

AM
JULY 2018 TO JUNE 2019



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



10,475
CIRCULATION
(AVERAGE PER ISSUE)

For more information:



Bauer Media



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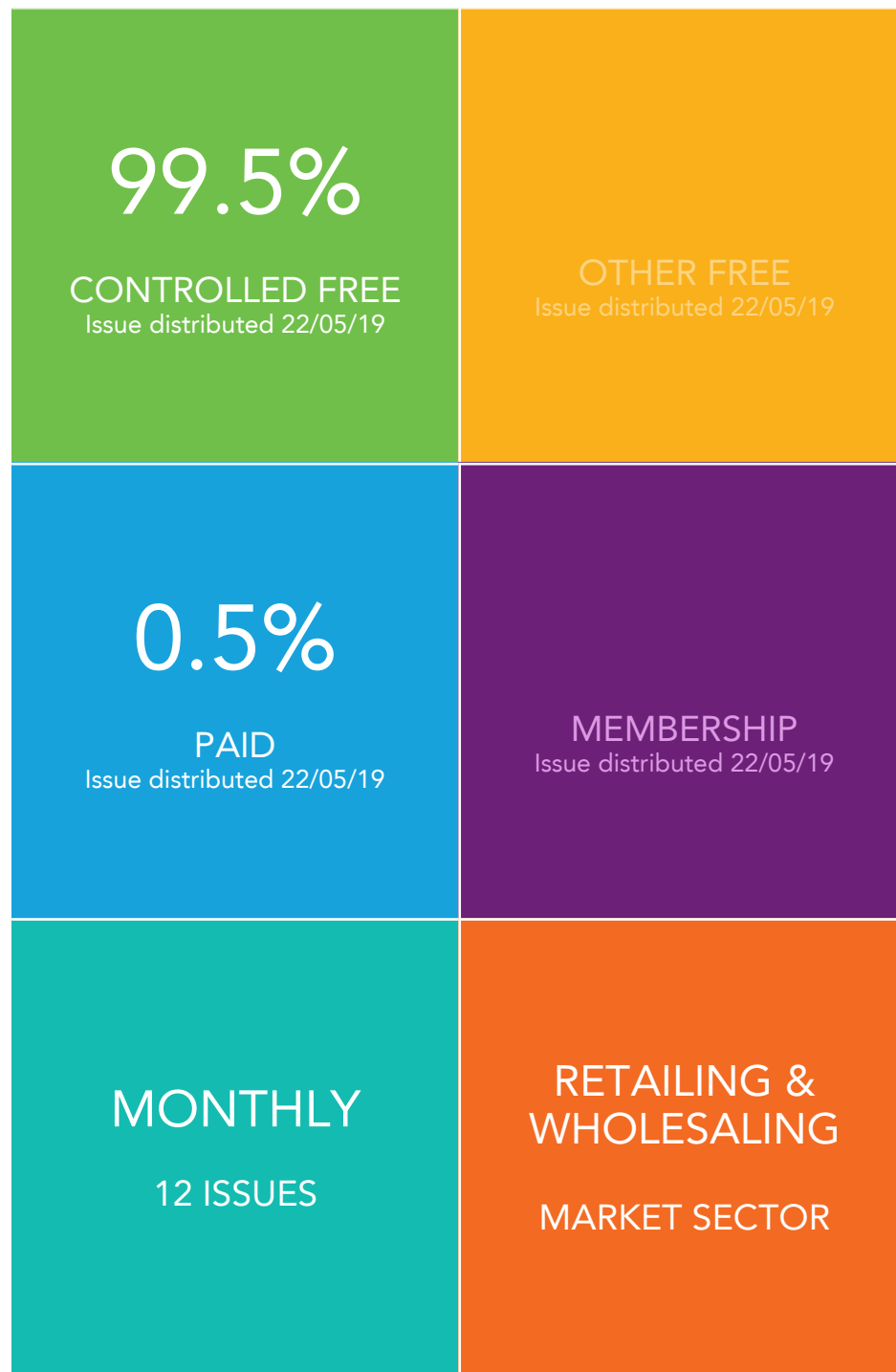
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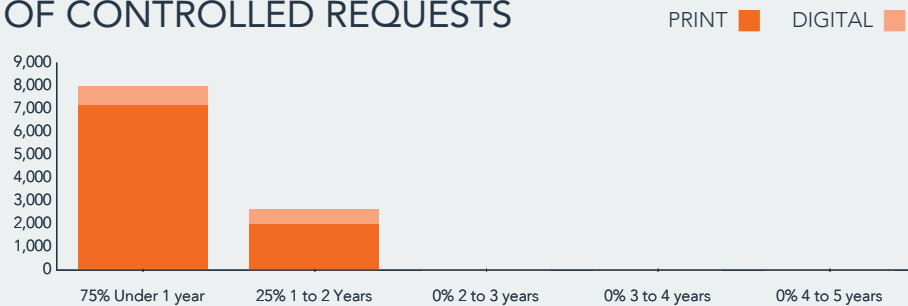
AUDIT ISSUE ANALYSIS	TOTAL	UNITED KINGDOM	OTHER COUNTRIES	PRINT EDITION	UNITED KINGDOM	OTHER COUNTRIES	DIGITAL EDITION	UNITED KINGDOM	OTHER COUNTRIES
ISSUE DISTRIBUTED 22/05/19	10,654	10,638	16	9,234	9,233	1	1,420	1,405	15
FREE COPIES	10,599	10,585	14	9,200	9,200	-	1,399	1,385	14
CONTROLLED FREE	10,599	10,585	14	9,200	9,200	-	1,399	1,385	14
REQUESTED (INDIVIDUAL)	6,230	6,216	14	4,984	4,984	-	1,246	1,232	14
REQUESTED (COLLEAGUE)	4,369	4,369	-	4,216	4,216	-	153	153	-
NON-REQUESTED (NAME)	-	-	-	-	-	-	-	-	-
NON-REQUESTED (JOB)	-	-	-	-	-	-	-	-	-
OTHER FREE	-	-	-	-	-	-	-	-	-
NON-CONTROLLED FREE	-	-	-	-	-	-	-	-	-
MONITORED FREE DISTRIBUTION	-	-	-	-	-	-	-	-	-
SAMPLE FREE DISTRIBUTION	-	-	-	-	-	-	-	-	-
MEMBERSHIP COPIES	-	-	-	-	-	-	-	-	-
PAID COPIES	55	53	2	34	33	1	21	20	1
PAID SUBSCRIPTIONS	-	-	-	-	-	-	-	-	-
INDIVIDUAL	-	-	-	-	-	-	-	-	-
MULTIPLE COPY	-	-	-	-	-	-	-	-	-
CORPORATE	-	-	-	-	-	-	-	-	-
PAID SINGLE COPIES	55	53	2	34	33	1	21	20	1

