



# Standard Certificate of Circulation

For the 50 issues distributed between 1 January 2009 and 31 December 2009

**Business  
Magazines**

## Optician



# Optician

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	Multiple Copy Subscription Sales	✓	0.34%
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### The Primary Market Sector for this publication is:

Medicine & Health: Opticians & Ophthalmology

This certificate expires on 31 March 2011 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: A803497/16555011

#### Certification Statement

This certificate was issued on 20 February 2010. The data included is derived from a return of circulation prepared by the publisher: Reed Business Information Limited.

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Tel: 0208 652 8243  
Fax: 0208 652 3062  
Email: kay.hevey@rbi.co.uk  
Web: www.opticianonline.net



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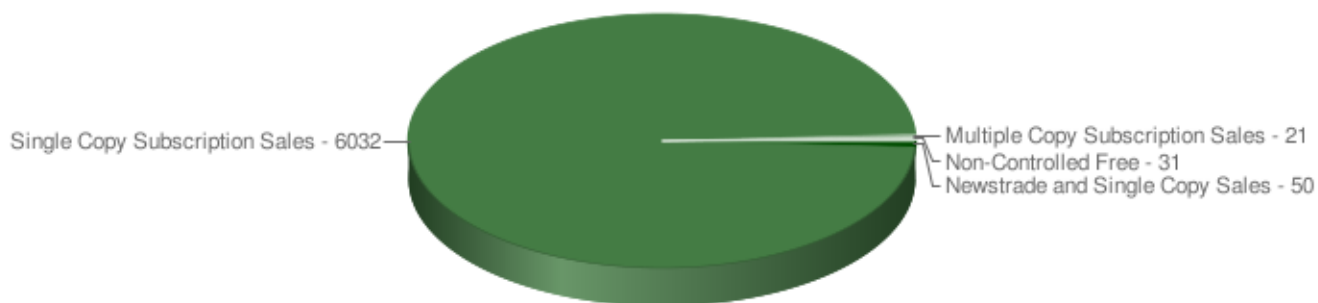
Certificate of Average Net Circulation for the 50 issues distributed between 1 January 2009 and 31 December 2009

	Net Total	United Kingdom	Other Countries
<b>TOTAL AVERAGE NET CIRCULATION PER ISSUE</b>	<b>6,138</b>	<b>5,789</b>	<b>349</b>
Total Average Net Newstrade Sales Per Issue	57	57	-

## Analysis for the Audit issue cover dated 27/11/09 and distributed on 25 November 2009

<b>Total Net Circulation</b>	<b>6,134</b>	<b>5,826</b>	<b>308</b>
<b>Newstrade &amp; Other Single Copy Sales</b>	<b>50</b>	<b>50</b>	<b>-</b>
At Full Cover Price/NTT	50	50	-
At a Lower Rate	-	-	-
<b>Paid and Controlled</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Single Copy Subscription Sales</b>	<b>6,032</b>	<b>5,729</b>	<b>303</b>
At Full Rate	2,739	2,510	229
At Between 50% and 100% of Full Rate	3,262	3,188	74
At less than 50% of Full Rate	31	31	-
<b>Multiple Copy Subscription Sales</b>	<b>21</b>	<b>18</b>	<b>3</b>
At Full Rate	9	6	3
At Between 50% and 100% of Full Rate	12	12	-
At less than 50% of Full Rate	-	-	-
<b>Society/Association/Organisation Circulation</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Controlled Free Circulation</b>	<b>-</b>	<b>-</b>	<b>-</b>
<b>Non-Controlled Free Circulation</b>	<b>31</b>	<b>29</b>	<b>2</b>
By Name	29	27	2
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: £4.10

The United Kingdom Basic Annual Rates for Subscriptions for the audit issue were: £192.00

