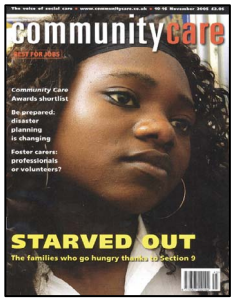
Profile Certificate of Circulation

For the 50 issues distributed between 1st July 2005 and 30th June 2006

Business Magazines

Community Care



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The Primary Market Sector for this publication is:

Social Services & Welfare

This certificate expires on 30th September 2007 unless ABC has issued a new certificate before that date.

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Community Care

Certificate of Average Net Circulation for the 50 issues distributed between 1st July 2005 and 30th June 2006

	Net Total	United Kingdom	Other Countries
TOTAL AVERAGE NET CIRCULATION PER ISSUE	**55, 022**	**54, 790**	**232**
Total Average Net Newstrade Sales Per Issue	**961**	**961**	**-**

Analysis for the Audit Issue cover dated 25-31 May 06 and distributed on 24th May 2006

Total Net Circulation		**54, 713**	**54, 481**	**232**
Newstrade and other Single Copy Sales	**Total**	**857**	**857**	**-**
At Full Cover Price/NTT		857	857	-
At a Lower Rate		-	-	-
Paid and Controlled	**Total**	**-**	**-**	**-**
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		-	-	-
Single Copy Subscription Sales	**Total**	**4, 497**	**4, 268**	**229**
At Full Rate		2, 832	2, 644	188
At between 50% and 100% of Full Rate		1, 658	1, 617	41
At less than 50% of Full Rate		7	7	-
Multiple Copy Subscription Sales	**Total**	**60**	**57**	**3**
At Full Rate		29	26	3
At between 50% and 100% of Full Rate		31	31	-
At less than 50% of Full Rate		-	-	-
Bulk Sales	**Total**	**-**	**-**	**-**
At Full Rate		-	-	-
At between 50% and 100% of Full Rate		-	-	-
At less than 50% of Full Rate		-	-	-
Society/Association/Organisation Circulation	**Total**	**-**	**-**	**-**
Paid optional single copies		-	-	-
Unpaid single copies requested in writing		-	-	-
Unpaid single copies requested by internet		-	-	-
Unpaid single copies requested by telephone		-	-	-
Non-optional single copies		-	-	-
Controlled Free Circulation	**Total**	**49, 220**	**49, 220**	**-**
see terms of control on page 3. Sources for all addressees are less than 3 years old.				
Individually requested in writing		19, 114	19, 114	-
Individually requested by internet		16, 441	16, 441	-
Individually requested by telephone		13, 665	13, 665	-
Company requested in writing		-	-	-
Company requested by internet		-	-	-
Company requested by telephone		-	-	-
Non-requested by name		-	-	-
Non-requested by job title / function		-	-	-
Non-Controlled Free Circulation	**Total**	**79**	**79**	**-**
By Name		78	78	-
Not by name		1	1	-

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: £2.05
The range of United Kingdom Basic Annual Rates for Subscriptions for the audit issue were: £40.00 to £80.00
The range of annual other countries subscription rates for the audit issue was: £85.00 to £128.50
2 or 3 year subscriptions are available

Community Care

Certificate of Average Net Circulation for the 50 issues distributed between 1st July 2005 and 30th June 2006

Society / Association / Organisation Circulation

None

Controlled Circulation - Terms of Control in audit period

Social workers and other social care professionals involved in the provision, organisation and management of Social Welfare in the UK, including health visitors and nurses. Researchers involved in this area and lecturers involved in CCETSW approved courses. Students on social care and nursing courses also qualify.

Age of source data for the Audit Issue

Category by quantity	Total	0-1 yr	1-2 yrs	2-3 yrs
Total	49, 220	46, 068	3, 152	-
Individually Requested	49, 220	46, 068	3, 152	-
Company Requested	-	-	-	-

Category by percentage	Total	0-1 yr	1-2 yrs	2-3 yrs
Total	100. 0	93. 6	6. 4	-
Individually Requested	100. 0	93. 6	6. 4	-
Company Requested	-	-	-	-

