



Standard Certificate of Circulation

For the 51 issues distributed between 1 July 2008 and 30 June 2009

Business Magazines

Crain's Manchester Business



CRAIN'S

MANCHESTER BUSINESS

Contents

2	Analysis of Circulation		
	Newtrade & Other Single Copy Sales	✓	0.56%
	Paid and Controlled	✓	4.14%
	Single Copy Subscription Sales	✓	9.80%
	Multiple Copy Subscription Sales	✓	0.06%
	Bulk Sales		
	Society/Association/Organisation Circulation		
	Controlled Free Circulation	✓	84.57%
	Non-Controlled Free Circulation	✓	0.87%
3	Supporting Data		

The Primary Market Sector for this publication is:

Business Management: General

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 2 February 2010. The data included is derived from a return of circulation prepared by the publisher: Crain Communications 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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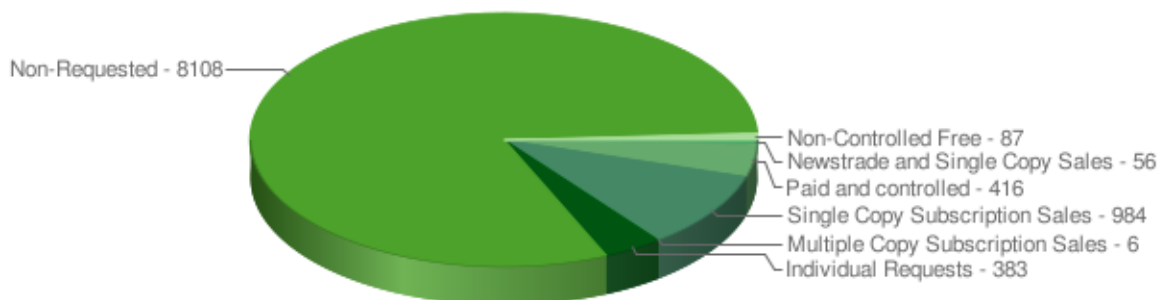
Certificate of Average Net Circulation for the 51 issues distributed between 1 July 2008 and 30 June 2009

	Net Total	United Kingdom	Other Countries
TOTAL AVERAGE NET CIRCULATION PER ISSUE	13,693	13,693	-
Total Average Net Newstrade Sales Per Issue	169	169	-

Analysis for the Audit issue cover dated V 2, Is 21, May and distributed on 25 May 2009

Total Net Circulation	10,040	10,040	-
Newstrade & Other Single Copy Sales	56	56	-
At Full Cover Price/NTT	56	56	-
At a Lower Rate	-	-	-
Paid and Controlled	416	416	-
see terms of control on page 3. Sources for all addressees are less than 3 years old.			
At Full Rate	149	149	-
At Between 50% and 100% of Full Rate	267	267	-
At less than 50% of Full Rate	-	-	-
Single Copy Subscription Sales	984	984	-
At Full Rate	410	410	-
At Between 50% and 100% of Full Rate	572	572	-
At less than 50% of Full Rate	2	2	-
Multiple Copy Subscription Sales	6	6	-
At Full Rate	2	2	-
At Between 50% and 100% of Full Rate	4	4	-
At less than 50% of Full Rate	-	-	-
Bulk Sales	-	-	-
Society/Association/Organisation Circulation	-	-	-
Controlled Free Circulation	8,491	8,491	-
see terms of control on page 3. Sources for all addressees are less than 3 years old.			
Individual Written Requests	383	383	-
Individual Electronic Requests	-	-	-
Individual Telephone Requests	-	-	-
Company Written Requests	-	-	-
Company Electronic Requests	-	-	-
Company Telephone Requests	-	-	-
Non-requested by name	8,108	8,108	-
Non-requested by job title / function	-	-	-
Non-Controlled Free Circulation	87	87	-
By Name	87	87	-
Not by Name	-	-	-

Duplication: The level of duplication on the mailing list for the audit issue was: 0%



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SUPPORTING DATA

Basic Cover Price & Subscription Rates

The Basic Cover Price for the audit issue was: £2.00

The United Kingdom Basic Annual Rates for Subscriptions for the audit issue ranged between: £84.00 to £89.00

The Annual Other Countries Subscription Rates for the audit issue were: Not Applicable

2 or 3 year subscriptions are available

Controlled Circulation - Terms of Control in audit period

Crain's Manchester Business addressees are named individuals with titles of Director, Chief Executive, Chairman, Owner, Partner, Manager, Proprietor, Department Head, Company Secretary or individuals operating within manufacturing, construction and property, professional services, financial services, local government, marketing & media, training & education, travel & leisure, distribution, retail, telecommunications, ICT, engineering, electronics, chemical and transport in the UK.

