



Standard Certificate of Circulation

For the 50 issues distributed between 1 January 2010 and 31 December 2010

**Business
Magazines**

Optician



Optician

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	Newstrade & Other Single Copy Sales	✓	0.70%
	Paid and Controlled		
	Single Copy Subscription Sales	✓	98.48%
	Multiple Copy Subscription Sales	✓	0.39%
	Society/Association/Organisation Circulation		
	Controlled Free Circulation		
	Non-Controlled Free Circulation	✓	0.43%
2	Supporting Data		
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The Primary Market Sector for this publication is:

Medicine & Health: Opticians & Ophthalmology

This certificate expires on 31 March 2012 unless ABC has issued a new certificate before that date.

Issued by

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Certification Statement

This certificate was issued on 19 February 2011. 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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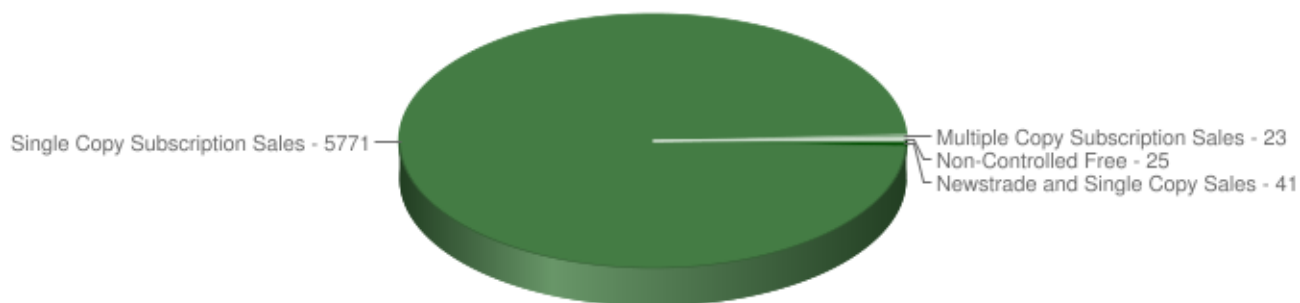
Certificate of Average Net Circulation for the 50 issues distributed between 1 January 2010 and 31 December 2010

	Net Total	United Kingdom	Other Countries
TOTAL AVERAGE NET CIRCULATION PER ISSUE	6,160	5,799	361
Total Average Net Newstrade Sales Per Issue	45	45	-

Analysis for the Audit issue cover dated 26/11/10 and distributed on 24 November 2010

Total Net Circulation	5,860	5,569	291
Newstrade & Other Single Copy Sales	41	41	-
At Full Cover Price/NTT	41	41	-
At a Lower Rate	-	-	-
Paid and Controlled	-	-	-
Single Copy Subscription Sales	5,771	5,488	283
At Full Rate	2,428	2,229	199
At Between 50% and 100% of Full Rate	3,319	3,235	84
At less than 50% of Full Rate	24	24	-
Multiple Copy Subscription Sales	23	19	4
At Full Rate	8	5	3
At Between 50% and 100% of Full Rate	15	14	1
At less than 50% of Full Rate	-	-	-
Society/Association/Organisation Circulation	-	-	-
Controlled Free Circulation	-	-	-
Non-Controlled Free Circulation	25	21	4
By Name	23	19	4
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: £4.20

The United Kingdom Basic Annual Rates for Subscriptions for the audit issue were: £199.00

