

# Consumer Magazines

## Combined Total Circulation Certificate

January to June 2016



Setting the standard

Esquire

# Esquire



### Key information

#### Metric type

Circulation

#### ABC total

64,712 average - print & digital (gross)  
57,976 average (print)  
6,736 average (digital)

#### Period

1 January 2016 to 30 June 2016

#### No of issues

5

#### Market sector

Men's Lifestyle General

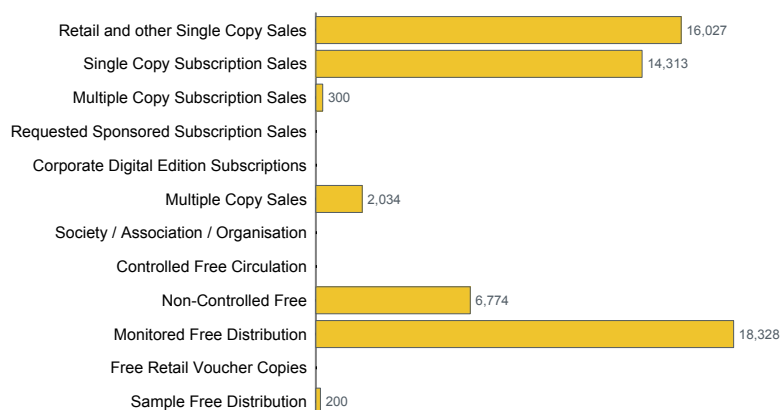
#### Contact details

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### Circulation analysis

Actively purchased - print & digital circulation (UK & ROI)	52.1%
Multipacked Retail sales circulation	11%
Price: Basic cover price	£4.35
Published annual UK subscription rate	£36.00
Published annual ROI subscription rate	£56.99
Published annual other countries subscription rate	£56.99 to £58.99

### Circulation breakdown (print only)



## Analysis of Circulation

	Total	UK & RoI	Other Countries
Average Circulation - print & digital (gross)	64,712	59,408	5,304

	Total		UK & RoI		Other Countries	
	Print	Digital	Print	Digital	Print	Digital
Average Circulation Per Issue	57,976	6,736	55,138	4,270	2,838	2,466
Retail and Single Copy Sales	16,027	1,808	13,488	987	2,539	821
At Basic Cover Price	4,770	10	2,231	-	2,539	10
Below BCP but not less than 50%	11,257	378	11,257	180	-	198
Less than 50% of BCP but not less than 20%	-	7	-	-	-	7
Less than 20% of BCP		1,413		807		606
Single Copy Subscription Sales	14,313	4,928	14,030	3,283	283	1,645
At Basic Annual Rate	210	37	109	34	101	3
Below BAR but not less than 50%	4,001	2,654	3,875	1,841	126	813
Less than 50% of BAR but not less than 20%	9,503	2,205	9,495	1,386	8	819
Less than 20% of BAR but not less than 10%	549	25	548	22	1	3
Less than 10% of BAR	50	7	3	-	47	7
Multiple Copy Subscription Sales	300		284		16	
At Basic Annual Rate	45		45		-	
Below BAR but not less than 50%	52		36		16	
Less than 50% of BAR but not less than 20%	203		203		-	
Less than 20% of BAR but not less than 10%	-		-		-	
Less than 10% of BAR	-		-		-	
Corporate Subscription Sales		-		-		-
Multiple Copy Sales	2,034		2,034		-	
Society / Association / Organisation Circulation	-	-	-	-	-	-
Controlled Free Circulation	-	-	-	-	-	-
Non-Controlled Free Circulation	6,774		6,774		-	
By Name	6,774		6,774		-	
Not by Name	-		-		-	
Monitored Free Distribution	18,328		18,328		-	
Net Distribution by Hand	-		-		-	
Net Distribution - Other	-		-		-	
Gross Distribution	18,328		18,328		-	
Free Retail Voucher Copies	-		-		-	
Sample Free Distribution (Monitored Free Distribution)	200		200		-	

