



# Standard Certificate of Circulation

For the 12 issues distributed between 1 July 2007 and 30 June 2008

**Business  
Magazines**

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## Conference News

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### Audit Report - Revised Data

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ABC issued a Standard Certificate based on a return of circulation submitted by the publisher: Mash Media Group Ltd

ABC has now audited the data and the following is incorporated in this audit report dated: 6 January 2009

- 1) The Average Net Circulation has been amended from 7,500 to 7,514.
- 2) The Total Net Circulation for the Audit Issue has been amended from 7,500 to 7,662.
- 3) The number of copies claimed as Individual Written Requests has been amended from 1,724 to 1,948.
- 4) The number of copies claimed as Individual Electronic Requests has been amended from 3,968 to 5,056.
- 5) The number of copies claimed a Non-Requested by Name has been amended from 1,808 to 0.
- 6) The number of copies claimed as Non-Controlled Free Circulation by Name has been amended from 0 to 658.

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

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Conferences & Exhibitions

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This certificate expires on 30 September 2009 unless ABC has issued a new certificate before that date.

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#### Issued by

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#### Certification Statement

This certificate was issued on 6 January 2009. The data included is derived from a return of circulation prepared by the publisher: Mash Media Group 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.

ABC cannot accept responsibility for mistakes or omissions although every care is taken to ensure that the information is correct. This certificate is the **copyright** property of the Publisher and ABC.

#### Published by

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# Conference News

Certificate of Average Net Circulation for the 12 issues distributed between 1 July 2007 and 30 June 2008

|  | Net Total    | United Kingdom | Other Countries |
|--|--------------|----------------|-----------------|
| <b>TOTAL AVERAGE NET CIRCULATION PER ISSUE</b> | <b>7,514</b> | <b>7,514</b>   | -               |
| Total Average Net Newstrade Sales Per Issue    | -            | -              | -               |

## Analysis for the Audit issue cover dated May 08 and distributed on 29 April 2008

|   |              |              |   |
|---|--------------|--------------|---|
| <b>Total Net Circulation</b>  | <b>7,662</b> | <b>7,662</b> | - |
| <b>Newstrade &amp; Other Single Copy Sales</b>  | -            | -            | - |
| At Full Cover Prive/NTT   | -            | -            | - |
| At a Lower Rate   | -            | -            | - |
| <b>Paid and Controlled</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>   | -            | -            | - |
| At Full Rate  | -            | -            | - |
| At Between 50% and 100% of Full Rate  | -            | -            | - |
| At less than 50% of Full Rate   | -            | -            | - |
| <b>Multiple Copy Subscription Sales</b>   | -            | -            | - |
| At Full Rate  | -            | -            | - |
| At Between 50% and 100% of Full Rate  | -            | -            | - |
| At less than 50% of Full Rate   | -            | -            | - |
| <b>Bulk Sales</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>                                   | -            | -            | - |
| 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>7,004</b> | <b>7,004</b> | - |
| see terms of control on page 3. Sources for all addressees are less than 3 years old. |              |              |   |
| Individual Written Requests   | 1,948        | 1,948        | - |
| Individual Electronic Requests  | 5,056        | 5,056        | - |
| 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>658</b>   | <b>658</b>   | - |
| By Name   | 658          | 658          | - |
| 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: Not Applicable

The United Kingdom Basic Annual Rates for Subscriptions for the audit issue were: £59.00

The Annual Other Countries Subscription Rates for the audit issue ranged between: £69.00 to £99.00

# Conference News

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## Society / Association / Organisation Circulation

None

## Controlled Circulation - Terms of Control in audit period

Directors, Managers and other individuals employed by conference organisers and conference venues, conference organisers in companies/ organisations and Directors, Managers and other individuals supplying products and services to the UK conference sector.

## Age of source data for the Audit Issue

| Category by Quantity | Total | 0-1 yr | 1-2 yrs | 2-3 yrs |
|----------------------|-------|--------|---------|---------|
| Total                | 7,004 | 2,620  | 2,781   | 1,603   |
| Individual Requests  | 7,004 | 2,620  | 2,781   | 1,603   |
| Company Requests     | -     | -      | -       | -       |

  

| Category by percentage | Total | 0-1 yr | 1-2 yrs | 2-3 yrs |
|------------------------|-------|--------|---------|---------|
| Total                  | 100.0 | 37.4   | 39.7    | 22.9    |
| Individual Requests    | 100.0 | 37.4   | 39.7    | 22.9    |
| 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 Qty | Cover Date / ID | Distribution Date | Net Circ. | Variance % | Bulk Qty |
|-----------------|-------------------|-----------|------------|----------|-----------------|-------------------|-----------|------------|----------|
| July 07         | 13-Jul-2007       | 7,500     | -          | -        |                 |                   |           |            |          |
| August 07       | 10-Aug-2007       | 7,500     | -          | -        |                 |                   |           |            |          |
| September 07    | 10-Sep-2007       | 7,500     | -          | -        |                 |                   |           |            |          |
| October 07      | 15-Oct-2007       | 7,500     | -          | -        |                 |                   |           |            |          |
| November 07     | 12-Nov-2007       | 7,500     | -          | -        |                 |                   |           |            |          |
| December 07     | 15-Dec-2007       | 7,500     | -          | -        |                 |                   |           |            |          |
| January 08      | 09-Jan-2008       | 7,500     | -          | -        |                 |                   |           |            |          |
| February 08     | 12-Feb-2008       | 7,500     | -          | -        |                 |                   |           |            |          |
| March 08        | 11-Mar-2008       | 7,500     | -          | -        |                 |                   |           |            |          |
| April 08        | 03-Apr-2008       | 7,500     | -          | -        |                 |                   |           |            |          |
| May 08          | 29-Apr-2008       | 7,662     | -          | -        |                 |                   |           |            |          |
| June 08         | 13-Jun-2008       | 7,500     | -          | -        |                 |                   |           |            |          |

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

None