The Annual Other Countries Subscription Rates for the audit issue were: £228.00

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 %
09/01/09	07-Jan-2009	6,358	-	17/07/09	15-Jul-2009	5,748	-
16/01/09	14-Jan-2009	6,329	-	24/07/09	22-Jul-2009	5,718	-
23/01/09	21-Jan-2009	6,317	-	31/07/09	29-Jul-2009	5,713	-
30/01/09	28-Jan-2009	6,301	-	07/08/09	05-Aug-2009	5,712	-
06/02/09	04-Feb-2009	6,305	-	14/08/09	12-Aug-2009	6,038	-
13/02/09	11-Feb-2009	6,289	-	21/08/09	19-Aug-2009	6,021	-
20/02/09	18-Feb-2009	6,298	-	28/08/09	26-Aug-2009	5,976	-
27/02/09	25-Feb-2009	6,282	-	04/09/09	02-Sep-2009	5,968	-
06/03/09	04-Mar-2009	6,269	-	11/09/09	09-Sep-2009	5,939	-
13/03/09	11-Mar-2009	6,262	-	18/09/09	16-Sep-2009	5,937	-
20/03/09	18-Mar-2009	6,260	-	25/09/09	23-Sep-2009	5,920	-
27/03/09	25-Mar-2009	6,249	-	02/10/09	30-Sep-2009	7,912	+28.9
03/04/09	01-Apr-2009	6,261	-	09/10/09	07-Oct-2009	5,909	-
10/04/09	08-Apr-2009	6,255	-	16/10/09	14-Oct-2009	5,886	-
17/04/09	15-Apr-2009	6,244	-	23/10/09	21-Oct-2009	5,881	-
24/04/09	22-Apr-2009	6,324	-	30/10/09	28-Oct-2009	5,870	-
01/05/09	29-Apr-2009	6,320	-	06/11/09	04-Nov-2009	5,891	-
08/05/09	06-May-2009	6,321	-	13/11/09	11-Nov-2009	5,877	-
15/05/09	13-May-2009	6,296	-	20/11/09	18-Nov-2009	5,880	-
22/05/09	20-May-2009	6,189	-	27/11/09	25-Nov-2009	6,134	-
29/05/09	27-May-2009	6,184	-	04/12/09	02-Dec-2009	6,126	-
05/06/09	03-Jun-2009	6,158	-	11/12/09	09-Dec-2009	6,115	-
12/06/09	10-Jun-2009	6,167	-	18/12/09	16-Dec-2009	6,145	-
19/06/09	17-Jun-2009	6,181	-				
26/06/09	24-Jun-2009	6,067	-				
03/07/09	01-Jul-2009	6,046	-				
10/07/09	08-Jul-2009	6,040	-				

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## Geographical Analysis of circulation of the audit issue

<b>Total Circulation</b>	<b>6,134</b>	<b>Total Analysed</b>	<b>6,134</b>	<b>Total Not Analysed</b>	
<b>United Kingdom</b>	<b>5,827</b>				
<b>East Anglia</b>	<b>245</b>	<b>South East</b>	<b>1,675</b>	<b>Northern Ireland</b>	<b>126</b>
Cambridgeshire	89	Bedfordshire	39	Antrim	58
Norfolk	83	Berkshire	110	Armagh	7
Suffolk	73	Buckinghamshire	80	Down	30
		East Sussex	78	Fermanagh	2
<b>East Midlands</b>	<b>418</b>	Essex	232	Londonderry	20
Derbyshire	74	Hampshire	158	Tyrone	9
Leicestershire	115	Hertfordshire	178		
Lincolnshire	77	Isle of Wight	15	<b>Scotland</b>	<b>432</b>
Northamptonshire	48	Kent	198	Borders	4
Nottinghamshire	104	Middlesex	217	Central	39
		Oxfordshire	67	Dumfries & Galloway	5
<b>London</b>	<b>415</b>	Surrey	221	Fife	26
		West Sussex	82	Grampian	50
<b>Midlands</b>	<b>528</b>			Highland	23
Hereford & Worcester	70	<b>South West</b>	<b>556</b>	Lothians	54
Shropshire	35	Channel Islands	33	Strathclyde	210
Staffordshire	76	Cornwall	38	Tayside	21
Warwickshire	51	Devon	109		
West Midlands	296	Dorset	95	<b>Wales</b>	<b>236</b>
		Gloucestershire	66	Clwyd	33
<b>North West</b>	<b>558</b>	Isles of Scilly		Dyfed	23
Cheshire	173	Somerset	169	Gwent	37
Isle of Man	20	Wiltshire	46	Gwynedd	18
Lancashire	262			Mid Glamorgan	35
Merseyside	103	<b>Yorkshire</b>	<b>428</b>	Powys	7
		East Yorkshire	44	South Glamorgan	53
<b>Northern</b>	<b>210</b>	North Yorkshire	90	West Glamorgan	30
Cleveland	31	South Yorkshire	85		
Cumbria	37	West Yorkshire	209	<b>Other UK</b>	
Durham	59				
Northumberland	17			<b>Republic of Ireland</b>	<b>101</b>
Tyne & Wear	66				
		<b>Other Countries</b>	<b>307</b>		
		Europe (excl UK - inc RoI)	187		
		North America	30		
		Central & South America	3		
		Australasia & The Pacific	23		
		Asia	10		
		South East Asia	28		
		Africa	17		
		Middle East & North Africa	9		

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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.