## Actively Purchased Analysis

	Total		UK & RoI		Other Countries	
Actively Purchased - print & digital	55.1%		52.1%		88.3%	
	Print	Digital	Print	Digital	Print	Digital
	52.3%	79%	49.9%	81.1%	99.4%	75.4%

## Other Analysis

	Total	United Kingdom & Republic of Ireland	Other Countries
Multi Packed Retail Circulation (Print)	11%		
Publication Active Views (Digital)	-	-	-

**Price:** The following prices are accurate for the end of the audit period.

Basic Cover Price	£4.35
Published Annual UK Subscription Rate	£36.00
Published Annual RoI Subscription Rate	£56.99
Published annual other countries subscription rate	£56.99 to £58.99

### Duplication:

The mailing list for the audit issue was tested, the level of duplication found was: 0%

### Multiple Copy Sales Analysis (print only)

Category	Quantity	Percent
	2,034	100%
Airside & International Rail	1,790	88
Hotels	204	10
Leisure centres	32	1.6
Others	8	0.4

### Monitored Free Distribution (print only)

#### Method of Distribution:

Copies are delivered by Dawson Media Direct to airlines for collection by passengers. They are also delivered by DLT Media to airports/airlines, educational establishments, hotels, leisure centres, medical establishments, offices and retail outlets where they are made available for free pick up. Copies supplied by Gold Key Media are distributed to the business class airline Fly Blink for distribution on flights and in lounges and also to Eurostar trains, hotels, leisure centres, medical establishments, offices and retail outlets. From the April-15 issue the supply was reduced through medical establishments

#### Normal Distribution Schedule:

Monthly the majority in the first two weeks of the month.

#### Analysis of MFD by Distribution Point Type

Airports / Airlines
Food and Drink Outlets
Hotels
Leisure Centres/Clubs
Medical Establishments
Offices
Retail Outlets
Other Travel Points
Other

No of Distribution Points	No of copies
708	18,328
8	4,545
1	11
301	4,461
79	2,320
18	72
232	4,349
56	412
7	1,780
6	378

**Issue by Issue Analysis (print only)**

Only variances of 10% or more are reported

Cover Date or Issue Identifier	Issue Variance from Total Average	Monitored Free Distribution				Sample Free Distribution
		Total	Net by Hand	Net - Other	Gross	
MAR 16	-	18,328	-	-	18,328	-
APR 16	-	18,328	-	-	18,328	-
MAY 16	-	18,328	-	-	18,328	-
JUN 16	-	18,328	-	-	18,328	1,000
JUL 16	-	18,328	-	-	18,328	-

**Multipacks**

Cover Date or Issue Identifier	Retail and other Single Copy Sales - Multipacked		Other title(s) multipacked
MAR 16	2,009	16.2%	Esquire, Mens Health
APR 16	2,205	12.0%	Esquire, Mens Health
MAY 16	2,411	13.9%	Esquire, Mens Health
JUN 16	2,181	13.2%	Esquire, Mens Health
JUL 16	-	-	

**Issue by Issue Circulation Analysis (print only)**

Data does not include adjustments for prior audit period reconciliations.

Issue Identifier	Total Circulation	Actively Purchased Circulation (Print)	% Actively Purchased (Print)
MAR 16	53,889	27,073	50.2%
APR 16	59,549	32,764	55.0%
MAY 16	58,934	31,506	53.5%
JUN 16	59,698	30,685	51.4%
JUL 16	57,519	29,372	51.1%

**Sample Free Distribution - Issue by Issue Analysis (Monitored Free Distribution - Print only)**

Issue	Distribution Type	Distribution Point Type Statement	Distribution Date(s)	Distribution Points	Distribution Copies
Jun 16	Net Distribution - by hand	Copies handed out during Beauty Unbound Westfield Stratford, London	06/05/16 - 15/06/16	1	1,000

**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](http://www.abc.org.uk)To find out more about the Consumer Magazines sector and the definitions used on this certificate, please visit: [www.abcstandards.org.uk](http://www.abcstandards.org.uk)**About this certificate**

This certificate was issued on 11 August 2016.

The data included is derived from a return of circulation prepared by the publisher: Hearst Magazines UK.

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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