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 %
7-13 Jul 05	06-Jul-2005	55, 323	-	-
14-20 Jul 05	13-Jul-2005	55, 312	-	-
21-27 Jul 05	20-Jul-2005	55, 272	-	-
28 Jul-3 Aug 05	27-Jul-2005	55, 244	-	-
4-10 Aug 05	03-Aug-2005	55, 221	-	-
11-17 Aug 05	10-Aug-2005	55, 210	-	-
18-24 Aug 05	17-Aug-2005	55, 204	-	-
25-31 Aug 05	24-Aug-2005	55, 176	-	-
1-7 Sep 05	31-Aug-2005	55, 187	-	-
8-14 Sep 05	07-Sep-2005	55, 177	-	-
15-21 Sep 05	14-Sep-2005	55, 230	-	-
22-28 Sep 05	21-Sep-2005	55, 187	-	-
29 Sep-5 Oct 05	28-Sep-2005	55, 242	-	-
6-12 Oct 05	05-Oct-2005	55, 185	-	-
13-19 Oct 05	12-Oct-2005	55, 237	-	-
20-26 Oct 05	19-Oct-2005	55, 265	-	-
27 Oct-2 Nov 05	26-Oct-2005	55, 203	-	-
3-9 Nov 05	02-Nov-2005	55, 213	-	-
10-16 Nov 05	09-Nov-2005	55, 164	-	-
17-23 Nov 05	16-Nov-2005	55, 151	-	-
24-30 Nov 05	23-Nov-2005	55, 106	-	-
1-7 Dec 05	30-Nov-2005	55, 109	-	-
8-14 Dec 05	07-Dec-2005	55, 044	-	-
15Dec05-4Jan06	14-Dec-2005	55, 140	-	-
5-11 Jan 06	04-Jan-2006	55, 074	-	-
12-18 Jan 06	11-Jan-2006	54, 991	-	-
19-25 Jan 06	18-Jan-2006	55, 006	-	-
26 Jan-1 Feb 06	25-Jan-2006	55, 011	-	-
2-8 Feb 06	01-Feb-2006	54, 979	-	-
9-15 Feb 06	08-Feb-2006	55, 017	-	-
16-22 Feb 06	15-Feb-2006	54, 949	-	-
23 Feb-1 Mar 06	22-Feb-2006	54, 960	-	-
2-8 Mar 06	01-Mar-2006	54, 951	-	-
9-15 Mar 06	08-Mar-2006	54, 929	-	-
16-22 Mar 06	15-Mar-2006	54, 926	-	-
23-29 Mar 06	22-Mar-2006	54, 912	-	-
30 Mar-5 Apr 06	29-Mar-2006	54, 876	-	-
6-12 Apr 06	05-Apr-2006	54, 819	-	-
13-19 Apr 06	12-Apr-2006	54, 764	-	-
20-26 Apr 06	19-Apr-2006	54, 803	-	-
27 Apr-3 May 06	26-Apr-2006	54, 841	-	-
4-10 May 06	03-May-2006	54, 771	-	-
11-17 May 06	10-May-2006	54, 773	-	-
18-24 May 06	17-May-2006	54, 778	-	-
25-31 May 06	24-May-2006	54, 713	-	-
1-7 Jun 06	31-May-2006	54, 728	-	-
8-14 Jun 06	07-Jun-2006	54, 685	-	-
15-21 Jun 06	14-Jun-2006	54, 704	-	-
22-28 Jun 06	21-Jun-2006	54, 696	-	-
29 Jun-5 Jul 06	28-Jun-2006	54, 655	-	-

Exhibitions/Conferences to which bulk free copies are supplied. (Please note, these copies are NOT included in the circulation of any issue)

None

Community Care

Certificate for the 50 issues distributed between 1st July 2005 and 30th June 2006

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

Description	Breakdown of Free Circulation				Total of Free Circulation	Total of Paid Circulation	Total	% of Total Circulation
	Controlled Free Copies		Non Controlled Free Circulation	Free Society/ Association/ Organisation Circulation				
	Requested	Non Requested						
TOTAL	**49,220**		**79**		**49,299**	**5,414**	**54,713**	**100.00**
Not Analysed	**1,586**		**79**		**1,665**	**5,414**	**7,079**	**12.94**
Analysed	**47,634**				**47,634**		**47,634**	**87.06**
Breakdown of Analysed Responses								
Organisation Headquarters	8,696				**8,696**		**8,696**	15.89
Local, Area Team, District or Regional Office	21,578				**21,578**		**21,578**	39.44
Child Guidance Unit	414				**414**		**414**	0.76
Day Care Centre	1,664				**1,664**		**1,664**	3.04
Educational Social Work Department	514				**514**		**514**	0.94
Hospital Social Work Department	1,765				**1,765**		**1,765**	3.23
Hospital/Health Centre	999				**999**		**999**	1.83
Hospice	197				**197**		**197**	0.36
Nursery School	48				**48**		**48**	0.09
Primary School	62				**62**		**62**	0.11
Secondary School	117				**117**		**117**	0.21
University/College	516				**516**		**516**	0.94
Training Department	555				**555**		**555**	1.01
Youth Justice Unit	387				**387**		**387**	0.71
Service or Project for Children/Young People	1,558				**1,558**		**1,558**	2.85
Service or Project for Families	1,067				**1,067**		**1,067**	1.95
Service or Project for Mental Health	1,456				**1,456**		**1,456**	2.66
Residential Unit for Young People	1,045				**1,045**		**1,045**	1.91
Residential Unit for Adults	1,593				**1,593**		**1,593**	2.91
Supported Housing for Young People	261				**261**		**261**	0.48
Supported Housing for Adults	1,334				**1,334**		**1,334**	2.44
Other	1,808				**1,808**		**1,808**	3.30

Community Care

Certificate for the 50 issues distributed between 1st July 2005 and 30th June 2006

Analysis of the Audit Issue by: Establishment by Organisation Type

This is a cross analysis table.

