

Tradewinds

# TradeWinds



## Key information

### Certificate type

Print

### Metric type

Circulation

### ABC headline

8,101 average per issue

### Period

1 January 2011 to 31 December 2011

### No of issues

51

### Market sector

Ships & Marine: General

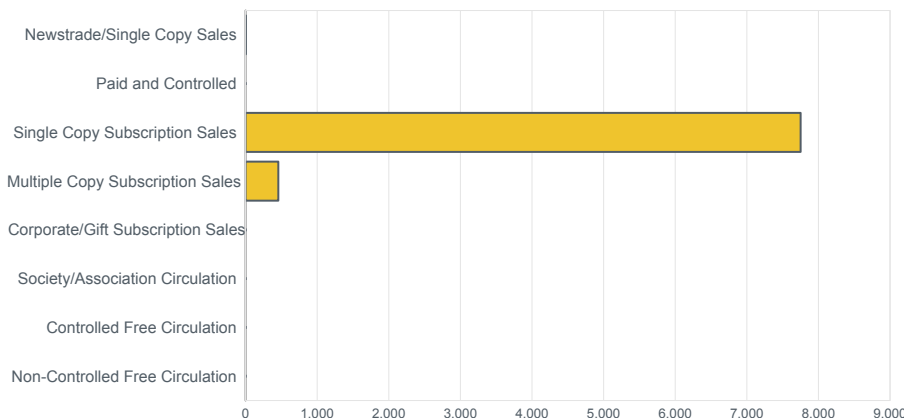
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### Audit issue circulation analysis

	% of circulation
Newstrade & Single Copy Sales	0.04%
Paid and Controlled	0%
Single Copy Subscription Sales	94.40%
Multiple Copy Subscription Sales	5.57%
Corporate/Gift Subscription Sales	0%
Society/Association/Organisation Circulation	0%
Controlled Free Circulation	0%
Non-Controlled Free Circulation	0%

### Audit issue circulation breakdown



This certificate is supported by the following organisations

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Certificate of Average Net Circulation for the 51 issues distributed between 1 January 2011 and 31 December 2011

	<b>Net Total</b>
<b>TOTAL AVERAGE NET CIRCULATION PER ISSUE</b>	<b>8,101</b>
Total Average Net Newstrade Sales Per Issue	3
<b>Analysis for the Audit issue cover dated 25/11/11 and distributed on 25 November 2011</b>	
<b>Total Net Circulation</b>	<b>8,211</b>
<b>Newstrade &amp; Other Single Copy Sales</b>	<b>3</b>
At Full Cover Price/NTT	3
At a Lower Rate	-
<b>Paid and Controlled</b>	<b>-</b>
<b>Single Copy Subscription Sales</b>	<b>7,751</b>
At Full Rate	7,726
At Between 50% and 100% of Full Rate	25
At less than 50% of Full Rate	-
<b>Multiple Copy Subscription Sales</b>	<b>457</b>
At Full Rate	457
At Between 50% and 100% of Full Rate	-
At less than 50% of Full Rate	-
<b>Society/Association/Organisation Circulation</b>	<b>-</b>
<b>Controlled Free Circulation</b>	<b>-</b>
<b>Non-Controlled Free Circulation</b>	<b>-</b>