The Annual Other Countries Subscription Rates for the audit issue were: £235.00

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 %
08/01/10	06-Jan-2010	6,127	-	16/07/10	14-Jul-2010	6,107	-
15/01/10	13-Jan-2010	6,109	-	23/07/10	21-Jul-2010	6,090	-
22/01/10	20-Jan-2010	6,118	-	30/07/10	28-Jul-2010	6,087	-
29/01/10	27-Jan-2010	6,093	-	06/08/10	04-Aug-2010	6,086	-
05/02/10	03-Feb-2010	6,083	-	13/08/10	11-Aug-2010	6,092	-
12/02/10	10-Feb-2010	6,090	-	20/08/10	18-Aug-2010	6,079	-
19/02/10	17-Feb-2010	6,094	-	27/08/10	25-Aug-2010	6,064	-
26/02/10	24-Feb-2010	6,084	-	03/09/10	01-Sep-2010	6,056	-
05/03/10	03-Mar-2010	6,091	-	10/09/10	08-Sep-2010	6,062	-
12/03/10	10-Mar-2010	6,092	-	17/09/10	15-Sep-2010	6,046	-
19/03/10	17-Mar-2010	6,116	-	24/09/10	22-Sep-2010	6,037	-
26/03/10	24-Mar-2010	6,109	-	01/10/10	29-Sep-2010	7,165	+16.3
02/04/10	31-Mar-2010	6,079	-	08/10/10	06-Oct-2010	7,156	+16.2
09/04/10	07-Apr-2010	6,342	-	15/10/10	13-Oct-2010	7,025	+14.0
16/04/10	14-Apr-2010	6,363	-	22/10/10	20-Oct-2010	5,920	-
23/04/10	21-Apr-2010	6,280	-	29/10/10	27-Oct-2010	6,023	-
30/04/10	28-Apr-2010	6,268	-	05/11/10	03-Nov-2010	6,020	-
07/05/10	05-May-2010	6,254	-	12/11/10	10-Nov-2010	6,022	-
14/05/10	12-May-2010	6,247	-	19/11/10	17-Nov-2010	5,877	-
21/05/10	19-May-2010	6,198	-	26/11/10	24-Nov-2010	5,860	-
28/05/10	26-May-2010	6,188	-	03/12/10	01-Dec-2010	5,987	-
04/06/10	02-Jun-2010	6,113	-	10/12/10	08-Dec-2010	5,967	-
11/06/10	09-Jun-2010	6,173	-	17/12/10	15-Dec-2010	5,944	-
18/06/10	16-Jun-2010	6,109	-				
25/06/10	23-Jun-2010	6,142	-				
02/07/10	30-Jun-2010	6,143	-				
09/07/10	07-Jul-2010	6,119	-				

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Geographical Analysis of circulation of the audit issue

Total Circulation	5,860	Total Analysed	5,860	Total Not Analysed	
United Kingdom	5,570				
East Anglia	223	South East	1,608	Northern Ireland	115
Cambridgeshire	73	Bedfordshire	37	Antrim	53
Norfolk	79	Berkshire	111	Armagh	6
Suffolk	71	Buckinghamshire	70	Down	23
		East Sussex	77	Fermanagh	4
East Midlands	406	Essex	227	Londonderry	20
Derbyshire	67	Hampshire	155	Tyrone	9
Leicestershire	101	Hertfordshire	155		
Lincolnshire	81	Isle of Wight	12	Scotland	429
Northamptonshire	46	Kent	208	Borders	5
Nottinghamshire	111	Middlesex	194	Central	38
		Oxfordshire	65	Dumfries & Galloway	6
London	391	Surrey	221	Fife	28
		West Sussex	76	Grampian	42
Midlands	484			Highland	24
Hereford & Worcester	74	South West	549	Lothians	60
Shropshire	32	Channel Islands	29	Strathclyde	205
Staffordshire	76	Cornwall	41	Tayside	21
Warwickshire	50	Devon	101		
West Midlands	252	Dorset	81	Wales	220
		Gloucestershire	68	Clwyd	34
North West	544	Isles of Scilly		Dyfed	23
Cheshire	169	Somerset	164	Gwent	32
Isle of Man	19	Wiltshire	65	Gwynedd	16
Lancashire	254			Mid Glamorgan	34
Merseyside	102	Yorkshire	393	Powys	6
		East Yorkshire	38	South Glamorgan	47
Northern	208	North Yorkshire	84	West Glamorgan	28
Cleveland	33	South Yorkshire	71		
Cumbria	40	West Yorkshire	200	Other UK	
Durham	55				
Northumberland	19			Republic of Ireland	88
Tyne & Wear	61				
		Other Countries	290		
		Europe (excl UK - inc RoI)	175		
		North America	28		
		Central & South America	3		
		Australasia & The Pacific	22		
		Asia	8		
		South East Asia	25		
		Africa	21		
		Middle East & North Africa	8		

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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.