Description	Organisation															Total
	Local Authority	Local Education Authority	Health Authority	Children's Trust	Private Sector Organisation	Voluntary Organisation	Central Government	Primary Care Trust	Other NHS Trust	Housing Association	Youth Justice Board	Sure Start	Connexions	Children's Fund	Other	
TOTAL	**27,921**	**630**	**1,076**	**134**	**3,823**	**8,878**	**837**	**530**	**967**	**1,175**	**79**	**93**	**65**	**40**	**2,972**	**49,220**
Not Analysed															**1,586**	**1,586**
Analysed	**27,921**	**630**	**1,076**	**134**	**3,823**	**8,878**	**837**	**530**	**967**	**1,175**	**79**	**93**	**65**	**40**	**1,386**	**47,634**
Breakdown of Analysed Responses																
Organisation Headquarters	4,702	58	117	23	849	2,049	156	133	114	194	9	5	12	8	267	**8,696**
Local, Area Team, District or Regional Office	16,105	124	319	55	736	2,663	502	148	301	218	14	29	28	12	323	**21,577**
Child Guidance Unit	147	8	35	4	23	142	5	12	29		1	1			7	**414**
Day Care Centre	718	8	40	3	106	724	3	12	24	6	1	7		1	11	**1,664**
Educational Social Work Department	278	137	2	5	13	30	4		4		1	1	2	1	36	**514**
Hospital Social Work Department	1,348	13	129	1	53	24	4	50	132						11	**1,765**
Hospital/Health Centre	407		220	3	131	34	3	61	131			1			8	**999**
Hospice	28		6		11	125	1	3	3						20	**197**
Nursery School	12	4			14	16		1					1			**48**
Primary School	24	20	1	1	3	10		1	1						1	**62**
Secondary School	26	54	1	1	16	12	1						2		4	**117**
University/College	47	102	2		19	29	9		1	2		1	1		303	**516**
Training Department	334	7	10	1	64	97		3	7	4				1	27	**555**
Youth Justice Unit	294	4	4	2	12	20	4				45		2			**387**
Service or Project for Children/Young People	658	33	12	9	123	591	17	12	13	7	6	10	15	12	40	**1,558**
Service or Project for Families	431	4	9	5	45	474	18	15	10	3	1	32		3	17	**1,067**
Service or Project for Mental Health	718	6	97	4	48	362	11	36	122	34					18	**1,456**
Residential Unit for Young People	444	13	16	10	353	180	5	2	1	7				2	12	**1,045**
Residential Unit for Adults	281	2	14		778	437	2	4	14	41					20	**1,593**
Supported Housing for Young People	32	1	1	2	50	104		2	2	61			1		5	**261**
Supported Housing for Adults	248	1	7		144	323	1	7	16	575					12	**1,334**
Other	639	31	34	5	232	432	91	28	42	23	1	6	1		244	**1,809**

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Certificate for the 50 issues distributed between 1st July 2005 and 30th June 2006

Analysis of the Audit Issue Client Group by Organisation Type

This analysis allows for multiple responses by the addressee. This is a cross analysis table.

This is an analysis of 47,634 copies, which represents 87.1% of the distribution of the audit issue.

Description	Organisation															Total
	Local Authority	Local Education Authority	Health Authority	Children's Trust	Private Sector Organisation	Voluntary Organisation	Central Government	Primary Care Trust	Other NHS Trust	Housing Association	Youth Justice Board	Sure Start	Connexions	Children's Fund	Other	
TOTAL	**27,921**	**630**	**1,076**	**134**	**3,823**	**8,878**	**837**	**530**	**967**	**1,175**	**79**	**93**	**65**	**40**	**2,972**	**49,220**
Not Analysed															**1,586**	**1,586**
Analysed	**27,921**	**630**	**1,076**	**134**	**3,823**	**8,878**	**837**	**530**	**967**	**1,175**	**79**	**93**	**65**	**40**	**1,386**	**47,634**
Total Responses	**108,004**	**3,047**	**3,747**	**770**	**12,923**	**30,922**	**4,254**	**2,197**	**3,168**	**3,888**	**446**	**408**	**455**	**212**	**6,573**	**181,014**
Breakdown of Analysed Responses																
Early Years	3,059	143	115	39	288	969	156	65	60	24	1	62	2	9	241	**5,233**
Children	12,453	427	383	95	1,490	3,614	492	149	224	77	33	82	28	35	598	**20,180**
Youth Work	2,430	155	93	40	437	1,215	78	39	41	97	39	4	47	12	201	**4,928**
Fostering/Adoption	3,633	70	54	48	563	646	175	27	28	5	5	3	4	2	269	**5,532**
School Attendance/Behaviour	1,854	280	55	36	227	458	48	34	35	9	31	3	31	16	100	**3,217**
Older People	9,142	95	409	11	1,579	2,591	309	240	288	730	5		3		415	**15,817**
Special Needs	3,558	239	122	45	599	1,264	169	77	66	143	15	30	25	16	305	**6,673**
Learning Difficulties	7,978	214	237	47	1,319	2,868	362	163	208	389	23	22	32	15	527	**14,404**
Mental Health	9,455	187	577	57	1,182	3,110	358	286	662	475	29	24	36	12	557	**17,007**
Physical Health	4,252	83	194	34	565	1,032	165	186	131	151	7	14	19	9	259	**7,101**
Physical Disabilities	7,592	117	214	30	919	2,023	296	113	164	256	3	14	17	12	417	**12,187**
Sensory Impaired	4,820	83	124	24	555	1,226	220	105	91	138	1	10	10	8	283	**7,698**
Drug Related Problems	5,314	135	209	44	448	1,401	217	114	241	203	36	17	30	8	312	**8,729**
Alcohol Related Problems	5,654	116	204	41	443	1,363	223	44	245	218	34	18	27	7	317	**8,954**
HIV/AIDS	2,088	38	67	11	186	506	82	56	55	61	7		6	1	154	**3,318**
The Homeless	3,157	55	100	11	212	1,087	79	38	103	334	18	10	31		167	**5,402**
Young Offenders/Anti-Social Behaviour	3,350	167	68	43	492	855	121	101	62	107	66	2	32	15	197	**5,678**
Terminal Illnesses	3,107	33	109	11	301	580	132	101	79	43		1	3	3	165	**4,668**
The Unemployed	2,473	49	85	17	138	819	65	46	90	156	19	15	37	2	132	**4,143**
Families/Parenting	7,794	253	225	50	556	2,224	271	116	172	176	34	72	21	25	377	**12,366**
Schedule One Offenders	2,743	46	49	23	201	334	88	33	53	42	38	3	7		142	**3,802**
Other	1,005	36	23	4	116	510	58	21	39	28		2	5		197	**2,044**
No Direct Client Contact	1,093	26	31	9	107	227	90	43	31	26	2		2	5	241	**1,933**

