



Standard Certificate of Circulation

For the 51 issues distributed between 1 July 2009 and 30 June 2010

**Business
Magazines**

Caterer and Hotelkeeper



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	Newstrade & Other Single Copy Sales	✓	12.33%
	Paid and Controlled		
	Single Copy Subscription Sales	✓	36.29%
	Multiple Copy Subscription Sales	✓	0.23%
	Society/Association/Organisation Circulation		
	Controlled Free Circulation		
	Non-Controlled Free Circulation	✓	51.15%
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The Primary Market Sector for this publication is:

Catering & Hospitality: Catering

This certificate expires on 30 September 2011 unless ABC has issued a new certificate before that date.

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Certification Statement

This certificate was issued on 19 August 2010. 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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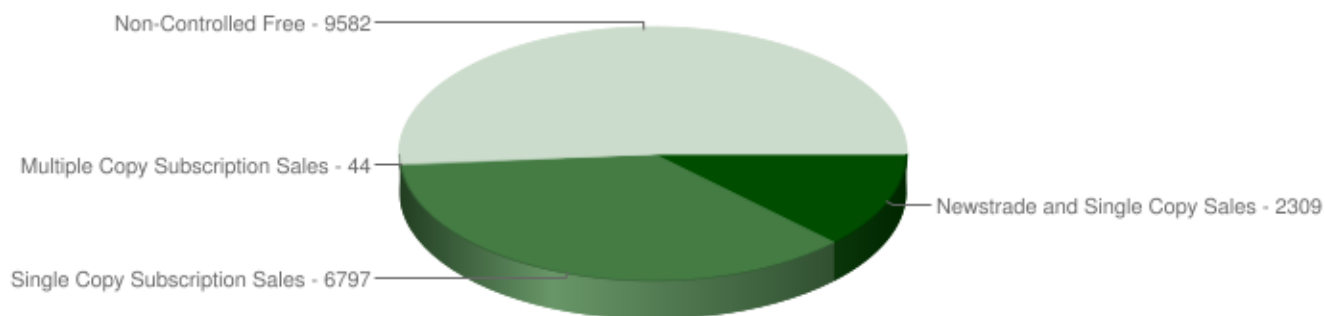
Certificate of Average Net Circulation for the 51 issues distributed between 1 July 2009 and 30 June 2010

	Net Total	United Kingdom	Other Countries
TOTAL AVERAGE NET CIRCULATION PER ISSUE	11,234	10,848	386
Total Average Net Newstrade Sales Per Issue	2,752	2,697	55

Analysis for the Audit issue cover dated 28 May-3 Jun 10 and distributed on 26 May 2010

	18,732	18,359	373
Total Net Circulation			
Newstrade & Other Single Copy Sales	2,309	2,254	55
At Full Cover Price/NTT	2,309	2,254	55
At a Lower Rate	-	-	-
Paid and Controlled	-	-	-
Single Copy Subscription Sales	6,797	6,484	313
At Full Rate	3,802	3,576	226
At Between 50% and 100% of Full Rate	2,962	2,880	82
At less than 50% of Full Rate	33	28	5
Multiple Copy Subscription Sales	44	39	5
At Full Rate	25	20	5
At Between 50% and 100% of Full Rate	19	19	-
At less than 50% of Full Rate	-	-	-
Society/Association/Organisation Circulation	-	-	-
Controlled Free Circulation	-	-	-
Non-Controlled Free Circulation	9,582	9,582	-
By Name	9,580	9,580	-
Not by Name	2	2	-

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: £3.10

The United Kingdom Basic Annual Rates for Subscriptions for the audit issue were: £135.00

The Annual Other Countries Subscription Rates for the audit issue were: £202.00

2 or 3 year subscriptions are available

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Actual Distribution Dates for issues distributed during the audit period

Variiances for issues with a variance of more than 10% above (+) or below (-) the average net circulation

