



# Standard Certificate of Circulation with demographics

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

**Business  
Magazines**

## Hairdressers Journal International



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	Newtrade & Other Single Copy Sales	✓	8.74%
	Paid and Controlled		
	Single Copy Subscription Sales	✓	44.85%
	Multiple Copy Subscription Sales	✓	0.57%
	Bulk Sales		
	Society/Association/Organisation Circulation		
	Controlled Free Circulation	✓	45.42%
	Non-Controlled Free Circulation	✓	0.43%
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### The Primary Market Sector for this publication is:

Hairdressing & Beauty

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

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#### Certification Statement

This certificate was issued on 17 October 2009. The data included is derived from a return of circulation prepared by the publisher: Reed Business Information Limited.

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.

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# Hairdressers Journal International

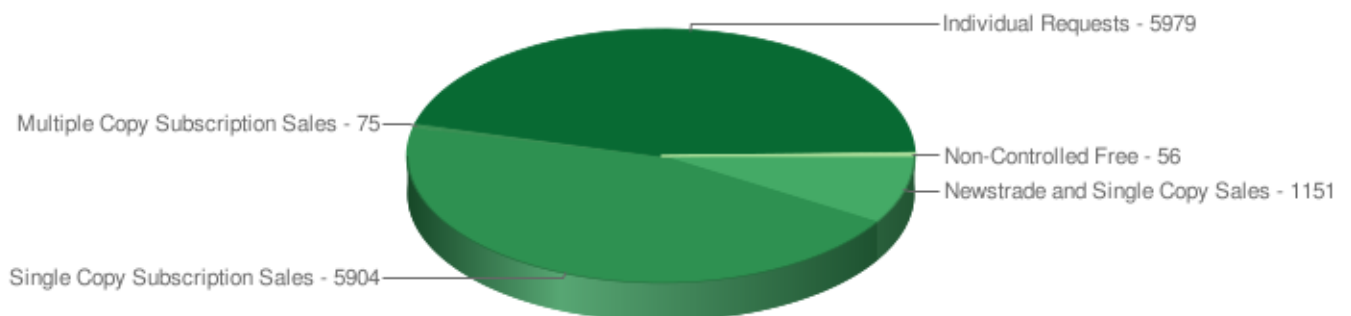
Certificate of Average Net Circulation for the 50 issues distributed between 1 July 2008 and 30 June 2009

	Net Total	United Kingdom	Other Countries
<b>TOTAL AVERAGE NET CIRCULATION PER ISSUE</b>	<b>13,340</b>	<b>12,197</b>	<b>1,143</b>
Total Average Net Newstrade Sales Per Issue	1,269	1,238	31

Analysis for the Audit issue cover dated 29 May-4 Jun 09 and distributed on 27 May 2009

<b>Total Net Circulation</b>	<b>13,165</b>	<b>12,055</b>	<b>1,110</b>
<b>Newstrade &amp; Other Single Copy Sales</b>	<b>1,151</b>	<b>1,125</b>	<b>26</b>
At Full Cover Price/NTT	1,151	1,125	26
At a Lower Rate	-	-	-
<b>Paid and Controlled</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Single Copy Subscription Sales</b>	<b>5,904</b>	<b>4,857</b>	<b>1,047</b>
At Full Rate	2,801	2,187	614
At Between 50% and 100% of Full Rate	3,091	2,658	433
At less than 50% of Full Rate	12	12	-
<b>Multiple Copy Subscription Sales</b>	<b>75</b>	<b>44</b>	<b>31</b>
At Full Rate	31	13	18
At Between 50% and 100% of Full Rate	44	31	13
At less than 50% of Full Rate	-	-	-
<b>Bulk Sales</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Society/Association/Organisation Circulation</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Controlled Free Circulation</b>	<b>5,979</b>	<b>5,979</b>	<b>-</b>
see terms of control on page 3. Sources for all addressees are less than 3 years old.			
Individual Written Requests	11	11	-
Individual Electronic Requests	620	620	-
Individual Telephone Requests	5,348	5,348	-
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>56</b>	<b>50</b>	<b>6</b>
By Name	56	50	6
Not by Name	-	-	-

**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: £2.25

The United Kingdom Basic Annual Rates for Subscriptions for the audit issue were: £90.00

The Annual Other Countries Subscription Rates for the audit issue ranged between: £105.00 to £118.00

2 or 3 year subscriptions are available

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## Controlled Circulation - Terms of Control in audit period

Owners, Partners, Managers, Directors, Creative Directors, Assistant Managers or Head/Senior Stylists working within Hair Salons or Hairdressing/Beauty Salons.