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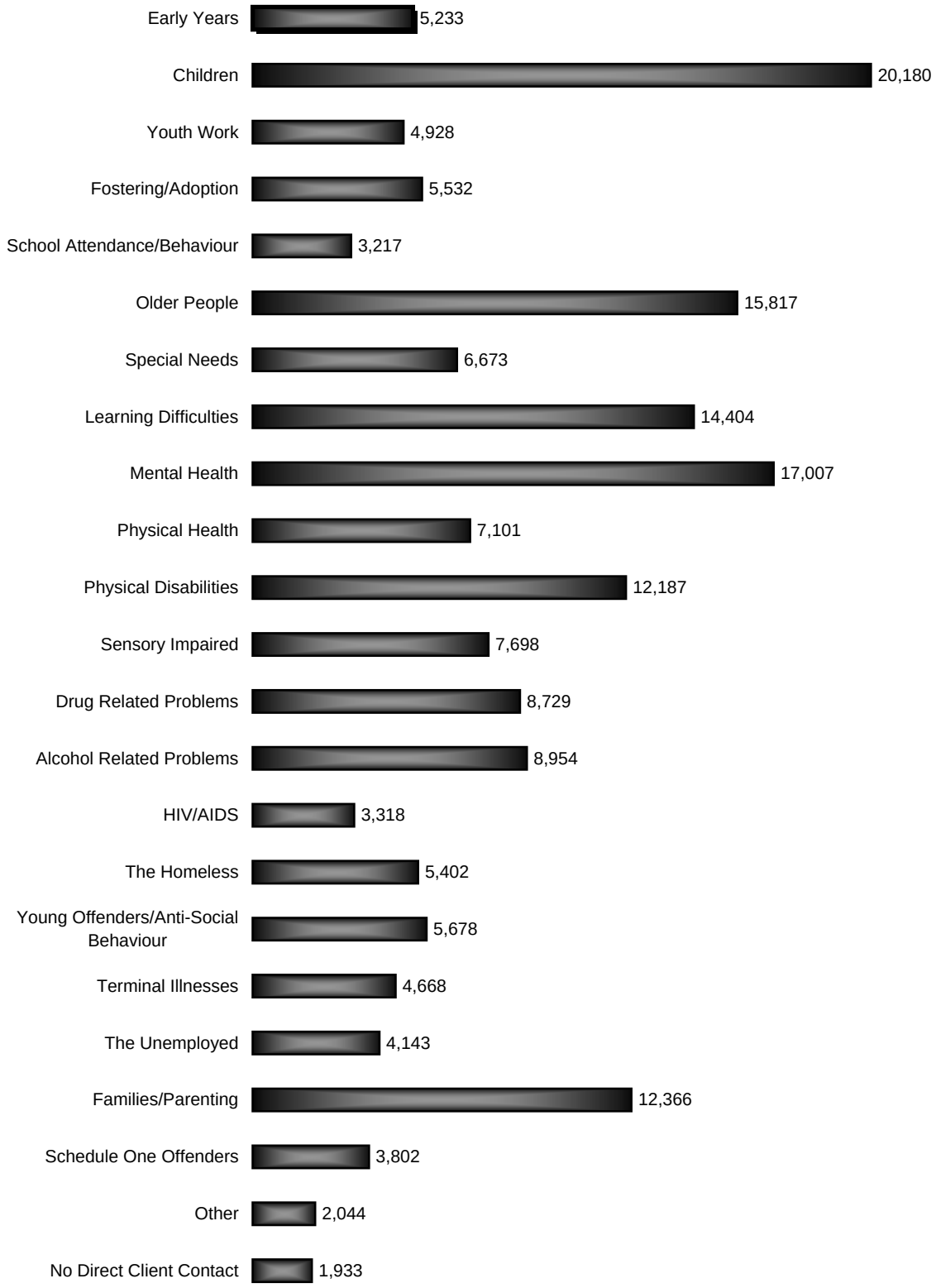
Certificate for the 50 issues distributed between 1st July 2005 and 30th June 2006

Analysis of the Audit Issue by: Client Group by Organisation Type

This chart represents the analysed copies only.



