



# Standard Certificate of Circulation

For the 50 issues distributed between 1 July 2008 and 30 June 2009

**Business  
Magazines**

## Insurance Times

# Insurancetimes

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

Finance & Financial Services: Insurance

This certificate expires on 30 September 2010 unless ABC has issued a new certificate before that date.

**Issued by**  
ABC  
Saxon House, 211 High Street  
Berkhamsted  
Hertfordshire HP4 1AD  
United Kingdom

Tel: +44 (0) 1442 870800  
Fax: +44 (0) 1442 200700  
Email: abcpost@abc.org.uk  
Web: www.abc.org.uk  
ABC Ref: A808059/16248881

#### Certification Statement

This certificate was issued on 29 August 2009. The data included is derived from a return of circulation prepared by the publisher: Newsquest Specialist Media Ltd.

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**Published by**  
Newsquest Specialist Media Ltd  
30 Cannon Street  
London  
EC4M 6YJ

Tel: +44 (0) 20 7 618 3085  
Fax: +44 (0) 20 7 618 3400  
Email: shan.mille@newsquestspecialistmedia.com  
Web: www.instimes.co.uk



# Insurance Times

Certificate of Average Net Circulation for the 50 issues distributed between 1 July 2008 and 30 June 2009

	Net Total	United Kingdom	Other Countries
<b>TOTAL AVERAGE NET CIRCULATION PER ISSUE</b>	<b>19,997</b>	<b>19,956</b>	<b>41</b>
Total Average Net Newstrade Sales Per Issue	-	-	-

Analysis for the Audit issue cover dated 28/05/09 and distributed on 27 May 2009

	Net Total	United Kingdom	Other Countries
<b>Total Net Circulation</b>	<b>18,500</b>	<b>18,466</b>	<b>34</b>
<b>Newstrade &amp; Other Single Copy Sales</b>	-	-	-
<b>Paid and Controlled</b>	-	-	-
<b>Single Copy Subscription Sales</b>	<b>1,091</b>	<b>1,057</b>	<b>34</b>
At Full Rate	759	748	11
At Between 50% and 100% of Full Rate	193	190	3
At less than 50% of Full Rate	139	119	20
<b>Multiple Copy Subscription Sales</b>	<b>23</b>	<b>23</b>	-
At Full Rate	18	18	-
At Between 50% and 100% of Full Rate	-	-	-
At less than 50% of Full Rate	5	5	-
<b>Bulk Sales</b>	-	-	-
<b>Society/Association/Organisation Circulation</b>	-	-	-
<b>Controlled Free Circulation</b>	<b>17,386</b>	<b>17,386</b>	-
<small>see terms of control on page 3. Sources for all addressees are less than 3 years old.</small>			
Individual Written Requests	1,362	1,362	-
Individual Electronic Requests	6,809	6,809	-
Individual Telephone Requests	8,890	8,890	-
Company Written Requests	242	242	-
Company Electronic Requests	44	44	-
Company Telephone Requests	39	39	-
Non-requested by name	-	-	-
Non-requested by job title / function	-	-	-
<b>Non-Controlled Free Circulation</b>	-	-	-

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



## SUPPORTING DATA

### Basic Cover Price & Subscription Rates

The Basic Cover Price for the audit issue was: £4.95

The United Kingdom Basic Annual Rates for Subscriptions for the audit issue were: £340.00

The Annual Other Countries Subscription Rates for the audit issue ranged between: £505.00 to £750.00

2 or 3 year subscriptions are available

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## Controlled Circulation - Terms of Control in audit period

CEO's, Partners, Proprietors, Managers and other individuals in general insurance brokers, general insurance companies, IFA's, Trade Body/Associations and Underwriting Agencies.

## Controlled Circulation - Age of Source Data for the Audit Issue or Age of Source Data Projected from Previous Mandatory Certificate

	Total		0-1 Year		1-2 Years		2-3 Years	
	Qty	%	Qty	%	Qty	%	Qty	%
Total	17,386	100.0	15,743	90.6	1,643	9.4	-	-
Individual Requests	17,061	98.1	15,418	88.7	1,643	9.4	-	-
Company Requests	325	1.9	325	1.9	-	-	-	-

