



Standard Certificate of Circulation

For the 52 issues distributed between 1 January 2010 and 31 December 2010

**Consumer
Magazines**

Dog World

Contents

Analysis of Circulation
Supporting Data

Market Sector

Leisure Interests: Pets - Dogs

This certificate expires on 31 March 2012 unless ABC has issued a new certificate before that date.

Issued by

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Certification Statement

This certificate was issued on 17 February 2011. The data included is derived from a return of circulation prepared by the publisher: The Dog World Ltd.

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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Dog World

Certificate of Average Net Circulation for the 52 issues distributed between 1 January 2010 and 31 December 2010

	Net Total	United Kingdom & Republic of Ireland	Other Countries
Total Average Net Circulation Per Issue	13,885	13,695	190
Newstrade and other Single Copy Sales	7,655	7,655	-
At Basic Cover Price	7,655	7,655	-
Below BCP but not less than 50%	-	-	-
Less than 50% of BCP but not less than 20%	-	-	-
Single Copy Subscription Sales	6,059	5,893	166
At Basic Annual Rate	2,877	2,715	162
Below BAR but not less than 50%	3,180	3,176	4
Less than 50% of BAR but not less than 20%	2	2	-
Less than 20% of BAR but not less than 10%	-	-	-
Less than 10% of BAR	-	-	-
Multiple Copy Subscription Sales	-	-	-
At Basic Annual Rate	-	-	-
Below BAR but not less than 50%	-	-	-
Less than 50% of BAR but not less than 20%	-	-	-
Less than 20% of BAR but not less than 10%	-	-	-
Less than 10% of BAR	-	-	-
Regular Bulk Sales	-	-	-
Not less than 50% of Basic Cover Price	-	-	-
Less than 50% of BCP but not less than 10%	-	-	-
Less than 10% of BCP	-	-	-
Issue Specific Bulk Sales	-	-	-
Not less than 50% of Basic Cover Price	-	-	-
Less than 50% of BCP but not less than 20%	-	-	-
Society / Association / Organisation Circulation	-	-	-
Paid Optional Single Copies	-	-	-
Unpaid Single Copies Requested in Writing	-	-	-
Unpaid Single Copies Requested by Telecommunications	-	-	-
Non-Optional Single Copies	-	-	-
Controlled Free Circulation	-	-	-
Individually Requested in Writing	-	-	-
Individually Requested by Telecommunications	-	-	-
Company Requested in Writing	-	-	-
Company Requested by Telecommunications	-	-	-
Non-Requested - by Name	-	-	-
Non-Requested - by Job Title / Function	-	-	-
Non-Controlled Free Circulation	171	147	24
By Name	171	147	24
Not by Name	-	-	-
Monitored Free Distribution	-	-	-
Net Distribution by Hand	-	-	-
Net Distribution - Other	-	-	-
Gross Distribution	-	-	-
Additional Print Analysis	ACTIVELY PURCHASED / MULTI PACK PERCENTAGES		
	Net Total	United Kingdom & Republic of Ireland	Other Countries
Actively Purchased Circulation	98.7%	98.9%	87.3%
Multi Packed Newstrade Circulation	0%		

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

Basic Cover Price	£2.20
Published Annual UK Subscription Rate	£115.00
Published Annual RoI Subscription Rate	£125.00
Published Annual Other Countries Subscription Rate	£165.00 to £175.00

Duplication:

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

Excluded Issues:

None

Regular Bulk Sales Analysis

None

Issue Specific Bulk Sales Analysis

None

Society / Association / Organisation Circulation

None

Controlled Circulation

None

Monitored Free Distribution

None

Editions Analysis

Edition Title	Average Net Circulation*
Dog World Newspaper	13,885

* If advertising content was common to all editions throughout the audit period, only the names of the editions are recorded above. If the advertising content changed between editions, the net circulation by edition is also analysed.