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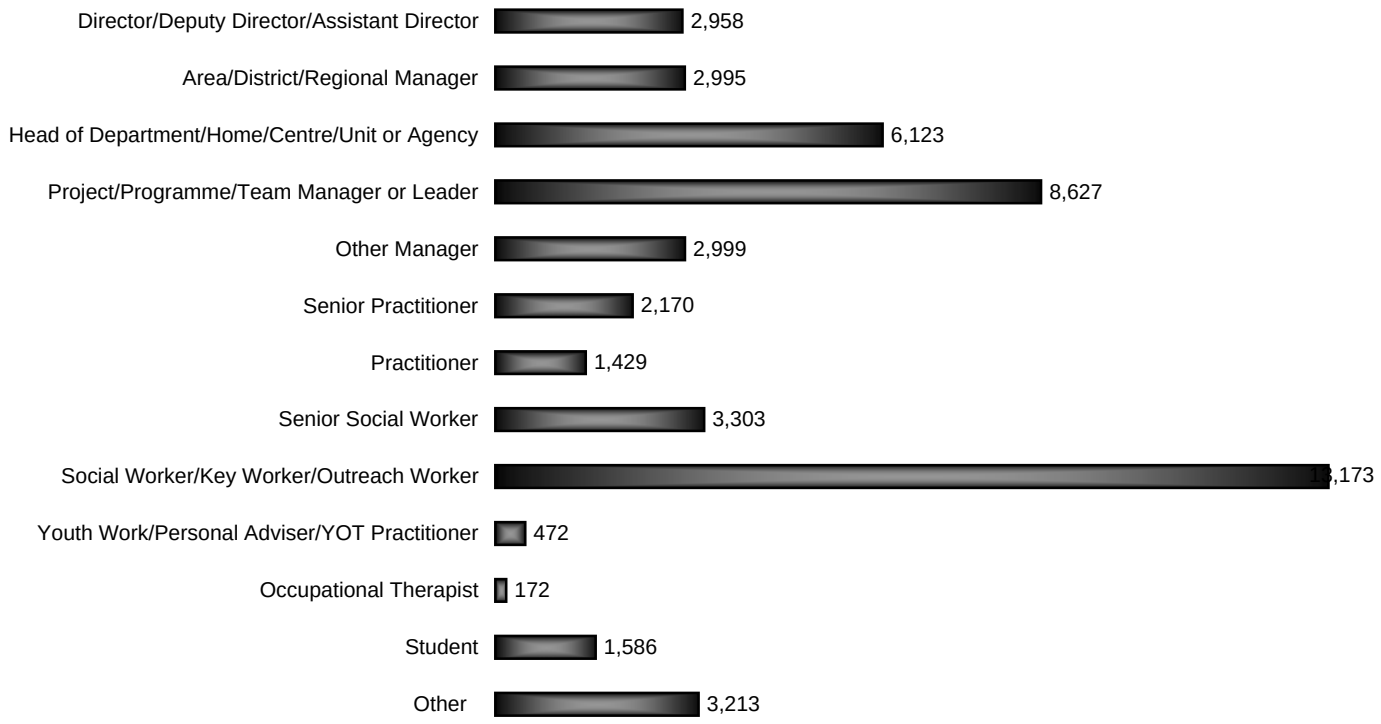
Certificate for the 50 issues distributed between 1st July 2005 and 30th June 2006

Analysis of the Audit Issue by: Job Function

Description	Breakdown of Free Circulation				Total of Free Circulation	Total of Paid Circulation	Total	% of Total Circulation
	Controlled Free Copies		Non Controlled Free Circulation	Free Society/ Association/ Organisation Circulation				
	Requested	Non Requested						
TOTAL	**49,220**		**79**		**49,299**	**5,414**	**54,713**	**100.00**
Not Analysed			**79**		**79**	**5,414**	**5,493**	**10.04**
Analysed	**49,220**				**49,220**		**49,220**	**89.96**
Breakdown of Analysed Responses								
Director/Deputy Director/Assistant Director	2,958				**2,958**		**2,958**	5.41
Area/District/Regional Manager	2,995				**2,995**		**2,995**	5.47
Head of Department/Home/Centre/Unit or Agency	6,123				**6,123**		**6,123**	11.19
Project/Programme/Team Manager or Leader	8,627				**8,627**		**8,627**	15.77
Other Manager	2,999				**2,999**		**2,999**	5.48
Senior Practitioner	2,170				**2,170**		**2,170**	3.97
Practitioner	1,429				**1,429**		**1,429**	2.61
Senior Social Worker	3,303				**3,303**		**3,303**	6.04
Social Worker/Key Worker/Outreach Worker	13,173				**13,173**		**13,173**	24.08
Youth Work/Personal Adviser/YOT Practitioner	472				**472**		**472**	0.86
Occupational Therapist	172				**172**		**172**	0.31
Student	1,586				**1,586**		**1,586**	2.90
Other	3,213				**3,213**		**3,213**	5.87

This chart represents the analysed copies only.



