



# Standard Certificate of Circulation with demographics

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

**Business  
Magazines**

## Televisual



# TELEVISUAL

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

Radio & Television

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

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

	Net Total	United Kingdom	Other Countries
<b>TOTAL AVERAGE NET CIRCULATION PER ISSUE</b>	<b>4,923</b>	<b>4,894</b>	<b>29</b>
<b>Total Average Net Newstrade Sales Per Issue</b>	<b>116</b>	<b>116</b>	<b>-</b>

## Analysis for the Audit Issue cover dated May 2008 and distributed on 8th May 2008

<b>Total Net Circulation</b>		<b>6,664</b>	<b>6,635</b>	<b>29</b>
<b>Newstrade and other Single Copy Sales</b>	<b>Total</b>	<b>106</b>	<b>106</b>	<b>-</b>
At Full Cover Price/NTT		106	106	-
At a Lower Rate		-	-	-
<b>Paid and Controlled</b>	<b>Total</b>	<b>-</b>	<b>-</b>	<b>-</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>245</b>	<b>232</b>	<b>13</b>
At Full Rate		178	171	7
At between 50% and 100% of Full Rate		67	61	6
At less than 50% of Full Rate		-	-	-
<b>Multiple Copy Subscription Sales</b>	<b>Total</b>	<b>8</b>	<b>8</b>	<b>-</b>
At Full Rate		2	2	-
At between 50% and 100% of Full Rate		4	4	-
At less than 50% of Full Rate		2	2	-
<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>4,582</b>	<b>4,582</b>	<b>-</b>
see terms of control on page 3. Sources for all addressees are less than 3 years old.				
Individual Written Requests		271	271	-
Individual Electronic Requests		1,637	1,637	-
Individual Telephone Requests		2,674	2,674	-
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>1,723</b>	<b>1,707</b>	<b>16</b>
By Name		1,720	1,704	16
Not by name		3	3	-

**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: £3.85

The United Kingdom Basic Annual Rate for Subscriptions for the audit issue was: £38.50

The annual other countries subscription rate for the audit issue was: £66.00

2 or 3 year subscriptions are available

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## Society / Association / Organisation Circulation

None

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

Any individual working in film, television and video/multimedia production and related facilities business in Britain who is responsible for the commissioning or purchase of film, television or video/multimedia services, facilities and equipment with a minimum annual spend of £30,000 on the above services.

### Age of source data for the Audit Issue

Category by quantity	Total	0-1 yr	1-2 yrs	2-3 yrs
Total	4,582	3,859	723	-
Individual Requests	4,582	3,859	723	-
Company Requests	-	-	-	-

  

Category by percentage	Total	0-1 yr	1-2 yrs	2-3 yrs
Total	100.0	84.2	15.8	-
Individual Requests	100.0	84.2	15.8	-
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 Qty	Cover Date/ID	Distribution Date	Net Circ.	Variance %	Bulk Qty
July 2007	04-Jul-2007	4,609	-	-					
August 2007	24-Jul-2007	4,850	-	-					
September 2007	30-Aug-2007	4,808	-	-					
October 2007	04-Oct-2007	4,809	-	-					
November 2007	09-Nov-2007	5,344	-	-					
December 2007	04-Dec-2007	4,400	- 10.6	-					
January 2008	08-Jan-2008	4,535	-	-					
February 2008	29-Jan-2008	4,545	-	-					
March 2008	06-Mar-2008	4,745	-	-					
April 2008	02-Apr-2008	5,128	-	-					
May 2008	08-May-2008	6,664	+35.4	-					
June 2008	05-Jun-2008	4,642	-	-					

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

None

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## Analysis of the Audit Issue by: Company Main Activity

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						
<b>TOTAL</b>	<b>4, 582</b>		<b>1, 723</b>		<b>6, 305</b>	<b>359</b>	<b>6, 664</b>	<b>100. 0</b>
<b>Analysed</b>	<b>4, 328</b>				<b>4, 328</b>		<b>4, 328</b>	<b>65. 0</b>
<b>Not Analysed</b>	<b>254</b>		<b>1, 723</b>		<b>1, 977</b>	<b>359</b>	<b>2, 336</b>	<b>35. 1</b>
<i>Breakdown of Analysed Responses</i>								
Broadcaster	687				<b>687</b>		<b>687</b>	10. 3
Production/Representation Company	1, 815				<b>1, 815</b>		<b>1, 815</b>	27. 2
Facilities and/or Production Services	682				<b>682</b>		<b>682</b>	10. 2
Design	96				<b>96</b>		<b>96</b>	1. 4
Multimedia	326				<b>326</b>		<b>326</b>	4. 9
Corporate Company	231				<b>231</b>		<b>231</b>	3. 5
Freelance	230				<b>230</b>		<b>230</b>	3. 5
Advertising Agency	96				<b>96</b>		<b>96</b>	1. 4
Manufacturing	61				<b>61</b>		<b>61</b>	0. 9
Education	89				<b>89</b>		<b>89</b>	1. 3
Public Sector	15				<b>15</b>		<b>15</b>	0. 2

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## Analysis of the Audit Issue by: Annual spend on Buying, Hiring and Commissioning

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						
<b>TOTAL</b>	<b>4, 582</b>		<b>1, 723</b>		<b>6, 305</b>	<b>359</b>	<b>6, 664</b>	<b>100. 0</b>
<b>Analysed</b>	<b>4, 582</b>				<b>4, 582</b>		<b>4, 582</b>	<b>68. 8</b>
<b>Not Analysed</b>			<b>1, 723</b>		<b>1, 723</b>	<b>359</b>	<b>2, 082</b>	<b>31. 2</b>
<i>Breakdown of Analysed Responses</i>								
£30,000 to £49,999	1, 468				<b>1, 468</b>		<b>1, 468</b>	22. 0
£50,000 to £99,999	1, 105				<b>1, 105</b>		<b>1, 105</b>	16. 6
£100,000 to £249,999	882				<b>882</b>		<b>882</b>	13. 2
£250,000 to £499,999	430				<b>430</b>		<b>430</b>	6. 5
£500,000+	697				<b>697</b>		<b>697</b>	10. 5

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## Analysis of the Audit Issue by: Responsibility for Buying, Hiring and Commissioning

This analysis allows for multiple responses by the addressee

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						
<b>TOTAL</b>	<b>4,582</b>		<b>1,723</b>		<b>6,305</b>	<b>359</b>	<b>6,664</b>	<b>100.0</b>
<b>Analysed</b>	<b>4,582</b>				<b>4,582</b>		<b>4,582</b>	<b>68.8</b>
<b>Not Analysed</b>			<b>1,723</b>		<b>1,723</b>	<b>359</b>	<b>2,082</b>	<b>31.2</b>
<b>Total Responses</b>	<b>10,086</b>				<b>10,086</b>		<b>10,086</b>	
<i>Breakdown of Analysed Responses</i>								
Buying TV/Video/Film/Multimedia Hardware/Softw	3,544				<b>3,544</b>		<b>3,544</b>	53.2
Hiring TV/Video/Film/Multimedia/Production Servic	3,550				<b>3,550</b>		<b>3,550</b>	53.3
Commissioning Production Work	1,816				<b>1,816</b>		<b>1,816</b>	27.3
Asset Management, Storage and/or Distribution	1,117				<b>1,117</b>		<b>1,117</b>	16.8
Other (not including above)	59				<b>59</b>		<b>59</b>	0.9