Cover Date / ID	Distribution Date	Net Circ.	Variance %	Cover Date / ID	Distribution Date	Net Circ.	Variance %
3-9 Jul 2009	01-Jul-2009	11,293	-	22-28 Jan 2010	20-Jan-2010	10,002	-11.0
10-16 Jul 2009	08-Jul-2009	11,418	-	29 Jan-4 Feb 10	27-Jan-2010	19,464	+73.3
17-23 Jul 2009	15-Jul-2009	11,299	-	5-11 Feb 2010	03-Feb-2010	9,931	-11.6
24-30 Jul 2009	22-Jul-2009	11,168	-	12-18 Feb 2010	10-Feb-2010	10,007	-10.9
31 Jul-6 Aug 09	29-Jul-2009	11,297	-	19-25 Feb 2010	17-Feb-2010	9,823	-12.6
7-13 Aug 2009	05-Aug-2009	10,866	-	26 Feb-4 Mar 10	24-Feb-2010	19,170	+70.6
14-20 Aug 2009	12-Aug-2009	11,047	-	5-11 Mar 2010	03-Mar-2010	9,690	-13.7
21-27 Aug 2009	19-Aug-2009	10,801	-	12-18 Mar 2010	10-Mar-2010	9,710	-13.6
28 Aug-3 Sep 09	26-Aug-2009	10,923	-	19-25 Mar 2010	17-Mar-2010	9,761	-13.1
4-10 Sep 2009	02-Sep-2009	10,688	-	26 Mar-1 Apr 10	24-Mar-2010	19,219	+71.1
11-17 Sep 2009	09-Sep-2009	10,718	-	2-8 Apr 2010	31-Mar-2010	9,674	-13.9
18-24 Sep 2009	16-Sep-2009	10,557	-	9-15 Apr 2010	07-Apr-2010	9,758	-13.1
25 Sep-1 Oct 09	23-Sep-2009	10,749	-	16-22 Apr 2010	14-Apr-2010	9,645	-14.1
2-8 Oct 2009	30-Sep-2009	10,191	-	23-29 Apr 2010	21-Apr-2010	9,672	-13.9
9-15 Oct 2009	07-Oct-2009	10,428	-	30 Apr-6 May 10	28-Apr-2010	19,058	+69.6
16-22 Oct 2009	14-Oct-2009	10,313	-	7-13 May 2010	05-May-2010	9,391	-16.4
23-29 Oct 2009	21-Oct-2009	10,273	-	14-20 May 2010	12-May-2010	9,361	-16.7
30 Oct-5 Nov 09	28-Oct-2009	10,378	-	21-27 May 2010	19-May-2010	9,420	-16.1
6-12 Nov 2009	04-Nov-2009	10,232	-	28 May-3 Jun 10	26-May-2010	18,732	+66.7
13-19 Nov 2009	11-Nov-2009	10,334	-	4-10 Jun 2010	02-Jun-2010	9,183	-18.3
20-26 Nov 2009	18-Nov-2009	10,034	-10.7	11-17 Jun 2010	09-Jun-2010	9,220	-17.9
27 Nov-3 Dec 09	25-Nov-2009	10,098	-10.1	18-24 Jun 2010	16-Jun-2010	9,239	-17.8
4-10 Dec 2009	02-Dec-2009	10,082	-10.3	25 Jun-1 Jul 10	23-Jun-2010	18,740	+66.8
11-17 Dec 2009	09-Dec-2009	10,000	-11.0	2-8 Jul 2010	30-Jun-2010	9,106	-18.9
18 Dec-7 Jan 10	16-Dec-2009	10,792	-				
8-14 Jan 2010	06-Jan-2010	10,086	-10.2				
15-21 Jan 2010	13-Jan-2010	9,893	-11.9				

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Geographical Analysis of circulation of the audit issue

Total Circulation	18,732	Total Analysed	18,695	Total Not Analysed	37
United Kingdom	18,357				
East Anglia	669	South East	5,608	Northern Ireland	131
Cambridgeshire	297	Bedfordshire	163	Antrim	63
Norfolk	196	Berkshire	520	Armagh	6
Suffolk	176	Buckinghamshire	289	Down	30
		East Sussex	339	Fermanagh	5
East Midlands	803	Essex	457	Londonderry	18
Derbyshire	131	Hampshire	480	Tyrone	9
Leicestershire	158	Hertfordshire	618		
Lincolnshire	125	Isle of Wight	27	Scotland	1,054
Northamptonshire	187	Kent	617	Borders	13
Nottinghamshire	202	Middlesex	611	Central	79
		Oxfordshire	268	Dumfries & Galloway	31
London	4,400	Surrey	897	Fife	55
		West Sussex	322	Grampian	105
Midlands	995			Highland	120
Hereford & Worcester	151	South West	1,752	Lothians	206
Shropshire	80	Channel Islands	98	Strathclyde	343
Staffordshire	130	Cornwall	96	Tayside	102
Warwickshire	173	Devon	356		
West Midlands	461	Dorset	298	Wales	480
		Gloucestershire	232	Clwyd	49
North West	1,139	Isles of Scilly		Dyfed	48
Cheshire	341	Somerset	507	Gwent	94
Isle of Man	12	Wiltshire	165	Gwynedd	55
Lancashire	643			Mid Glamorgan	37
Merseyside	143	Yorkshire	883	Powys	18
		East Yorkshire	57	South Glamorgan	122
Northern	443	North Yorkshire	305	West Glamorgan	57
Cleveland	50	South Yorkshire	178		
Cumbria	141	West Yorkshire	343	Other UK	
Durham	74				
Northumberland	22			Republic of Ireland	58
Tyne & Wear	156				
		Other Countries	338		
		Europe (excl UK - inc RoI)	216		
		North America	36		
		Central & South America	3		
		Australasia & The Pacific	17		
		Asia	15		
		South East Asia	22		
		Africa	12		
		Middle East & North Africa	17		

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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.

CORPORATE / GIFT SUBSCRIPTION SALES. A corporate subscription is purchased by a business/organisation on behalf of their employees. A gift subscription is purchased by one individual on behalf of another individual (maximum order being 12 separate subscriptions for named individuals from one purchaser who is not the recipient, their employer, a customer or member).

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.