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Certificate for the 50 issues distributed between 1st July 2005 and 30th June 2006

Analysis of the Audit Issue by: Client Group by Organisation Type

This is a cross analysis table.

Description	Organisation															Total
	Local Authority	Local Education Authority	Health Authority	Children's Trust	Private Sector Organisation	Voluntary Organisation	Central Government	Primary Care Trust	Other NHS Trust	Housing Association	Youth Justice Board	Sure Start	Connexions	Children's Fund	Other	
TOTAL	**27,921**	**630**	**1,076**	**134**	**3,823**	**8,878**	**837**	**530**	**967**	**1,175**	**79**	**93**	**65**	**40**	**2,971**	**49,219**
Not Analysed															**1,586**	**1,586**
Analysed	**27,921**	**630**	**1,076**	**134**	**3,823**	**8,878**	**837**	**530**	**967**	**1,175**	**79**	**93**	**65**	**40**	**1,385**	**47,633**
Breakdown of Analysed Responses																
Social Care	24,903	160	361	76	2,519	6,236	483	179	376	306	12	55	16	20	445	**36,147**
Health	521	12	644	6	369	417	33	294	481	13	1	1		1	67	**2,860**
Housing	370	4	13	3	240	456	2	6	7	824			1		27	**1,953**
Education	532	387	12	4	142	249	48	16	10	11	5	2	9	4	342	**1,773**
Probation	96	2	3	3	4	14	17	1	3	2	17				14	**176**
Child Care/Play Work	597	24	9	19	294	351	27	4	7	1		24		6	35	**1,398**
Youth Service	288	12	6	10	39	173	12	2	3	3	29	1	26	2	14	**620**
Other	614	29	28	13	216	982	215	28	80	15	15	10	13	7	441	**2,706**

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Certificate for the 50 issues distributed between 1st July 2005 and 30th June 2006

Analysis of the Audit Issue by: Geographic Analysis

continued…/

Description	Breakdown of Free Circulation				Total of Free Circulation	Total of Paid Circulation	Total	% of Total Circulation
	Controlled Free Copies		Non Controlled Free Circulation	Free Society/ Association/ Organisation Circulation				
	Requested	Non Requested						
TOTAL	**49,220**		**79**		**49,299**	**5,414**	**54,713**	**100.00**
Not Analysed								
Analysed	**49,220**		**79**		**49,299**	**5,414**	**54,713**	**100.00**
Breakdown of Analysed Responses								
TOTAL UNITED KINGDOM	**49,220**		**79**		**49,299**	**5,182**	**54,481**	**99.58**
Northern	**1,846**		**2**		**1,848**	**205**	**2,053**	**3.75**
Cleveland	276		1		**277**	**38**	**315**	0.58
Cumbria	333				**333**	**31**	**364**	0.67
Durham	298				**298**	**35**	**333**	0.61
Northumberland	217				**217**	**14**	**231**	0.42
Tyne & Wear	722		1		**723**	**87**	**810**	1.48
Yorkshire	**3,899**		**5**		**3,904**	**409**	**4,313**	**7.88**
East Yorkshire	391				**391**	**40**	**431**	0.79
North Yorkshire	671				**671**	**63**	**734**	1.34
South Yorkshire	1,015		3		**1,018**	**124**	**1,142**	2.09
West Yorkshire	1,822		2		**1,824**	**182**	**2,006**	3.67
North West	**5,474**		**3**		**5,477**	**569**	**6,046**	**11.05**
Cheshire	1,163		1		**1,164**	**157**	**1,321**	2.41
Lancashire	3,187		2		**3,189**	**288**	**3,477**	6.35
Isle of Man	56				**56**	**7**	**63**	0.12
Merseyside	1,068				**1,068**	**117**	**1,185**	2.17
East Midlands	**3,214**		**6**		**3,220**	**306**	**3,526**	**6.44**
Derbyshire	720		1		**721**	**44**	**765**	1.40
Leicestershire	670		2		**672**	**51**	**723**	1.32
Lincolnshire	616				**616**	**59**	**675**	1.23
Northamptonshire	394		1		**395**	**55**	**450**	0.82
Nottinghamshire	814		2		**816**	**97**	**913**	1.67
Midlands	**4,706**		**7**		**4,713**	**464**	**5,177**	**9.46**
Hereford & Worcester	567		3		**570**	**74**	**644**	1.18
Shropshire	374		1		**375**	**53**	**428**	0.78
Staffordshire	757		1		**758**	**90**	**848**	1.55
Warwickshire	422				**422**	**38**	**460**	0.84
West Midlands	2,586		2		**2,588**	**209**	**2,797**	5.11

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Certificate for the 50 issues distributed between 1st July 2005 and 30th June 2006