## 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	5,979	100.0	4,764	79.7	548	9.2	667	11.2
Individual Requests	5,979	100.0	4,764	79.7	548	9.2	667	11.2
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
4-10 Jul 2008	02-Jul-2008	13,569	-	-	23-29 Jan 2009	21-Jan-2009	13,249	-	-
11-17 Jul 2008	09-Jul-2008	13,505	-	-	30 Jan-5 Feb 09	28-Jan-2009	13,267	-	-
18-24 Jul 2008	16-Jul-2008	13,530	-	-	6-12 Jan 2009	04-Feb-2009	13,237	-	-
25-31 Jul 2008	23-Jul-2008	13,508	-	-	13-19 Jan 2009	11-Feb-2009	13,246	-	-
1-7 Aug 2008	30-Jul-2008	13,477	-	-	20-26 Jan 2009	18-Feb-2009	13,254	-	-
8-14 Aug 2008	06-Aug-2008	13,472	-	-	27 Feb-5 Mar 09	25-Feb-2009	13,240	-	-
15-21 Aug 2008	13-Aug-2008	13,457	-	-	6-12 Mar 2009	04-Mar-2009	13,219	-	-
22-28 Aug 2008	20-Aug-2008	13,468	-	-	13-19 Mar 2009	11-Mar-2009	13,214	-	-
29 Aug-4 Sep 08	27-Aug-2008	13,437	-	-	20-26 Mar 2009	18-Mar-2009	13,209	-	-
5-11 Sep 2008	03-Sep-2008	13,455	-	-	27 Mar-2 Apr 09	25-Mar-2009	13,236	-	-
12-18 Sep 2008	10-Sep-2008	13,522	-	-	3-9 Apr 2009	01-Apr-2009	13,182	-	-
19-25 Sep 2008	17-Sep-2008	13,535	-	-	10-16 Apr 2009	08-Apr-2009	13,147	-	-
26 Sep-2 Oct 08	24-Sep-2008	13,512	-	-	17-23 Apr 2009	15-Apr-2009	13,130	-	-
3-9 Oct 2008	01-Oct-2008	13,501	-	-	24-30 Apr 2009	22-Apr-2009	13,182	-	-
10-16 Oct 2008	08-Oct-2008	13,499	-	-	1-7 May 2009	29-Apr-2009	13,171	-	-
17-23 Oct 2008	15-Oct-2008	13,500	-	-	8-14 May 2009	06-May-2009	13,158	-	-
24-30 Oct 2008	22-Oct-2008	13,478	-	-	15-21 May 2009	13-May-2009	13,185	-	-
31 Oct-6 Nov 08	29-Oct-2008	13,465	-	-	22-28 May 2009	20-May-2009	13,164	-	-
7-13 Nov 2008	05-Nov-2008	13,348	-	-	29 May-4 Jun 09	27-May-2009	13,165	-	-
14-20 Nov 2008	12-Nov-2008	13,365	-	-	5-11 Jun 2009	03-Jun-2009	13,153	-	-
21-27 Nov 2008	19-Nov-2008	13,496	-	-	12-18 Jun 2009	10-Jun-2009	13,219	-	-
28 Nov-4 Dec 08	26-Nov-2008	13,469	-	-	19-25 Jun 2009	17-Jun-2009	13,167	-	-
5-11 Dec 2008	03-Dec-2008	13,488	-	-	26 Jun-2 Jul 09	24-Jun-2009	13,169	-	-
12-18 Dec 2008	10-Dec-2008	13,510	-	-					
19-25 Dec 2008	17-Dec-2008	13,323	-	-					
9-15 Jan 2009	07-Jan-2009	13,280	-	-					
16-22 Jan 2009	14-Jan-2009	13,246	-	-					

