

Business Magazines

Republic of Ireland Combined Total Circulation Certificate

January to December 2015



Setting the standard

Irish Medical Times

Irish Medical Times



Key information

Metric type

Circulation

ABC total

6,781 average

Period

1 January 2015 to 31 December 2015

No of issues

46

Market sector

Medicine & Health: General

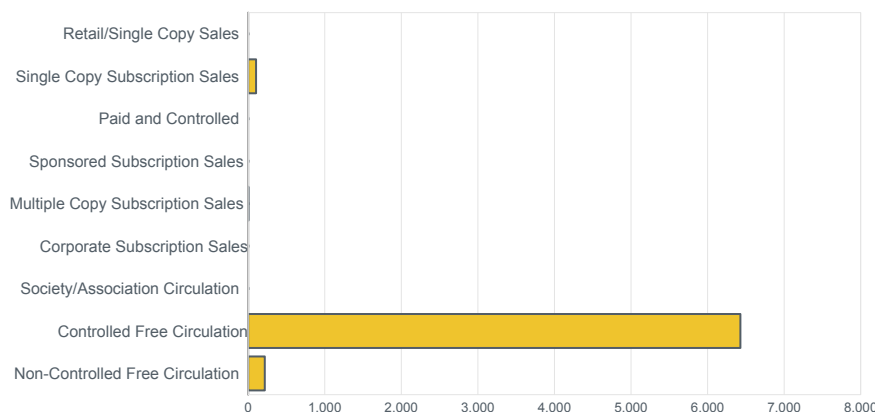
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Audit issue circulation analysis

	% of circulation
Retail & Single Copy Sales	0%
Single Copy Subscription Sales	1.53%
Paid and Controlled	0%
Sponsored Subscription Sales	0%
Multiple Copy Subscription Sales	0.03%
Corporate Subscription Sales	0%
Society/Association/Organisation Circulation	0%
Controlled Free Circulation	95.23%
Non-Controlled Free Circulation	3.21%

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	6,781	6,781	-	22	22	-	6,759	6,759	-
Average Retail Sales Per Issue	-	-		-	-		-	-	

Analysis for the Audit issue cover dated 04/12/2015 and distributed on 2 December 2015

Audit Issue Circulation	6,750	6,750	-	21	21	-	6,729	6,729	-
Retail & Other Single Copy Sales	-	-	-	-	-	-	-	-	-
Single Copy Subscription Sales	103	103	-	7	7	-	96	96	-
At full rate	78	78	-	7	7	-	71	71	-
Less than full rate but not 50%	25	25	-	-	-	-	25	25	-
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	2	2		-	-		2	2	
At full rate	-	-		-	-		-	-	
Less than full rate but not 50%	2	2		-	-		2	2	
Less than 50% but not 20%	-	-		-	-		-	-	
Less than 20% but not 10%	-	-		-	-		-	-	
Less than 10% of full rate	-	-		-	-		-	-	
Corporate Subscription Sales	-		-	-		-	-		-
Society/Association/Organisation	-	-	-	-	-	-	-	-	-
Controlled Free Circulation	6,428	6,428	-	-	-	-	6,428	6,428	-
Individual requests	4,862	4,862	-	-	-	-	4,862	4,862	-
Company requests	-	-		-	-		-	-	
Non-requested by name	1,566	1,566	-	-	-	-	1,566	1,566	-
Non-requested by job title / function	-	-		-	-		-	-	
Non-Controlled Free Circulation	217	217		14	14		203	203	
By name	198	198		14	14		184	184	
Not by name	19	19		-	-		19	19	

Duplication

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

Basic cover price & subscription rates for the audit issue

Basic cover price (UK):	
Basic cover price (Rol):	€6.30
Basic annual rate (Rol):	€434.00
Basic annual rate (OC):	€298.00 to €434.00

Controlled circulation for the audit issue

Terms of control: Irish Medical Times is available to Doctors in active practice or hospitals.

