



Setting the standard

Restaurant Magazine

restaurant MAGAZINE



Key information

Certificate type

Print - with Demographics

Metric type

Circulation

ABC headline

16,837 average per issue

Period

1 July 2011 to 30 June 2012

No of issues

12

Market sector

Catering & Hospitality: General

Contact details

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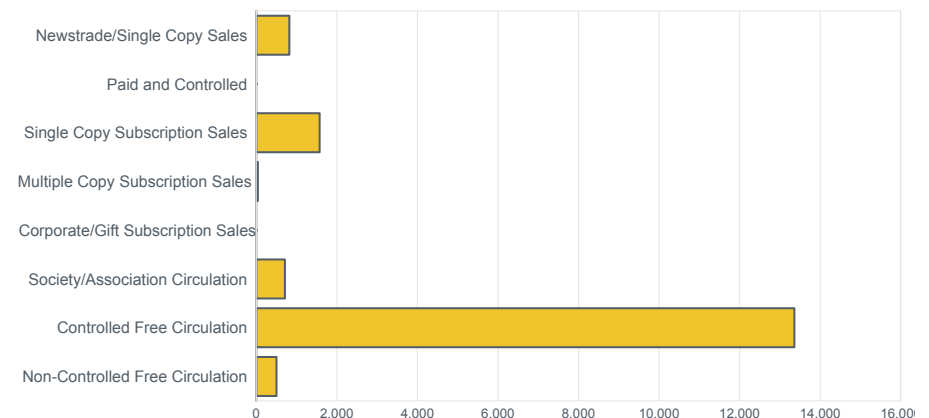
Audit issue circulation analysis

	% of circulation
Newstrade & Single Copy Sales	4.82%
Paid and Controlled	0%
Single Copy Subscription Sales	9.25%
Multiple Copy Subscription Sales	0.22%
Corporate/Gift Subscription Sales	0%
Society/Association/Organisation Circulation	4.18%
Controlled Free Circulation	78.58%
Non-Controlled Free Circulation	2.95%

Demographics included:

Job Title
Industry/Business/Sector
Multiple Site Count
Cuisine Type

Audit issue circulation breakdown



This certificate is supported by the following organisations

Restaurant Magazine

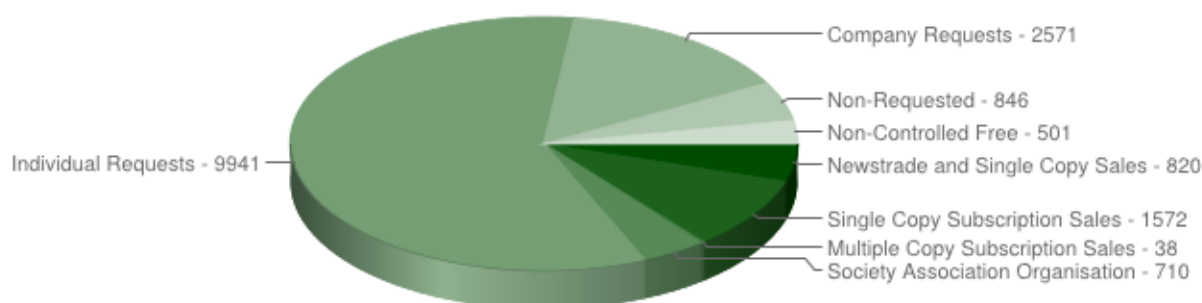
Certificate of Average Net Circulation for the 12 issues distributed between 1 July 2011 and 30 June 2012

	Net Total	United Kingdom	Other Countries
TOTAL AVERAGE NET CIRCULATION PER ISSUE	16,837	16,629	208
Total Average Net Newstrade Sales Per Issue	698	698	-

Analysis for the Audit issue cover dated May 2012 and distributed on 1 May 2012

Total Net Circulation	16,999	16,809	190
Newstrade & Other Single Copy Sales	820	820	-
At Full Cover Price/NTT	820	820	-
At a Lower Rate	-	-	-
Paid and Controlled	-	-	-
Single Copy Subscription Sales	1,572	1,457	115
At Full Rate	663	594	69
At less than Full Rate but not less than 50%	905	859	46
At less than 50% of full Rate but not less than 20%	4	4	-
At less than 20% of full Rate but not less than 10%	-	-	-
At less than 10% of Full Rate	-	-	-
Multiple Copy Subscription Sales	38	36	2
At Full Rate	2	2	-
At less than Full Rate but not less than 50%	16	16	-
At less than 50% of full Rate but not less than 20%	20	18	2
At less than 20% of full Rate but not less than 10%	-	-	-
At less than 10% of Full Rate	-	-	-
Society/Association/Organisation Circulation	710	692	18
Paid Optional Single Copies	-	-	-
Unpaid Single copies (Written Requests)	-	-	-
Unpaid Single copies (Electronic Requests)	-	-	-
Unpaid Single copies (Telephone Requests)	-	-	-
Non-Optional single copies	710	692	18
Controlled Free Circulation	13,358	13,338	20
see terms of control. Sources for all addressees are less than 3 years old.			
Individual Written Requests	33	33	-
Individual Electronic Requests	936	936	-
Individual Telephone Requests	8,972	8,972	-
Company Written Requests	15	15	-
Company Electronic Requests	-	-	-
Company Telephone Requests	2,556	2,556	-
Non-requested by name	846	826	20
Non-requested by job title / function	-	-	-
Non-Controlled Free Circulation	501	466	35
By Name	500	466	34
Not by Name	1	-	1

