

COMMS BUSINESS

JANUARY TO DECEMBER 2021



The leading magazine for the ICT channel www.commsbusiness.co.uk

COMMS BUSINESS

Comms Business has reported in accordance with ABC's industry-agreed standards for Business Magazines



18,683

CIRCULATION (AVERAGE PER ISSUE)

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www.abc.org.uk

83%

CONTROLLED FREE
Issue distributed 01/12/21

17%

OTHER FREE
Issue distributed 01/12/21

PAID

Issue distributed 01/12/21

MEMBERSHIP

Issue distributed 01/12/21

MONTHLY

12 ISSUES

COMMUNICATIONS

MARKET SECTOR

COMMS BUSINESS

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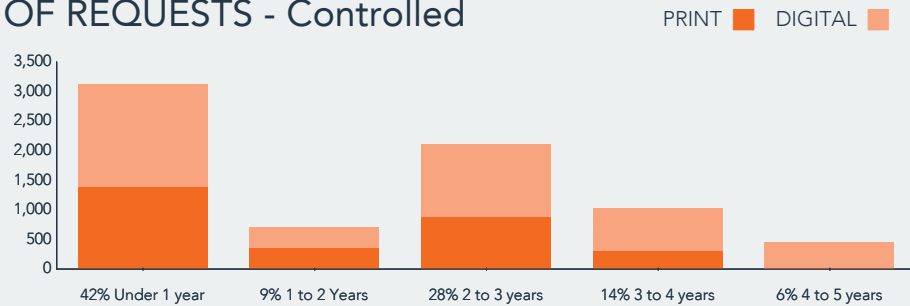
AUDIT ISSUE ANALYSIS	TOTAL	UNITED KINGDOM	OTHER COUNTRIES	PRINT	UNITED KINGDOM	OTHER COUNTRIES	DIGITAL	UNITED KINGDOM	OTHER COUNTRIES
ISSUE DISTRIBUTED 01/12/21	16,434	16,280	154	3,040	3,039	1	13,394	13,241	153
FREE COPIES	16,434	16,280	154	3,040	3,039	1	13,394	13,241	153
CONTROLLED FREE	13,641	13,508	133	2,942	2,942	-	10,699	10,566	133
REQUESTED (INDIVIDUAL)	5,130	5,073	57	1,873	1,873	-	3,257	3,200	57
REQUESTED (COLLEAGUE)	2,290	2,284	6	1,069	1,069	-	1,221	1,215	6
NON-REQUESTED (NAME)	6,221	6,151	70	-	-	-	6,221	6,151	70
NON-REQUESTED (JOB)	-	-	-	-	-	-	-	-	-
OTHER FREE	2,793	2,772	21	98	97	1	2,695	2,675	20
FREE REQUESTED DELIVERED	-	-	-	-	-	-	-	-	-
NON-CONTROLLED FREE	2,793	2,772	21	98	97	1	2,695	2,675	20
MONITORED FREE DISTRIBUTION	-	-	-	-	-	-	-	-	-
SAMPLE FREE DISTRIBUTION	-	-	-	-	-	-	-	-	-
MEMBERSHIP COPIES	-	-	-	-	-	-	-	-	-
PAID COPIES	-	-	-	-	-	-	-	-	-
PAID SUBSCRIPTIONS	-	-	-	-	-	-	-	-	-
INDIVIDUAL	-	-	-	-	-	-	-	-	-
MULTIPLE COPY	-	-	-	-	-	-	-	-	-
CORPORATE	-	-	-	-	-	-	-	-	-
PAID SINGLE COPIES	-	-	-	-	-	-	-	-	-

AUDIT ISSUE ANALYSIS

FREE COPIES DESCRIPTION

CONTROLLED: Comms Business serves individuals in telecoms companies, specifically resellers, switchless resellers, mobile resellers, data resellers, systems integrators, distributors, VARs, network operators, consultants, manufacturers, maintainers, ISV's, ISPs, ASPs and broadband operators. Also served are Owners, Proprietors, Partners, Directors, Managers, or persons working in sales, purchasing, engineering/IT/Technical roles, finance, marketing, training, or operations, or who have attended or pre-registered to attend Channel Live.

AGE OF REQUESTS - Controlled



GEOGRAPHIC ANALYSIS

PRINT ■ DIGITAL ■

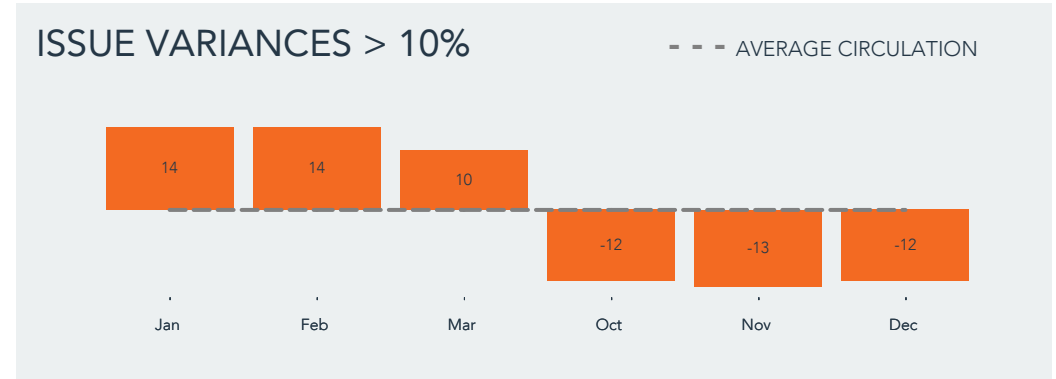
REGION/AREA	TOTAL
United Kingdom	16,280
East Anglia	516
East Midlands	980
London	1,973
Midlands	1,385
North West	1,712
Northern	373
South East	5,295
South West	1,207
Yorkshire	1,003
Northern Ireland	210
Scotland	648
Wales	447
Other UK	531
Rest of the world	154

16,434 individuals were analysed (100% of the audit issue)

AVERAGE CIRCULATION ANALYSIS

	TOTAL	UNITED KINGDOM	OTHER COUNTRIES
AVERAGE CIRCULATION	18,683	18,486	197
PRINT	3,010	3,007	3
DIGITAL	15,673	15,479	194

ISSUE VARIANCES > 10%



ISSUE ANALYSIS

ISSUE	DISTRIBUTED	TOTAL	PRINT	DIGITAL
January 2021	04/01/21	21,328		
February 2021	29/01/21	21,225		
March 2021	03/03/21	20,483		
April 2021	01/04/21	20,261		
May 2021	05/05/21	20,072		
June 2021	28/05/21	17,987		
July 2021	02/07/21	17,810		
August 2021	04/08/21	18,002		
September 2021	07/09/21	17,871		
October 2021	01/10/21	16,384		
November 2021	29/10/21	16,342		
December 2021	01/12/21	16,434		

About this certificate

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While care has been taken to ensure the information presented is correct, ABC cannot accept responsibility for any errors or omissions.

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ABC is also a trusted verification provider. We audit media brand measurement data and the adoption of good practice and processes to industry-agreed standards.

Established in 1931, ABC was the first UK Joint Industry Currency (JIC) and is a founder of the International Federation of ABCs.

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