## 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
03/07/08	02-Jul-2008	21,000	-	-	22/01/09	21-Jan-2009	21,001	-	-
10/07/08	09-Jul-2008	21,000	-	-	29/01/09	28-Jan-2009	21,000	-	-
17/07/08	16-Jul-2008	21,000	-	-	05/02/09	04-Feb-2009	20,996	-	-
24/07/08	24-Jul-2008	21,000	-	-	12/02/09	11-Feb-2009	18,500	-	-
31/07/08	30-Jul-2008	21,000	-	-	19/02/09	18-Feb-2009	18,498	-	-
07/08/08	06-Aug-2008	21,000	-	-	26/02/09	25-Feb-2009	18,498	-	-
14/08/08	13-Aug-2008	21,000	-	-	05/03/09	04-Mar-2009	18,500	-	-
21/08/08	20-Aug-2008	21,000	-	-	12/03/09	12-Mar-2009	18,500	-	-
28/08/08	27-Aug-2008	20,999	-	-	19/03/09	18-Mar-2009	18,500	-	-
04/09/08	03-Sep-2008	21,000	-	-	26/03/09	25-Mar-2009	18,500	-	-
11/09/08	10-Sep-2008	20,998	-	-	02/04/09	01-Apr-2009	18,500	-	-
18/09/08	17-Sep-2008	21,000	-	-	09/04/09	08-Apr-2009	18,500	-	-
25/09/08	24-Sep-2008	21,000	-	-	16/04/09	15-Apr-2009	18,500	-	-
02/10/08	01-Oct-2008	21,000	-	-	23/04/09	22-Apr-2009	18,500	-	-
09/10/08	08-Oct-2008	21,000	-	-	30/04/09	29-Apr-2009	18,480	-	-
16/10/08	15-Oct-2008	21,000	-	-	07/05/09	07-May-2009	18,493	-	-
23/10/08	22-Oct-2008	21,000	-	-	14/05/09	14-May-2009	18,497	-	-
30/10/08	29-Oct-2008	21,000	-	-	21/05/09	20-May-2009	18,500	-	-
06/11/08	05-Nov-2008	21,000	-	-	28/05/09	27-May-2009	18,500	-	-
13/11/08	12-Nov-2008	21,000	-	-	04/06/09	03-Jun-2009	18,500	-	-
20/11/08	19-Nov-2008	20,998	-	-	11/06/09	10-Jun-2009	18,500	-	-
27/11/08	26-Nov-2008	21,000	-	-	18/06/09	17-Jun-2009	18,500	-	-
04/12/08	03-Dec-2008	20,954	-	-	25/06/09	24-Jun-2009	18,450	-	-
11/12/08	10-Dec-2008	20,998	-	-					
18/12/08	17-Dec-2008	21,000	-	-					
08/01/09	07-Jan-2009	20,997	-	-					
15/01/09	14-Jan-2009	20,999	-	-					

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## Geographical Analysis of circulation of the audit issue

<b>Total Circulation</b>	<b>18,500</b>	<b>Total Analysed</b>	<b>18,500</b>	<b>Total Not Analysed</b>	<b>-</b>
<b>United Kingdom</b>					
	<b>18,466</b>				
<b>East Anglia</b>	<b>868</b>	<b>South East</b>	<b>5,399</b>	<b>Northern Ireland</b>	<b>321</b>
Cambridgeshire	266	Bedfordshire	156	Antrim	192
Norfolk	247	Berkshire	285	Armagh	15
Suffolk	355	Buckinghamshire	200	Down	52
		East Sussex	233	Fermanagh	7
<b>East Midlands</b>	<b>919</b>	Essex	898	Londonderry	33
Derbyshire	136	Hampshire	665	Tyrone	22
Leicestershire	234	Hertfordshire	448		
Lincolnshire	179	Isle of Wight	14	<b>Scotland</b>	<b>884</b>
Northamptonshire	140	Kent	857	Borders	10
Nottinghamshire	230	Middlesex	244	Central	22
		Oxfordshire	122	Dumfries & Galloway	32
<b>London</b>	<b>3,452</b>	Surrey	1,006	Fife	25
		West Sussex	271	Grampian	72
<b>Midlands</b>	<b>1,537</b>			Highland	28
Hereford & Worcester	189	<b>South West</b>	<b>1,490</b>	Lothians	127
Shropshire	109	Channel Islands	75	Strathclyde	457
Staffordshire	247	Cornwall	88	Tayside	111
Warwickshire	189	Devon	201		
West Midlands	803	Dorset	208	<b>Wales</b>	<b>450</b>
		Gloucestershire	271	Clwyd	60
<b>North West</b>	<b>1,587</b>	Isles of Scilly	-	Dyfed	58
Cheshire	396	Somerset	515	Gwent	54
Isle of Man	28	Wiltshire	132	Gwynedd	21
Lancashire	955			Mid Glamorgan	68
Merseyside	208	<b>Yorkshire</b>	<b>1,205</b>	Powys	15
		East Yorkshire	69	South Glamorgan	129
<b>Northern</b>	<b>354</b>	North Yorkshire	235	West Glamorgan	45
Cleveland	64	South Yorkshire	170		
Cumbria	70	West Yorkshire	731	<b>Other UK</b>	<b>-</b>
Durham	62				
Northumberland	20			<b>Republic of Ireland</b>	<b>17</b>
Tyne & Wear	138				
				<b>Other Countries (exc Rol)</b>	<b>17</b>

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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.

**BULK SALES.** These are copies purchased in bulk by a third party. Under B2B rules the purchase is not on an every issue basis and the final recipient is not identified.

**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.