

Consumer Magazines

Combined Total Circulation Certificate

January to December 2016



Setting the standard

London Review of Books

London Review OF BOOKS



Key information

Metric type

Circulation

ABC total

70,468 average - print & digital (gross)

70,468 average (print)

0 average (digital)

Period

1 January 2016 to 31 December 2016

No of issues

24

Market sector

General Interest: Literary

Contact details

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Circulation analysis

Actively purchased - print & digital circulation (UK & ROI)	91.6%
Price: Basic cover price	£3.95
Published annual UK subscription rate	£92.40
Published annual ROI subscription rate	£118.88
Published annual other countries subscription rate	Various

Circulation breakdown (print only)

Retail and other Single Copy Sales	2,307
Single Copy Subscription Sales	63,983
All You Can Read Sales	
Multiple Copy Subscription Sales	28
Requested Sponsored Subscription Sales	
Corporate Digital Edition Subscriptions	
Multiple Copy Sales	
Multiple Copy Business Sales	
Society / Association / Organisation	
Controlled Free Circulation	4,150
Non-Controlled Free	
Monitored Free Distribution	
Free Retail Voucher Copies	
Sample Free Distribution	

Analysis of Circulation

	Total	UK & Rol	Other Countries
Average Circulation - print & digital (gross)	70,468	31,944	38,524

	Total		UK & Rol		Other Countries	
	Print	Digital	Print	Digital	Print	Digital
Average Circulation Per Issue	70,468	-	31,944	-	38,524	-
Retail and Single Copy Sales	2,307	-	1,520	-	787	-
At Basic Cover Price	2,307	-	1,520	-	787	-
Below BCP but not less than 50%	-	-	-	-	-	-
Less than 50% of BCP but not less than 20%	-	-	-	-	-	-
Less than 20% of BCP	-	-	-	-	-	-
Single Copy Subscription Sales	63,983	-	27,745	-	36,238	-
At Basic Annual Rate	24,514	-	14,399	-	10,115	-
Below BAR but not less than 50%	29,520	-	7,270	-	22,250	-
Less than 50% of BAR but not less than 20%	9,930	-	6,070	-	3,860	-
Less than 20% of BAR but not less than 10%	18	-	5	-	13	-
Less than 10% of BAR	1	-	1	-	-	-
All You Can Read Sales	-	-	-	-	-	-
Multiple Copy Subscription Sales	28	-	26	-	-	-
At Basic Annual Rate	27	-	25	-	2	-
Below BAR but not less than 50%	1	-	1	-	-	-
Less than 50% of BAR but not less than 20%	-	-	-	-	-	-
Less than 20% of BAR but not less than 10%	-	-	-	-	-	-
Less than 10% of BAR	-	-	-	-	-	-
Requested Sponsored Subscription Sales	-	-	-	-	-	-
Corporate Subscription Sales	-	-	-	-	-	-
Multiple Copy Sales	-	-	-	-	-	-
Multiple Copy Business Sales	-	-	-	-	-	-
Society / Association / Organisation Circulation	-	-	-	-	-	-
Controlled Free Circulation	4,150	-	2,653	-	1,497	-
Individually Requested	3,528	-	2,212	-	1,316	-
Company Requested	-	-	-	-	-	-
Non-Requested - by Name	622	-	441	-	181	-
Non-Requested - by Job Title / Function	-	-	-	-	-	-
Non-Controlled Free Circulation	-	-	-	-	-	-
Monitored Free Distribution	-	-	-	-	-	-
Free Retail Voucher Copies	-	-	-	-	-	-
Sample Free Distribution (Monitored Free Distribution)	-	-	-	-	-	-

Actively Purchased Analysis

	Total	UK & Rol	Other Countries			
Actively Purchased - print & digital	94.1%	91.6%	96.1%			
	Print	Digital	Print	Digital	Print	Digital
	94.1%	0%	91.6%	0%	96.1%	0%

Other Analysis

	Total	United Kingdom & Republic of Ireland	Other Countries
Multi Packed Retail Circulation (Print)	0%		
Publication Active Views (Digital)	-	-	-

Price: The following prices are accurate for the end of the audit period.

Basic Cover Price	£3.95
Published Annual UK Subscription Rate	£92.40
Published Annual RoI Subscription Rate	£118.88
Published annual other countries subscription rate	Various

Duplication:

The mailing list for the audit issue was tested, the level of duplication found was: 0%

Controlled Circulation (print only)

The terms of control at the end of the audit period were:

Individuals who have accepted a nomination of a free copy from an existing subscriber. Copies are also mailed to editors and individuals working in newspapers, books, magazines, publishing companies, publicity and marketing.

Age of Requests - based on the documentation for the issue distributed on: 29-Sep-2016

	Quantity	Percent
Total	3,528	100
1 to 12 months	3,528	100
13 to 24 months	-	-
25 to 36 months	-	-

Issue by Issue Analysis (print only)

Only variances of 10% or more are reported

Cover Date or Issue Identifier	Issue Variance from Total Average	Monitored Free Distribution				Sample Free Distribution
		Total	Net by Hand	Net - Other	Gross	
38.02	-	-	-	-	-	-
38.03	-	-	-	-	-	-
38.04	-	-	-	-	-	-
38.05	-	-	-	-	-	-
38.06	-	-	-	-	-	-
38.07	-	-	-	-	-	-
38.08	-	-	-	-	-	-
38.09	-	-	-	-	-	-
38.10	-	-	-	-	-	-
38.11	-	-	-	-	-	-
38.12	-	-	-	-	-	-
38.13	-	-	-	-	-	-
38.14	-	-	-	-	-	-
38.15	-	-	-	-	-	-
38.16	-	-	-	-	-	-
38.17	-	-	-	-	-	-
38.18	-	-	-	-	-	-
38.19	-	-	-	-	-	-
38.20	-	-	-	-	-	-
38.21	-	-	-	-	-	-
38.22	-	-	-	-	-	-
38.23	-	-	-	-	-	-
38.24	-	-	-	-	-	-
39.01	-	-	-	-	-	-

Issue by Issue Circulation Analysis (print only)

Data does not include adjustments for prior audit period reconciliations.

Issue Month	Number of Issues	Total Average Circulation	Average Actively Purchased Circulation (Print)	% Actively Purchased (Print)
January	2	70,423	65,954	93.7%
February	2	70,167	65,869	93.9%
March	2	68,213	63,828	93.6%
April	2	69,958	65,478	93.6%
May	2	70,750	66,419	93.9%
June	2	70,779	66,555	94%
July	2	70,476	66,382	94.2%
August	2	70,279	66,260	94.3%
September	2	70,536	66,594	94.4%
October	2	70,605	66,713	94.5%
November	2	70,953	67,003	94.4%
December	2	71,781	67,786	94.4%

More Information

'Gross' appended to the print and digital total reflects that the print total and the digital total have been combined without de-duplication.

To find out more about ABC, please visit www.abc.org.uk

To find out more about the Consumer Magazines sector and the definitions used on this certificate, please visit: www.abcstandards.org.uk

About this certificate

This certificate was issued on 9 February 2017.

The data included is derived from a return of circulation prepared by the publisher: LRB Limited.

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