**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: \$23.00

The Basic Annual Rate for Subscriptions for the Audit Issue was: \$950.00

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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 %
07/01/11	07-Jan-2011	8,029	-	15/07/11	15-Jul-2011	8,096	-
14/01/11	14-Jan-2011	8,028	-	22/07/11	22-Jul-2011	8,094	-
21/01/11	21-Jan-2011	8,012	-	29/07/11	29-Jul-2011	8,102	-
28/01/11	28-Jan-2011	8,004	-	05/08/11	05-Aug-2011	8,108	-
04/02/11	04-Feb-2011	8,007	-	12/08/11	12-Aug-2011	8,116	-
11/02/11	11-Feb-2011	8,019	-	19/08/11	19-Aug-2011	8,120	-
18/02/11	18-Feb-2011	8,020	-	26/08/11	26-Aug-2011	8,127	-
25/02/11	25-Feb-2011	8,029	-	02/09/11	02-Sep-2011	8,123	-
04/03/11	04-Mar-2011	8,022	-	09/09/11	09-Sep-2011	8,126	-
11/03/11	11-Mar-2011	8,022	-	16/09/11	16-Sep-2011	8,149	-
18/03/11	18-Mar-2011	8,035	-	23/09/11	23-Sep-2011	8,157	-
25/03/11	25-Mar-2011	8,047	-	30/09/11	30-Sep-2011	8,178	-
01/04/11	01-Apr-2011	8,042	-	07/10/11	07-Oct-2011	8,188	-
08/04/11	08-Apr-2011	8,045	-	14/10/11	14-Oct-2011	8,201	-
15/04/11	15-Apr-2011	8,040	-	21/10/11	21-Oct-2011	8,216	-
21/04/11	21-Apr-2011	8,052	-	28/10/11	28-Oct-2011	8,223	-
29/04/11	29-Apr-2011	8,058	-	04/11/11	04-Nov-2011	8,218	-
06/05/11	06-May-2011	8,068	-	11/11/11	11-Nov-2011	8,211	-
13/05/11	13-May-2011	8,069	-	18/11/11	18-Nov-2011	8,204	-
20/05/11	20-May-2011	8,071	-	25/11/11	25-Nov-2011	8,211	-
27/05/11	27-May-2011	8,063	-	02/12/11	02-Dec-2011	8,211	-
03/06/11	03-Jun-2011	8,066	-	09/12/11	09-Dec-2011	8,204	-
10/06/11	10-Jun-2011	8,066	-	16/12/11	16-Dec-2011	8,199	-
17/06/11	17-Jun-2011	8,063	-	23/12/11	23-Dec-2011	8,216	-
24/06/11	24-Jun-2011	8,067	-				
01/07/11	01-Jul-2011	8,067	-				
08/07/11	08-Jul-2011	8,067	-				

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## Geographical Analysis of circulation of the audit issue