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## Geographical Analysis of circulation of the audit issue

<b>Total Circulation</b>	<b>13,165</b>	<b>Total Analysed</b>	<b>13,153</b>	<b>Total Not Analysed</b>	<b>12</b>
<b>United Kingdom</b>	<b>12,055</b>				
<b>East Anglia</b>	<b>467</b>	<b>South East</b>	<b>3,261</b>	<b>Northern Ireland</b>	<b>224</b>
Cambridgeshire	177	Bedfordshire	116	Antrim	111
Norfolk	154	Berkshire	189	Armagh	14
Suffolk	136	Buckinghamshire	139	Down	47
		East Sussex	194	Fermanagh	13
<b>East Midlands</b>	<b>949</b>	Essex	454	Londonderry	23
Derbyshire	182	Hampshire	378	Tyrone	16
Leicestershire	188	Hertfordshire	346		
Lincolnshire	198	Isle of Wight	28	<b>Scotland</b>	<b>987</b>
Northamptonshire	136	Kent	455	Borders	22
Nottinghamshire	245	Middlesex	213	Central	81
		Oxfordshire	118	Dumfries & Galloway	26
<b>London</b>	<b>850</b>	Surrey	404	Fife	69
		West Sussex	227	Grampian	103
<b>Midlands</b>	<b>1,084</b>			Highland	36
Hereford & Worcester	122	<b>South West</b>	<b>1,223</b>	Lothians	180
Shropshire	89	Channel Islands	30	Strathclyde	380
Staffordshire	191	Cornwall	108	Tayside	90
Warwickshire	131	Devon	206		
West Midlands	551	Dorset	195	<b>Wales</b>	<b>528</b>
		Gloucestershire	150	Clwyd	61
<b>North West</b>	<b>1,169</b>	Isles of Scilly	-	Dyfed	69
Cheshire	375	Somerset	418	Gwent	86
Isle of Man	11	Wiltshire	116	Gwynedd	44
Lancashire	579			Mid Glamorgan	99
Merseyside	204	<b>Yorkshire</b>	<b>888</b>	Powys	21
		East Yorkshire	69	South Glamorgan	78
<b>Northern</b>	<b>425</b>	North Yorkshire	212	West Glamorgan	70
Cleveland	74	South Yorkshire	229		
Cumbria	108	West Yorkshire	378	<b>Other UK</b>	<b>-</b>
Durham	66				
Northumberland	30			<b>Republic of Ireland</b>	<b>54</b>
Tyne & Wear	147				
		<b>Other Countries</b>	<b>1,098</b>		
		Europe (excl UK - inc RoI)	496		
		North America	256		
		Central & South America	6		
		Australasia & The Pacific	127		
		Asia	15		
		South East Asia	159		
		Africa	11		
		Middle East & North Africa	28		

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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						
<b>Total Addressees</b>	<b>5,979</b>		<b>56</b>		<b>6,035</b>	<b>7,130</b>	<b>13,165</b>	<b>100.0</b>
<b>Addressees Analysed</b>	<b>5,979</b>				<b>5,979</b>		<b>5,979</b>	<b>45.4</b>
<b>Addressees Not Analysed</b>			<b>56</b>		<b>56</b>	<b>7,130</b>	<b>7,186</b>	<b>54.6</b>
Owner/Partner	3,665				<b>3,665</b>		<b>3,665</b>	27.8
Manager/Director	1,283				<b>1,283</b>		<b>1,283</b>	9.8
Assistant Manager	64				<b>64</b>		<b>64</b>	0.5
Creative Director	32				<b>32</b>		<b>32</b>	0.2
Head/Senior Stylist	935				<b>935</b>		<b>935</b>	7.1

### 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						
<b>Total Addressees</b>	<b>5,979</b>		<b>56</b>		<b>6,035</b>	<b>7,130</b>	<b>13,165</b>	<b>100.0</b>
<b>Addressees Analysed</b>	<b>5,979</b>				<b>5,979</b>		<b>5,979</b>	<b>45.4</b>
<b>Addressees Not Analysed</b>			<b>56</b>		<b>56</b>	<b>7,130</b>	<b>7,186</b>	<b>54.6</b>
Hairdressing/Beauty Salon	1,053				<b>1,053</b>		<b>1,053</b>	8.0
Hair Salon	4,926				<b>4,926</b>		<b>4,926</b>	37.4