	Total		0-1 Year		1-2 Years		2-3 Years	
	Qty	%	Qty	%	Qty	%	Qty	%
Total	4,862	100.0	2,436	50.1	1,588	32.7	838	17.2
Individual Requests - Print	4,862	100.0	2,436	50.1	1,588	32.7	838	17.2
Individual Requests - Digital	-	-	-	-	-	-	-	-
Company Requests - Print	-	-	-	-	-	-	-	-
Company Requests - Digital								

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 %
09/01/2015	07-Jan-15	7,100	7,100	-	-
16/01/2015	14-Jan-15	7,100	7,100	-	-
23/01/2015	21-Jan-15	7,100	7,100	-	-
30/01/2015	28-Jan-15	7,100	7,100	-	-
06/02/2015	04-Feb-15	6,750	6,750	-	-
13/02/2015	11-Feb-15	6,750	6,750	-	-
20/02/2015	18-Feb-15	6,750	6,750	-	-
27/02/2015	25-Feb-15	6,750	6,750	-	-
06/03/2015	04-Mar-15	6,750	6,750	-	-
13/03/2015	11-Mar-15	6,750	6,750	-	-
20/03/2015	18-Mar-15	6,750	6,750	-	-
27/03/2015	25-Mar-15	6,750	6,750	-	-
03/04/2015	01-Apr-15	6,750	6,750	-	-
10/04/2015	08-Apr-15	6,750	6,750	-	-
17/04/2015	15-Apr-15	6,750	6,750	-	-
24/04/2015	22-Apr-15	6,750	6,750	-	-
01/05/2015	29-Apr-15	6,750	6,750	-	-
08/05/2015	06-May-15	6,750	6,750	-	-
15/05/2015	13-May-15	6,750	6,750	-	-
22/05/2015	20-May-15	6,750	6,750	-	-
29/05/2015	27-May-15	6,750	6,750	-	-
05/06/2015	03-Jun-15	6,750	6,750	-	-
12/06/2015	10-Jun-15	6,750	6,750	-	-
19/06/2015	17-Jun-15	6,750	6,750	-	-
26/06/2015	24-Jun-15	6,750	6,750	-	-
03/07/2015	01-Jul-15	6,750	6,750	-	-
17/07/2015	15-Jul-15	6,750	6,750	-	-
31/07/2015	29-Jul-15	6,750	6,750	-	-
14/08/2015	12-Aug-15	6,750	6,750	-	-
28/08/2015	26-Aug-15	6,750	6,750	-	-
04/09/2015	02-Sep-15	6,750	6,750	-	-
11/09/2015	09-Sep-15	6,750	6,750	-	-
18/09/2015	16-Sep-15	6,750	6,750	-	-
25/09/2015	23-Sep-15	6,750	6,750	-	-
02/10/2015	30-Sep-15	6,750	6,750	-	-
09/10/2015	07-Oct-15	6,750	6,750	-	-
16/10/2015	14-Oct-15	6,750	6,750	-	-
23/10/2015	21-Oct-15	6,750	6,750	-	-
30/10/2015	28-Oct-15	6,750	6,750	-	-
06/11/2015	04-Nov-15	6,750	6,750	-	-
13/11/2015	11-Nov-15	6,750	6,750	-	-
20/11/2015	18-Nov-15	6,750	6,750	-	-
27/11/2015	25-Nov-15	6,750	6,750	-	-
04/12/2015	02-Dec-15	6,750	6,750	-	-
11/12/2015	09-Dec-15	6,750	6,750	-	-
18/12/2015	16-Dec-15	6,750	6,750	-	-

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 Republic of Ireland Business Magazines sector and the definitions used on this certificate, please visit:
www.abcstandards.org.uk

About this certificate

This certificate was issued on 18 February 2016.

The data included is derived from a return of circulation prepared by the publisher: Medical Publications Ireland.

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