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



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SUPPORTING DATA

Basic Cover Price & Subscription Rates

The Basic Cover Price for the audit issue was: £3.95

The United Kingdom Basic Annual Rates for Subscriptions for the audit issue were: £60.00

The Annual Other Countries Subscription Rates for the audit issue ranged between: £72.00 to £102.00

2 or 3 year subscriptions are available

Society/Association/Organisation Circulation

This is the official journal of Academy of Culinary Arts

This is an official journal of Academy of Food and Wine

For the audit issue, there were 523 individual members

195 company / corporate members

no company / corporate members received more than one copy of the audit issue

Controlled Circulation

Terms of Control in the audit period:

Restaurant Owners, Proprietors, Executive Chefs, Head Chefs, Sous Chefs, General Managers, Restaurant Managers, Sommeliers, Wine Buyers, Maitre d's, Hotel Managers, Operations Directors, CEO's, Chairmen, Directors, Purchasing Managers and other individuals in the Hospitality Industry. Senior Lecturers, Lecturers and Students in Hospitality Education Establishments. Society/Association Members within the Restaurant Trade.

Age of Source Data for the Audit Issue	Total		0-1 Year		1-2 Years		2-3 Years	
	Qty	%	Qty	%	Qty	%	Qty	%
Total	12,512	100.0	7,122	56.9	4,270	34.1	1,120	9.0
Individual Requests	9,941	79.5	5,247	41.9	3,611	28.9	1,083	8.7
Company Requests	2,571	20.5	1,875	15.0	659	5.3	37	0.3

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

Cover Date / ID	Distribution Date	Net Circ.	Variance %	Cover Date / ID	Distribution Date	Net Circ.	Variance %
July 2011	05-Jul-2011	16,695	-				
August 2011	02-Aug-2011	16,786	-				
September 2011	06-Sep-2011	16,861	-				
October 2011	04-Oct-2011	16,790	-				
November 2011	01-Nov-2011	16,901	-				
December 2011	06-Dec-2011	16,676	-				
January 2012	09-Jan-2012	16,761	-				
February 2012	07-Feb-2012	16,843	-				
March 2012	06-Mar-2012	16,889	-				
April 2012	03-Apr-2012	16,951	-				
May 2012	01-May-2012	16,999	-				
June 2012	06-Jun-2012	16,891	-				

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DEMOGRAPHIC DATA

Analysis of the Audit Issue by: Job Title

Description	Breakdown of Free Circulation				Total of Free Circulation	Total of Paid Circulation	Total	%
	Controlled Free Copies		Non Controlled Free Circulation	Free Society/ Association/ Organisation/ Circulation				
	Requested	Non Requested						
Total Addressees	12,512	846	501	710	14,569	2,430	16,999	100.0
Addressees Analysed	12,512				12,512		12,512	73.6
Addressees Not Analysed		846	501	710	2,057	2,430	4,487	26.4
Owner, Proprietor, Partner, Director	3,669				3,669		3,669	21.6
Restaurant Management, General Management	5,588				5,588		5,588	32.9
Head Chef, Sous Chef	1,735				1,735		1,735	10.2
Other Manager	436				436		436	2.6
Landlord, Landlady, Licensee, Tenant	1,084				1,084		1,084	6.4

Analysis of the Audit Issue by: Industry/Business/Sector

Description	Breakdown of Free Circulation				Total of Free Circulation	Total of Paid Circulation	Total	%
	Controlled Free Copies		Non Controlled Free Circulation	Free Society/ Association/ Organisation/ Circulation				
	Requested	Non Requested						
Total Addressees	12,512	846	501	710	14,569	2,430	16,999	100.0
Addressees Analysed	12,512				12,512		12,512	73.6
Addressees Not Analysed		846	501	710	2,057	2,430	4,487	26.4
Independent Restaurant	4,454				4,454		4,454	26.2
Hotel Restaurant	3,306				3,306		3,306	19.4
Pub Restaurant	2,887				2,887		2,887	17.0
Group Restaurant	1,865				1,865		1,865	11.0

Analysis of the Audit Issue by: Multiple Site Count

Description	Breakdown of Free Circulation				Total of Free Circulation	Total of Paid Circulation	Total	%
	Controlled Free Copies		Non Controlled Free Circulation	Free Society/ Association/ Organisation/ Circulation				
	Requested	Non Requested						
Total Addressees	12,512	846	501	710	14,569	2,430	16,999	100.0
Addressees Analysed	12,259				12,259		12,259	72.1
Addressees Not Analysed	253	846	501	710	2,310	2,430	4,740	27.9
1	7,509				7,509		7,509	44.2
2 to 5	1,826				1,826		1,826	10.7
6 to 10	477				477		477	2.8
11 to 20	386				386		386	2.3
21 to 100	870				870		870	5.1
More than 100	1,191				1,191		1,191	7.0