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Issue by Issue Analysis

Cover Date or Issue Identifier	Issue Variance from Total Average *	Issue Specific Bulk Sales	Monitored Free Distribution				Multipacks		
			Total	Net Distribution by Hand	Net Distribution - Other	Gross Distribution	Newstrade and other Single Copy Sales - Multipacked	Other title(s) multipacked	
DW1	-	-	-	-	-	-	-	-	-
DW2	-	-	-	-	-	-	-	-	-
DW3	-	-	-	-	-	-	-	-	-
DW4	-	-	-	-	-	-	-	-	-
DW5	-	-	-	-	-	-	-	-	-
DW6	-	-	-	-	-	-	-	-	-
DW7	-	-	-	-	-	-	-	-	-
DW8	-	-	-	-	-	-	-	-	-
DW9	-	-	-	-	-	-	-	-	-
DW10	-	-	-	-	-	-	-	-	-
DW11	-	-	-	-	-	-	-	-	-
DW12	-	-	-	-	-	-	-	-	-
DW13	-	-	-	-	-	-	-	-	-
DW14	-	-	-	-	-	-	-	-	-
DW15	-	-	-	-	-	-	-	-	-
DW16	-	-	-	-	-	-	-	-	-
DW17	-	-	-	-	-	-	-	-	-
DW18	-	-	-	-	-	-	-	-	-
DW19	-	-	-	-	-	-	-	-	-
DW20	-	-	-	-	-	-	-	-	-
DW21	-	-	-	-	-	-	-	-	-
DW22	-	-	-	-	-	-	-	-	-
DW23	-	-	-	-	-	-	-	-	-
DW24	-	-	-	-	-	-	-	-	-
DW25	-	-	-	-	-	-	-	-	-
DW26	-	-	-	-	-	-	-	-	-
DW27	-	-	-	-	-	-	-	-	-
DW28	-	-	-	-	-	-	-	-	-
DW29	-	-	-	-	-	-	-	-	-
DW30	-	-	-	-	-	-	-	-	-
DW31	-	-	-	-	-	-	-	-	-
DW32	-	-	-	-	-	-	-	-	-
DW33	-	-	-	-	-	-	-	-	-
DW34	-	-	-	-	-	-	-	-	-
DW35	-	-	-	-	-	-	-	-	-
DW36	-	-	-	-	-	-	-	-	-
DW37	-	-	-	-	-	-	-	-	-
DW38	-	-	-	-	-	-	-	-	-
DW39	-	-	-	-	-	-	-	-	-
DW40	-	-	-	-	-	-	-	-	-
DW41	-	-	-	-	-	-	-	-	-
DW42	-	-	-	-	-	-	-	-	-
DW43	-	-	-	-	-	-	-	-	-
DW44	-	-	-	-	-	-	-	-	-
DW45	-	-	-	-	-	-	-	-	-
DW46	-	-	-	-	-	-	-	-	-
DW47	-	-	-	-	-	-	-	-	-
DW48	-	-	-	-	-	-	-	-	-
DW49	-	-	-	-	-	-	-	-	-
DW50	-	-	-	-	-	-	-	-	-
DW51	-	-	-	-	-	-	-	-	-
DW52	-	-	-	-	-	-	-	-	-

*Variances are only shown where an issue exceeds the Average Net Circulation by (a) 10% for 12 month audit periods or (b) 20% for all other periods. Variances will be displayed as (a) percentages for 12 month audit periods or (b) either the word 'above' or 'below' for all other audit periods.

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Glossary of Terms

TOTAL AVERAGE NET CIRCULATION. This is sometimes referred to as the 'headline' or 'ABC' figure. It is the average of the circulation of all the issues distributed over the period covered by the certificate.

NEWSTRADE AND OTHER SINGLE COPY SALES. Newstrade describes sales to individuals through recognised retail outlets. Single Copy Sales describe sales of single copies direct to individuals by publishers. There are three categories based on the cover price to enable advertisers to identify how many copies have been sold at a discounted rate.

SINGLE COPY SUBSCRIPTION SALES. This category is where the publisher can claim copies which individuals have contracted to purchase for a given period, usually one year but not less than 3 months or 3 issues whichever is the greater. There are five categories based on the subscription price paid in comparison to the Basic Annual Rate, to enable advertisers to identify how many of those subscribers have taken advantage of a discount or offer.