Analysis of the Audit Issue by: Geographic Analysis /...continued

Description	Breakdown of Free Circulation				Total of Free Circulation	Total of Paid Circulation	Total	% of Total Circulation
	Controlled Free Copies		Non Controlled Free Circulation	Free Society/ Association/ Organisation Circulation				
	Requested	Non Requested						
Breakdown of Analysed Responses								
East Anglia	**1,701**				**1,701**	**207**	**1,908**	**3.49**
Cambridgeshire	617				**617**	**76**	**693**	1.27
Norfolk	525				**525**	**74**	**599**	1.09
Suffolk	559				**559**	**57**	**616**	1.13
South East	**10,956**		**16**		**10,972**	**1,308**	**12,280**	**22.44**
Bedfordshire	484				**484**	**38**	**522**	0.95
Berkshire	712		1		**713**	**132**	**845**	1.54
Buckinghamshire	573		1		**574**	**50**	**624**	1.14
East Sussex	598				**598**	**110**	**708**	1.29
Essex	1,520		3		**1,523**	**162**	**1,685**	3.08
Hampshire	1,223		2		**1,225**	**142**	**1,367**	2.50
Hertfordshire	696		2		**698**	**127**	**825**	1.51
Isle of Wight	114				**114**	**15**	**129**	0.24
Kent	1,438		2		**1,440**	**146**	**1,586**	2.90
Middlesex	1,089		2		**1,091**	**77**	**1,168**	2.13
Oxfordshire	416		1		**417**	**76**	**493**	0.90
Surrey	1,490				**1,490**	**156**	**1,646**	3.01
West Sussex	603		2		**605**	**77**	**682**	1.25
London	**5,907**		**33**		**5,940**	**739**	**6,679**	**12.21**
South West	**3,790**		**3**		**3,793**	**395**	**4,188**	**7.65**
Channel Islands	52				**52**	**4**	**56**	0.10
Cornwall	285				**285**	**26**	**311**	0.57
Devon	717		1		**718**	**76**	**794**	1.45
Dorset	565				**565**	**51**	**616**	1.13
Gloucestershire	374				**374**	**60**	**434**	0.79
Isles of Scilly								
Somerset	1,273		2		**1,275**	**139**	**1,414**	2.58
Wiltshire	524				**524**	**39**	**563**	1.03
Wales	**2,182**		**4**		**2,186**	**207**	**2,393**	**4.37**
Scotland	**5,154**				**5,154**	**293**	**5,447**	**9.96**
Northern Ireland	**391**				**391**	**80**	**471**	**0.86**
TOTAL Other Countries						**232**	**232**	**0.42**

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Certificate for the 50 issues distributed between 1st July 2005 and 30th June 2006

Analysis of the Audit Issue by: Sources & Ages of Name and Address Records

Description	Less Than 1 Year	Between 1 and 2 Years	Between 2 and 3 Years	Not Analysed (Includes Paid Circulation)	**Total**	% of Total Circulation
TOTAL	**46,068**	**3,152**		**5,493**	**54,713**	**100.0**
Not Analysed				**5,493**	**5,493**	**10.0**
Analysed	**46,068**	**3,152**			**49,220**	**90.0**
Breakdown of Analysed Responses						
Controlled Free Circulation - Requested	**46,068**	**3,152**			**49,220**	**90.0**
Individually Requested in Writing	17,966	1,148			**19,114**	34.9
Individually Requested by Internet	15,819	622			**16,441**	30.0
Individually Requested by Telephone	12,283	1,382			**13,665**	25.0
Company Requested in Writing						
Company Requested by Internet						
Company Requested by Telephone						
Controlled Free - Non Requested						
By Name						
By Job Title/Function						
Non Controlled Free Circulation				**79**	**79**	0.1
By Name				79	**79**	0.1
Not by Name						
Paid Circulation				**5,414**	**5,414**	**9.9**

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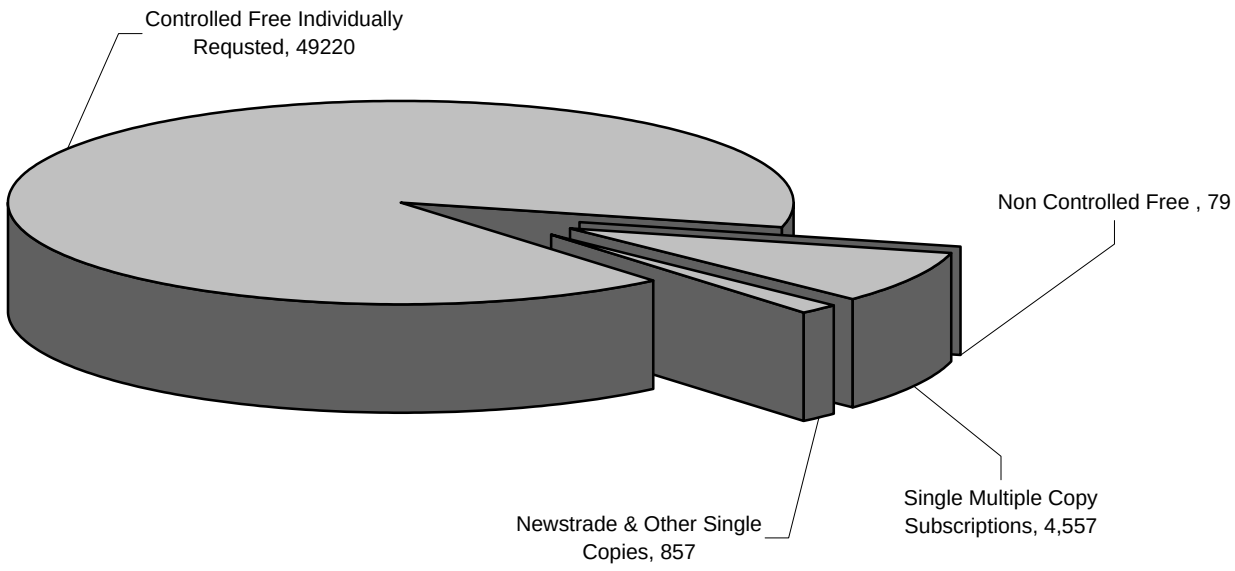
Certificate for the 50 issues distributed between 1st July 2005 and 30th June 2006