Total Circulation	8,211	Total Analysed	8,211	Total Not Analysed	
<b>Europe - Total</b>	<b>4,475</b>				
Albania		Guatemala		Macau	
Andorra		Guiana, French		Malaysia	48
Austria	2	Guyana		Philippines	40
Azores		Haiti		Singapore	690
Balearic Islands		Honduras		Taiwan	33
Belarus (Belorussia)	1	Jamaica	1	Thailand	18
Belgium	83	Martinique		Vietnam	19
Bosnia & Herzegovina		Montserrat		Other	
Bulgaria	4	Nicaragua			
Canary Islands		Panama	13	<b>Africa</b>	<b>46</b>
Corsica		Paraguay		Angola	
Croatia	20	Peru	6	Ascension Island	
Cyprus	71	Puerto Rico	2	Benin	
Czech Republic	1	Saint Kitts & Nevis	1	Botswana	
Denmark	210	Saint Lucia		Burundi	
Estonia	4	St Vincent & Grenadines		Burkina Faso	
Faroe Islands	1	Surinam	1	Cameroon	
Finland	61	Trinidad & Tobago	5	Cape Verde Islands	
France	111	Turks & Caicos Islands		Central African Republic	
Germany	362	Uruguay	3	Chad	
Gibraltar	2	Venezuela	5	The Comoros	
Greece	587	Virgin Islands, British		Congo	
Greenland		Virgin Islands, US		Cote D'Ivoire (Ivory Coast)	
Hungary		Other		Djibouti	1
Iceland	1			Equatorial Guinea	
Italy	127	<b>Australasia &amp; Pacific Rim</b>	<b>87</b>	Eritrea	
Latvia	8	Australia	74	Ethiopia	
Liechtenstein		Belau (Caroline Islands)		Gabon	
Lithuania	3	Christmas Island (Indian Ocean)		Gambia	
Luxembourg	4	Cocos (Keeling Islands)		Ghana	
Macedonia		Fiji		Guinea	
Madeira		French Polynesia	1	Guinea-Bissau	
Malta	15	Guam	1	Kenya	1
Moldova (Moldovia)		Kiribati (Gilbert Islands)		Lesotho	
Monaco	50	Marshall Islands		Liberia	
Netherlands	208	Micronesia, Federated States of		Madagascar	
Norway	854	Nauru		Malawi	
Poland	19	New Caledonia		Mali	
Portugal	13	New Zealand	11	Mauritania	
Republic of Ireland	10	N Z Island Territories		Mauritius	1
Romania	11	Norfolk Island		Mayotte	
Russia	59	Northern Mariana Is (Marianas)		Mozambique	1
San Marino		Papua New Guinea		Nambibia	
Serbia	1	Pitcairn Island		Niger	
Slovakia		Samoa, American		Nigeria	3
Slovenia	3	Samoa, Western		Reunion	
Spain	51	Solomon Islands		Rwanda	
Spitzbergen		Tonga		Saint Helena	
Sweden	144	Tuvalu		Sao Tome & Principe	
Switzerland	152	Vanuatu (New Hebrides)		Senegal	
Turkey	79	Wake Island		Seychelles	
Ukraine	15	Wallis & Futuna		Sierra Leone	
United Kingdom	1,128	Other		Somalia	
Vatican City State				South Africa	39
Other				Sudan	
		<b>Asia</b>	<b>177</b>	Swaziland	
<b>North America</b>	<b>1,299</b>	Afghanistan		Tanzania	
Canada	128	Armenia		Togo	
Mexico	9	Azerbaijan		Tristan Da Cunha	
Saint Pierre & Miquelon		Bangladesh	9	Uganda	
USA	1,162	Bhutan		West Sahara	
Other		British Indian Ocean Territories		Zaire	
		Georgia		Zambia	
		India	162	Zimbabwe	
		Kazakhstan		Other	
		Kyrgystan			
<b>Central &amp; South America</b>	<b>177</b>	Maldives		<b>Middle East &amp; N Africa</b>	<b>274</b>
Anguilla		Mongolia		Algeria	1
Antigua & Barbuda	1	Myanmar (Burma)		Bahrain	4
Antilles, Netherlands	2	Nepal		Egypt	8
Argentina	24	Pakistan	3	Emirates, United Arab	174
Aruba		Sri Lanka	3	Gaza & Khan Yunis	
Bahamas	4	Tajikistan		Iran	10
Barbados	1	Tibet		Iraq	
Belize	1	Turkmenistan		Israel	13
Bermuda	12	Uzbekistan		Jordan	3
Bolivia		Other		Kuwait	13
Brazil	66			Lebanon	3
Cayman Islands	2	<b>South East Asia</b>	<b>1,676</b>	Libya	1
Chile	19	Brunei	2	Morocco	
Columbia	3	Cambodia (Kampuchea)		Oman	6
Costa Rica	1	China, Peoples Republic of	259	Qatar	23
Cuba	1	East Timor		Saudi Arabia	7
Dominica		Hong Kong	185	Spanish North Africa	
Dominican Republic		Indonesia	33	Syria	3
Ecuador	2	Japan	216	Tunisia	3
El Salvador		Korea, Democratic People's Rep		Yemen	2
Falkland Islands	1	Korea, Republic of	133	Other	
Grenada		Laos			
Guadeloupe					

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## About ABC

ABC is governed by the media industry, for the media industry and is the expert at setting data and process standards across multiple platforms. ABC provides a stamp of trust for media buyers, media owners, publishers and digital traders working in existing and emerging platforms.

The ABC Board consists of 16 media owners, media agencies, advertisers and trade body members – with 25 per cent of the Board representing the digital sector. The Board make strategic decisions as to how ABC is run and each industry sector is represented by a Reporting Standards Group.

ABC was established in the UK in 1931 and is a founder member of the International Federation of ABCs (IFABC). ABC's digital arm was established in 1996 and was united with ABC under one brand with a new identity and integrated structure in March 2011. ABC works with JICWEBS (Joint Industry Committee for Web Standards) to deliver common international standards for measuring digital reach, engagement and loyalty, as well as creating common standards for good practice throughout the industry.

For further information please visit [www.abc.org.uk](http://www.abc.org.uk) or contact us at: ABC, Saxon House, 211 High Street Berkhamsted, Hertfordshire, HP4 1AD, UK  
Tel: +44 (1442) 870 800 or [info@abc.org.uk](mailto:info@abc.org.uk).

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## About this certificate

This certificate was issued on 18 February 2012. The data included is derived from a return of circulation prepared by the publisher: NHST Media Group.

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.

ABC cannot accept responsibility for mistakes or omissions although every care is taken to ensure that the information is correct. This certificate is the **copyright** property of the Publisher and ABC.

This certificate expires on 31 March 2013 unless ABC has issued a new certificate before that date.

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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.