### Analysis of the Audit Issue by: Activities undertaken by Business

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 Addressees</b>	<b>5,979</b>		<b>56</b>		<b>6,035</b>	<b>7,130</b>	<b>13,165</b>	<b>100.0</b>
<b>Addressees Analysed</b>	<b>5,979</b>				<b>5,979</b>		<b>5,979</b>	<b>45.4</b>
<b>Addressees Not Analysed</b>			<b>56</b>		<b>56</b>	<b>7,130</b>	<b>7,186</b>	<b>54.6</b>
<b>Total Responses</b>	<b>34,925</b>				<b>34,925</b>		<b>34,925</b>	<b>265.3</b>
Men's Treatment	420				<b>420</b>		<b>420</b>	3.2
Piercing	27				<b>27</b>		<b>27</b>	0.2
Hairdressing/Hair Cair	5,736				<b>5,736</b>		<b>5,736</b>	43.6
Colour	5,738				<b>5,738</b>		<b>5,738</b>	43.6
Perming	5,569				<b>5,569</b>		<b>5,569</b>	42.3
Cutting	5,826				<b>5,826</b>		<b>5,826</b>	44.2
Bridal	4,500				<b>4,500</b>		<b>4,500</b>	34.2
Afro	1,244				<b>1,244</b>		<b>1,244</b>	9.4
Hair-Up	4,029				<b>4,029</b>		<b>4,029</b>	30.6
Hair Extensions	1,816				<b>1,816</b>		<b>1,816</b>	13.8
Other	20				<b>20</b>		<b>20</b>	0.2

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## Analysis of the Audit Issue by: Purchasing Responsibilities

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 Addressees</b>	<b>5,979</b>		<b>56</b>		<b>6,035</b>	<b>7,130</b>	<b>13,165</b>	<b>100.0</b>
<b>Addressees Analysed</b>	<b>5,875</b>				<b>5,875</b>		<b>5,875</b>	<b>44.6</b>
<b>Addressees Not Analysed</b>	<b>104</b>		<b>56</b>		<b>160</b>	<b>7,130</b>	<b>7,290</b>	<b>55.4</b>
<b>Total Responses</b>	<b>49,959</b>				<b>49,959</b>		<b>49,959</b>	<b>379.5</b>
Beauty Equipment	607				<b>607</b>		<b>607</b>	4.6
Skin Care	418				<b>418</b>		<b>418</b>	3.2
Fitness Equipment	125				<b>125</b>		<b>125</b>	1.0
Salon Furniture/Equipment	2,075				<b>2,075</b>		<b>2,075</b>	15.8
Salonwear	1,738				<b>1,738</b>		<b>1,738</b>	13.2
Training/Education	1,461				<b>1,461</b>		<b>1,461</b>	11.1
Recruitment/Employment	1,423				<b>1,423</b>		<b>1,423</b>	10.8
Colour Products	5,260				<b>5,260</b>		<b>5,260</b>	40.0
Other	28				<b>28</b>		<b>28</b>	0.2
Styling Products	5,291				<b>5,291</b>		<b>5,291</b>	40.2
Wet Products	4,678				<b>4,678</b>		<b>4,678</b>	35.5
Technical Products	4,072				<b>4,072</b>		<b>4,072</b>	30.9
Scissors	4,588				<b>4,588</b>		<b>4,588</b>	34.8
Gowns	4,295				<b>4,295</b>		<b>4,295</b>	32.6
Razors	4,013				<b>4,013</b>		<b>4,013</b>	30.5
Clippers	3,708				<b>3,708</b>		<b>3,708</b>	28.2
Mens Products	2,799				<b>2,799</b>		<b>2,799</b>	21.3
Hair Accessories	2,141				<b>2,141</b>		<b>2,141</b>	16.3
Wigs	398				<b>398</b>		<b>398</b>	3.0
Hair Extensions	841				<b>841</b>		<b>841</b>	6.4

# Hairdressers Journal International

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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.