic cover price & subscription rates for the audit issue**

Basic cover price for the audit issue	Not Applicable
Basic annual rate (UK)	Not Applicable
Basic annual rate (OC)	Not Applicable

**Issue by issue analysis** (variances will show only if 10% +/- the average circulation)

Cover Date / ID	Distribution	Circulation	Variance	Cover Date / ID	Distribution	Circulation	Variance
JAN 2013	07-Jan-2013	13,143	-				
FEB 2013	05-Feb-2013	13,135	-				
MAR 2013	05-Mar-2013	13,166	-				
APR 2013	03-Apr-2013	13,179	-				
MAY 2013	01-May-2013	13,133	-				
JUN 2013	04-Jun-2013	13,159	-				
JUL 2013	09-Jul-2013	13,163	-				
AUG 2013	06-Aug-2013	13,155	-				
SEP 2013	03-Sep-2013	13,126	-				
OCT 2013	08-Oct-2013	13,110	-				
NOV 2013	05-Nov-2013	13,100	-				
DEC 2013	02-Dec-2013	13,031	-				

**Other Bulk Distribution** (These copies are not included in the circulation of any issue)

Cover Date / ID	Total Bulk Copies	Rate	Category/Distribution Location
	<b>13,119</b>		
JAN 2013	740	Free	POS BOXES AT SELECTED LOCATIONS. PLUS SHOWS ETC
FEB 2013	1,341	Free	POS BOXES AT SELECTED LOCATIONS. PLUS SHOWS ETC
MAR 2013	1,141	Free	POS BOXES AT SELECTED LOCATIONS. PLUS SHOWS ETC
APR 2013	568	Free	POS BOXES AT SELECTED LOCATIONS. PLUS SHOWS ETC
MAY 2013	1,161	Free	POS BOXES AT SELECTED LOCATIONS. PLUS SHOWS ETC
JUN 2013	1,462	Free	POS BOXES AT SELECTED LOCATIONS. PLUS SHOWS ETC
JUL 2013	877	Free	POS BOXES AT SELECTED LOCATIONS. PLUS SHOWS ETC
AUG 2013	991	Free	POS BOXES AT SELECTED LOCATIONS. PLUS SHOWS ETC
SEP 2013	1,616	Free	POS BOXES AT SELECTED LOCATIONS. PLUS SHOWS ETC
OCT 2013	1,211	Free	POS BOXES AT SELECTED LOCATIONS. PLUS SHOWS ETC
NOV 2013	1,231	Free	POS BOXES AT SELECTED LOCATIONS. PLUS SHOWS ETC
DEC 2013	780	Free	POS BOXES AT SELECTED LOCATIONS. PLUS SHOWS ETC

**About ABC**

ABC is governed by the media industry, for the media industry and is the expert at setting data and process standards across multiple platforms. ABC provides a stamp of trust for media buyers, media owners, publishers and digital traders working in existing and emerging platforms.

The ABC Board consists of 16 media owners, media agencies, advertisers and trade body members – with 25 per cent of the Board representing the digital sector. The Board make strategic decisions as to how ABC is run and each industry sector is represented by a Reporting Standards Group.

ABC was established in the UK in 1931 and is a founder member of the International Federation of ABCs (IFABC). ABC's digital arm was established in 1996 and was united with ABC under one brand with a new identity and integrated structure in March 2011. ABC works with JICWEBS (Joint Industry Committee for Web Standards) to deliver common international standards for measuring digital reach, engagement and loyalty, as well as creating common standards for good practice throughout the industry.

For further information please visit [www.abc.org.uk](http://www.abc.org.uk) or contact us at: ABC, Saxon House, 211 High Street Berkhamsted, Hertfordshire, HP4 1AD, UK  
Tel: +44 (1442) 870 800 or [info@abc.org.uk](mailto:info@abc.org.uk).

**About this certificate**

This certificate was issued on 14 February 2014. The data included is derived from a return of circulation prepared by the publisher: Everage Publishing Ltd.

The Publisher has certified that the data has been reported in accordance with ABC reporting standards. If an audit or inspection reveals a material difference ABC will revise and re-issue the certificate together with an audit/inspection report detailing the changes. For details of audit or inspection reports issued or the reporting standards and procedures, please contact ABC.

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