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	383	100.0	154	40.2	229	59.8	-	-
Individual Requests	383	100.0	154	40.2	229	59.8	-	-
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
Issue 26, Jul	07-Jul-2008	15,665	+14.4	-	V 2, Is 3, Jan	19-Jan-2009	14,858	-	-
Issue 27, Jul	14-Jul-2008	15,787	+15.3	-	V 2, Is 4, Jan	26-Jan-2009	14,822	-	-
Issue 28, Jul	21-Jul-2008	15,693	+14.6	-	V 2, Is 5, Feb	02-Feb-2009	15,858	+15.8	-
Issue 29, Jul	28-Jul-2008	15,752	+15.0	-	V 2, Is 6, Feb	09-Feb-2009	13,015	-	-
Issue 30, Aug	04-Aug-2008	15,699	+14.6	-	V 2, Is 7, Feb	16-Feb-2009	12,952	-	-
Issue 31, Aug	11-Aug-2008	15,829	+15.6	-	V 2, Is 8, Feb	23-Feb-2009	12,978	-	-
Issue 32, Aug	18-Aug-2008	15,811	+15.5	-	V 2, Is 9, Mar	02-Mar-2009	12,754	-	-
Issue 33, Aug	25-Aug-2008	15,803	+15.4	-	V 2, Is 10, Mar	09-Mar-2009	12,406	-	-
Issue 34, Sep	01-Sep-2008	15,951	+16.5	-	V 2, Is 11, Mar	16-Mar-2009	10,066	-26.5	-
Issue 35, Sep	08-Sep-2008	15,873	+15.9	-	V 2, Is 12, Mar	23-Mar-2009	10,085	-26.3	-
Issue 36, Sep	15-Sep-2008	15,762	+15.1	-	V 2, Is 13, Mar	30-Mar-2009	10,027	-26.8	-
Issue 37, Sep	22-Sep-2008	15,850	+15.8	-	V 2, Is 14, Apr	06-Apr-2009	10,091	-26.3	-
Issue 38, Sep	29-Sep-2008	15,855	+15.8	-	V 2, Is 15, Apr	13-Apr-2009	10,114	-26.1	-
Issue 39, Oct	06-Oct-2008	15,960	+16.6	-	V 2, Is 16, Apr	20-Apr-2009	10,061	-26.5	-
Issue 40, Oct	13-Oct-2008	15,962	+16.6	-	V 2, Is 17, Apr	27-Apr-2009	10,092	-26.3	-
Issue 41, Oct	20-Oct-2008	15,911	+16.2	-	V 2, Is 18, May	04-May-2009	10,101	-26.2	-
Issue 42, Oct	27-Oct-2008	15,845	+15.7	-	V 2, Is 19, May	11-May-2009	10,060	-26.5	-
Issue 43, Nov	03-Nov-2008	15,927	+16.3	-	V 2, Is 20, May	18-May-2009	10,080	-26.4	-
Issue 44, Nov	10-Nov-2008	15,855	+15.8	-	V 2, Is 21, May	25-May-2009	10,040	-26.7	-
Issue 45, Nov	17-Nov-2008	15,870	+15.9	-	V 2, Is 22, Jun	01-Jun-2009	10,569	-22.8	-
Issue 46, Nov	24-Nov-2008	15,874	+15.9	-	V 2, Is 23, Jun	08-Jun-2009	10,500	-23.3	-
Issue 47, Dec	01-Dec-2008	15,859	+15.8	-	V 2, Is 24, Jun	15-Jun-2009	10,522	-23.2	-
Issue 48, Dec	08-Dec-2008	15,896	+16.1	-	V 2, Is 25, Jun	22-Jun-2009	10,566	-22.8	-
Issue 49, Dec	15-Dec-2008	15,971	+16.6	-	V 2, Is 26, Jun	29-Jun-2009	10,495	-23.4	-
Issue 50, Dec	22-Dec-2008	15,254	+11.4	-					
V 2, Is 1, Jan	05-Jan-2009	14,891	-	-					
V 2, Is 2, Jan	12-Jan-2009	14,843	-	-					

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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.