

Business Magazines

Combined Total Circulation Certificate

July 2016 to June 2017



Setting the standard

Thoroughbred Owner & Breeder incorporating Pacemaker

Thoroughbred Owner & Breeder Incorporating Pacemaker



Key information

Metric type

Circulation

ABC total

9,805 average (total)
9,679 average (print)
126 average (digital)

Period

1 July 2016 to 30 June 2017

No of issues

12

Market sector

Leisure Industry: General

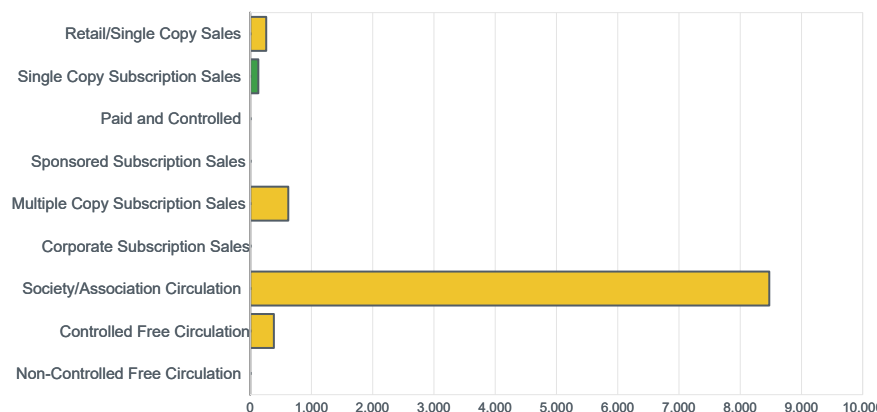
Contact details

Thoroughbred Owner & Breeder
1st Floor
75 High Holborn
London
WC1V 6LS
020 7152 0212
subscriptions@ownerbreeder.co.uk
www.ownerbreeder.co.uk

Audit issue circulation analysis

	% of circulation
Retail & Single Copy Sales	2.65%
Single Copy Subscription Sales	1.35%
Paid and Controlled	0%
Sponsored Subscription Sales	0%
Multiple Copy Subscription Sales	6.3%
Corporate Subscription Sales	0%
Society/Association/Organisation Circulation	85.79%
Controlled Free Circulation	3.92%
Non-Controlled Free Circulation	0%

Audit issue circulation breakdown - Print/Digital



	Total			United Kingdom			Other Countries		
	Total	Total Print	Total Digital	Total	Print Edition	Digital Edition	Total	Print Edition	Digital Edition
Average Circulation Per Issue	9,805	9,679	126	8,914	8,842	72	891	837	54
Average Retail Sales Per Issue	262	262		213	213		49	49	

Analysis for the Audit issue cover dated June 2017 and distributed on 25 May 2017

Audit Issue Circulation	9,878	9,745	133	8,971	8,896	75	907	849	58
Retail & Other Single Copy Sales	262	262	-	213	213	-	49	49	-
At full rate	262	262	-	213	213	-	49	49	-
Below full rate	-	-	-	-	-	-	-	-	-
Single Copy Subscription Sales	133	-	133	75	-	75	58	-	58
At full rate	133	-	133	75	-	75	58	-	58
Less than full rate but not 50%	-	-	-	-	-	-	-	-	-
Less than 50% but not 20%	-	-	-	-	-	-	-	-	-
Less than 20% but not 10%	-	-	-	-	-	-	-	-	-
Less than 10% of full rate	-	-	-	-	-	-	-	-	-
Paid and Controlled	-	-	-	-	-	-	-	-	-
Sponsored Subscription Sales	-	-	-	-	-	-	-	-	-
Multiple Copy Subscription Sales	622	622	-	386	386	-	236	236	-
At full rate	271	271	-	190	190	-	81	81	-
Less than full rate but not 50%	351	351	-	196	196	-	155	155	-
Less than 50% but not 20%	-	-	-	-	-	-	-	-	-
Less than 20% but not 10%	-	-	-	-	-	-	-	-	-
Less than 10% of full rate	-	-	-	-	-	-	-	-	-
Corporate Subscription Sales	-	-	-	-	-	-	-	-	-
Society/Association/Organisation	8,474	8,474	-	8,016	8,016	-	458	458	-
Paid optional single copies	-	-	-	-	-	-	-	-	-
Unpaid requested single copies	-	-	-	-	-	-	-	-	-
Non-optional single copies	8,474	8,474	-	8,016	8,016	-	458	458	-
Controlled Free Circulation	387	387	-	281	281	-	106	106	-
Individual requests	-	-	-	-	-	-	-	-	-
Company requests	-	-	-	-	-	-	-	-	-
Non-requested by name	-	-	-	-	-	-	-	-	-
Non-requested by job title / function	387	387	-	281	281	-	106	106	-
Non-Controlled Free Circulation	-	-	-	-	-	-	-	-	-

Duplication

The level of duplication on the mailing list for the audit issue was: 1%

The percentage of the Audit Issue Print Edition Circulation which also opted to receive a digital copy is: 0%

Basic cover price & subscription rates for the audit issue

Basic cover price (UK):	£4.95
Basic cover price (Rol):	
Basic annual rate (UK):	£55.00
Basic annual rate (OC):	£66.00 to £99.00

Society/Association/Organisation Circulation for the audit issue

The official journal of Racehorse Owners Association
 The official journal of Thoroughbred Breeders Association

Controlled circulation for the audit issue

Terms of control: Racing and bloodstock journalists in Britain and Ireland; Racecourse Managers in Britain; Directors, Owners/Managers and other individuals working within Racing and Bloodstock organisations (including stud farms) around the world; individuals listed in the British trade publications for the Racing industry being "Directory of the Turf" or "The Thoroughbred Business Guide". Managing Directors / Clerks of Britain's 59 racecourses.

Issue by issue analysis (variances will show only if over 10% +/- the average net circulation)

Cover Date / ID	Distribution Date	Total Circulation	Print	Digital	Variance %
August 2016	28-Jul-16	9,521	9,409	112	-
September 2016	26-Aug-16	9,566	9,446	120	-
October 2016	29-Sep-16	9,523	9,409	114	-
November 2016	27-Oct-16	9,747	9,629	118	-
December 2016	24-Nov-16	9,839	9,714	125	-
January 2017	15-Dec-16	9,813	9,683	130	-
February 2017	26-Jan-17	9,845	9,709	136	-
March 2017	02-Feb-17	9,885	9,753	132	-
April 2017	30-Mar-17	9,845	9,706	139	-
May 2017	28-Apr-17	10,435	10,301	134	-
June 2017	25-May-17	9,878	9,745	133	-
July 2017	30-Jun-17	9,771	9,646	125	-

More Information

'Gross' appended to the print and digital total reflects that the print total and the digital total have been combined without de-duplication.

To find out more about ABC, please visit www.abc.org.uk

To find out more about the Business Magazines sector and the definitions used on this certificate, please visit: www.abcstandards.org.uk

About this certificate

This certificate was issued on 7 August 2017.

The data included is derived from a return of circulation prepared by the publisher: Thoroughbred Owner & Breeder.

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.

ABC Ref: 21501/CA:20170807/BMSv21