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Analysis of the Audit Issue by: Cuisine Type

Description	Breakdown of Free Circulation				Total of Free Circulation	Total of Paid Circulation	Total	%
	Controlled Free Copies		Non Controlled Free Circulation	Free Society/ Association/ Organisation Circulation				
	Requested	Non Requested						
Total Addressees	12,512	846	501	710	14,569	2,430	16,999	100.0
Addressees Analysed	12,512				12,512		12,512	73.6
Addressees Not Analysed		846	501	710	2,057	2,430	4,487	26.4
British	8,299				8,299		8,299	48.8
Italian	1,441				1,441		1,441	8.5
French	821				821		821	4.8
Indian	491				491		491	2.9
Chinese	270				270		270	1.6
American	620				620		620	3.6
Japanese	73				73		73	0.4
Spanish	175				175		175	1.0
Thai	152				152		152	0.9
Other	170				170		170	1.0

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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 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.

About this certificate

This certificate was issued on 30 August 2012. The data included is derived from a return of circulation prepared by the publisher: William Reed Business Media 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.

This certificate expires on 30 September 2013 unless ABC has issued a new certificate before that date.

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GLOSSARY

THE DISTRIBUTION PERIOD. This is the time period covered by the ABC certificate.

EXPIRY DATE. Date at which the certificate is no longer valid-all Business Publications must issue an ABC certificate at least annually and on a continuous basis when they are in ABC membership.

TOTAL AVERAGE CIRCULATION PER ISSUE. This is commonly known as the headline ABC figure and is the average of the circulation of all the issues distributed over the distribution period covered by the certificate.

AUDIT ISSUE. A detailed analysis of the circulation is conducted on one issue specified by ABC this is called the audit issue.

CATEGORIES OF CIRCULATION. Publishers can show the detail of their circulation in various categories as specified below and governed by ABC rules.

NEWSTRADE & SINGLE COPY SALES. Copies purchased from recognised retail outlets or individually direct from the publisher. Most newstrade sales are made on a 'sale or return' basis and only the sale of copies can be claimed. The numbers that are sold on discounted terms are also shown.

PAID AND CONTROLLED. Paid subscription copies sent individually addressed to an individual name or job title. The individual or job title meets the publishers 'Terms of Control' for the title. There is a further breakdown based on the subscription price paid.

SINGLE COPY SUBSCRIPTIONS. Paid copies, distributed individually addressed to a company or individual. There is a further breakdown based on the subscription rate paid.

MULTIPLE COPY SUBSCRIPTIONS. Sale of 2 or more copies that have been purchased but for whom detail on the final recipients is not available. These copies must be distributed to the same group of individuals for the life of the subscription. Most commonly they are copies that have been purchased from the publisher on behalf of a group of final recipients. This category may also include copies where the final recipient cannot be identified, but the subscription has been purchased by a third party at less than 10% of the full rate.

CORPORATE / GIFT SUBSCRIPTION SALES. A corporate subscription is purchased by a business/organisation on behalf of their employees. A gift subscription is purchased by one individual on behalf of another individual (maximum order being 12 separate subscriptions for named individuals from one purchaser who is not the recipient, their employer, a customer or member).

SOCIETY / ASSOCIATION / ORGANISATION CIRCULATION. Circulation to members of a particular society/association for which the publication is the official journal is shown in this category with the following detail:

- ~ Paid Optional – members who have chosen to pay an additional sum to receive the magazine.
- ~ Unpaid Requested – in writing, by telephone or via web to a current member.
- ~ Non Optional – to current members of the society and association.

CONTROLLED FREE CIRCULATION. Copies sent free to individuals who can be proven to meet the 'Terms of Control' set by the publisher.

TERMS OF CONTROL. This is the criteria, set by the publisher, used to decide if an individual qualifies for a free copy.

Controlled free circulation is broken down into three further categories:

- ~ Individually Requested Copies – copies requested by the individual themselves
- ~ Company Requested Copies – copies requested for an individual by someone else from within their company
- ~ Non-Requested Copies by Name/Job Title – copies that have not been requested. The publisher is able to provide independent proof that the individuals 'fit' the target group specified.

AGE OF REQUESTS. If the Controlled Circulation is requested then the age of those requests is shown- broken down by 1, 2 and 3 years. All controlled circulation must be re-verified within three years.

NON-CONTROLLED FREE CIRCULATION. This category is for free copies that are sent either to a person by name, or a company or a job title (not by name). Whilst it is known to whom the copies are being sent, no other information about the addressee is audited.

DUPLICATION LEVEL. This is the duplication that exists on the mailing list for the audit issue and is shown as a percentage. Duplicates are not removed from the circulation figures but represented by this percentage.

OTHER BULK SALES. These copies are supplied in bulk for free. This is either on an every issue or irregular basis (eg. airlines, hotels, businesses, exhibitions/conferences). The figure will not count towards the Average Net Circulation.