Analysis of the Audit Issue by: Circulation Type

This chart represents the analysed copies only.



What is the ABC PROFILE?

The **ABC PROFILE** provides independently accurate and verified demographic data relating to the addressees of a publication. It is a vital tool for media buyers as it allows them to accurately determine where to best place their advertising spend.

The **ABC PROFILE** is an extended version of the **ABC STANDARD** certificate, and contains a number of mandatory demographic tables which the industry has agreed should be included, and a number of optional tables, chosen by the publisher.

How is the ABC PROFILE Achieved?

The audit of an **ABC PROFILE** is designed to establish that valid source documentation exists in support of the addressee and demographic data claims and to ensure that the information on those sources has been correctly entered onto the publisher's database.

There are two separate audit tests involved in establishing these facts.

1. an 'Nth Name Test' which involves selecting addressees throughout the mailing list (from a random starting point) and testing the demographic claims to the source of the information;

2. a 'Cell Test' which involves the ABC auditor selecting individual figures, or cells, from each **ABC PROFILE** table and requiring the publisher to provide details of the addressees in that cell.

What is in an ABC PROFILE?

The **ABC STANDARD** certificate.This forms the first three pages of each **ABC PROFILE** document.

Geographic Analysis (Mandatory)
A summary by UK regions and regions of the world is mandatory. Greater detail can be provided if the publisher chooses.

Job Title/Function (Mandatory)
An analysis must be provided by either Job Title or Job Function. ABC does not dictate the categories used in this breakdown.

Industry/Business/Sector (Mandatory)
An analysis must be provided by Industry/Business/Sector. ABC does not dictate the categories used in this breakdown.

Sources and Ages (Mandatory)
An analysis must be provided by Sources & Ages of Name and Address Records. This table serves to identify the sources from which the mailing list has been built (directories, request cards, exhibition visitor lists, etc.) and the age of the sources. It is a measure of how recently the mailing list has been updated.

Optional Analysis
Publishers are invited to include any other demographic analysis within the **ABC PROFILE** provided the information is auditable. Publishers can therefore include demographics which demonstrate the strength of their publication.

How to Use the ABC PROFILE

The data in the **ABC PROFILE** is based on a detailed analysis of a single issue within the audit period certified. The issue analysed is the same as the one analysed for the **ABC STANDARD** certificate, and is known as the 'audit issue'.

All **ABC PROFILE** tables are based on a full count of the addressees of the 'audit issue'. In each table the **ABC PROFILE** clearly shows the number of addressees for which the demographic information is both known and auditable, as well as the number for which this is not the case. See the **ANALYSED/NOT ANALYSED** rows on each table. Total transparency!

The tables show the circulation for each demographic and the analysis of that figure by circulation type.

Multiple Response tables, if applicable, identify the number of responses analysed and the number of addressees providing that level of response. By definition, such tables also show the number of addressees for which the relevant demographic information is not shown.

Sources & Ages of Name and Address Records demonstrate the level of maintenance taking place on the mailing list in question.

The ABC PROFILE document may also provide cross-analysis tables of two separate demographics.

What are the Benefits of the ABC PROFILE?

The content and high standards of the ABC PROFILE have been defined by both buyers and sellers of advertising space. Like the ABC membership itself, specialist committee members are drawn from media owners, advertising agencies and clients.

The ABC audit is an independent and exhaustive exercise, which takes four to six working days to complete for each **ABC PROFILE**.

All ABC audits are conducted by trained ABC staff auditors to guarantee constant standards are maintained throughout.

The **ABC PROFILE** gives media buyers the opportunity to see transparent and comparable data rather than unaudited publisher's claims in glossy media packs.

The ABC's detailed and stringent audit procedures mean that the circulation and demographic data certified is the media buyers' insurance policy to the publishers' claims regarding their circulation.

The ABC audit checks include:
- Print Quantities
- Source Validity Data
- Distribution Quantities
- Duplication Factors
- Mailing Lists Totals
- Age of Records
- Type of Circulation Breakdowns
- Demographic Data

The credibility and impartiality of the **ABC PROFILE** enables media buyers to select with confidence.