MULTIPLE COPY SUBSCRIPTION SALES. This category is where the publisher can claim multiple copies purchased on a subscription basis where the final recipients can be identified, but the subscription has been purchased by a third party. The purchaser will have subscribed for a given period, usually one year but not less than 3 months or 3 issues whichever is the greater. There are five categories based on the subscription price paid, to enable advertisers to identify how many of those subscribers have taken advantage of a discount or offer.

REGULAR BULK SALES. This category is where the publisher can claim sales of multiple copies of an issue, sold in bulk on a regular contractual basis to a third party e.g. hotel, where copies are usually given free to the final recipient. Copies are analysed by type of distribution – e.g. sales to airlines or hotels and by the price paid in relation to the Basic Cover Price.

ISSUE SPECIFIC BULK SALES. This category is where the publisher can claim sales of multiple copies of a publication, sold in bulk on a 'one-off' or occasional basis to a third party e.g. hotel where copies are usually given free to the final recipient. Examples of bulk sales include copies of a magazine sold to a third party publisher to be given away with their newspaper.

SOCIETY/ASSOCIATION/ORGANISATION CIRCULATION. This category is where the publisher can claim copies distributed to members of a society etc for which the publication is an official journal. The publisher may either be the society themselves or a publisher whose magazine has been nominated as the official publication by the society. Members of the society either pay an additional amount to receive the magazine, specifically request to receive the magazine or receive it as part of their membership package.

CONTROLLED FREE CIRCULATION. These are copies sent free to individuals who meet a defined criteria set by the publisher to define its target audience. The publisher must retain third party evidence to prove individuals claimed as Controlled Circulation meet the stated Terms of Control which is reported on the certificate.

Controlled Circulation is broken down into:

- Individually requested copies: copies the recipient has personally requested
- Company requested copies: copies requested for the recipient by one of their work colleagues
- Non-requested copies: copies not requested but which the publisher can prove meets the reported Terms of Control

NON-CONTROLLED CIRCULATION. These are free copies mailed or given to individuals. In the consumer magazines sector, the publisher must have evidence to prove the individual is likely to have an interest in the field covered by the magazine. Copies that are handed out free at exhibitions and events can be claimed in this section as long as each individual recipient has supplied their name and address details and have signed to confirm receipt of the magazine and therefore demonstrated interest.

MONITORED FREE DISTRIBUTION. These are copies supplied in bulk to distribution points on an every issue basis to be left for free pick-up by the individual final recipients or handed out individually.

These copies are analysed as either:

- Net distribution – by hand (net quantity of copies handed to individuals may be claimed if controls are in place to account for 'returns' at each distribution point).
- Net distribution – other (net quantity of copies distributed (the number picked up) may be claimed if controls are in place to account for all 'returns' at each distribution point).
- Gross distribution (gross quantity of copies received at distribution points and made available for free pick up).

When a NET figure is claimed there must be controls to account for undistributed copies (returns) at each distribution point.

ACTIVELY PURCHASED CIRCULATION. Actively Purchased is a term used in the consumer magazine category broadly to describe those copies purchased by an individual. The Actively Purchased figure is the sum of the copies claimed as Newstrade and Single Copy Sales, Single Copy Subscriptions and Paid Optional Society copies. It is reported as a figure and as a percentage of the Total Average Net Circulation.

BASIC COVER PRICE. This is the cover price on the last issue in the audit period. This is a guide in determining if copies in Single Copy Sales and Bulk Sales are shown at full or reduced rates within newstrade.

SUBSCRIPTION RATES. These are the annual subscription rates in use at the end of the audit period. It is the standard rate at which a publisher sells a 1 year subscription to the publication. It is the highest or undiscounted rate. This is a guide in determining if copies are shown at full or reduced rates within Single Copy and Multiple Copy Subscription Sales.

MULTIPACKS. If copies of any issue(s) in the period were sold as part of a multipack (banded or packaged together with other publications), the percentage of Newstrade & Single Copy Sales sold as part of a multipack is indicated and the other titles included in the multipack(s) are listed.

DUPLICATION LEVEL. The Duplication Level represents the percentage of named individuals on a publication's mailing list who appear more than once. This is based on a sample taken across the whole mailing list.

OPTIONAL MONTHLY/ISSUE BY ISSUE CIRCULATION ANALYSIS. This appears on the certificate when a publisher has opted to include monthly / issue by issue analysis of their circulation.