AUDIT ISSUE ANALYSIS

FREE COPIES DESCRIPTION

CONTROLLED: Dealer Principals, Chairmen, Managing Directors, Chief Executives, Directors, Owners, Proprietors, Finance Directors, General Managers, Operations Directors, Operations Managers, Sales Directors, Sales Managers, Aftersales, Parts & Services Managers at Franchise Dealerships, Used Cars Supermarkets and Vehicle Manufacturers/Importers/Distributors.

AGE OF CONTROLLED REQUESTS



DEMOGRAPHIC ANALYSIS OF AUDIT ISSUE

Industry/Business/Sector

DESCRIPTION	TOTAL	Print Edition	Digital Edition
Franchised Dealer	10,010	~9,200	~810
Vehicle Manufacturer	511	~450	~61
Car Supermarket	78	~70	~8

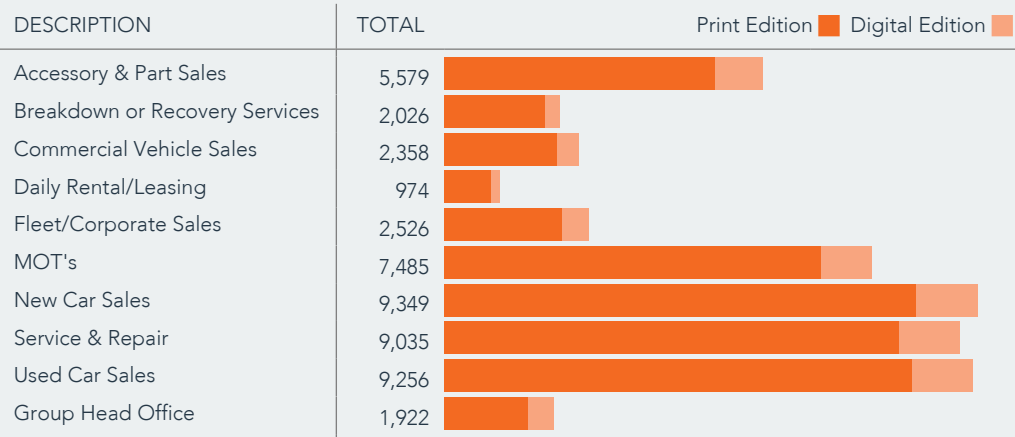
10,599 individuals were analysed (99% of the audit issue)

Job Title

DESCRIPTION	TOTAL	Print Edition	Digital Edition
Dealer Principal/Franchise Director/Franchise Manager/General Manager	3,577	~3,200	~377
Sales Director/Sales Manager	2,194	~1,900	~294
Aftersales Director/Aftersales Manager/Parts Director/Parts Manager/Service Director/Service Manager/Bodyshop Director/Bodyshop Manager	2,838	~2,500	~338
Chairman/Chief Executive/Managing Director/Director/Owner/Proprietor	837	~750	~87
Finance Director/Finance Manager	383	~350	~33
HR Director/HR Manager/IT Director/IT Manager/Marketing Director/Marketing Manager/Purchasing Director/Purchasing Manager/Operations Director/Operations Manager	468	~420	~48
Other Director/Manager	175	~160	~15
Other	127	~110	~17

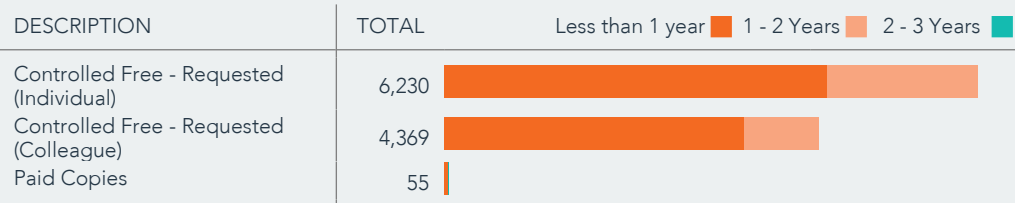
10,599 individuals were analysed (99% of the audit issue)

Activities at Site



10,557 individuals were analysed (99% of the audit issue).
This question allowed for multiple responses.

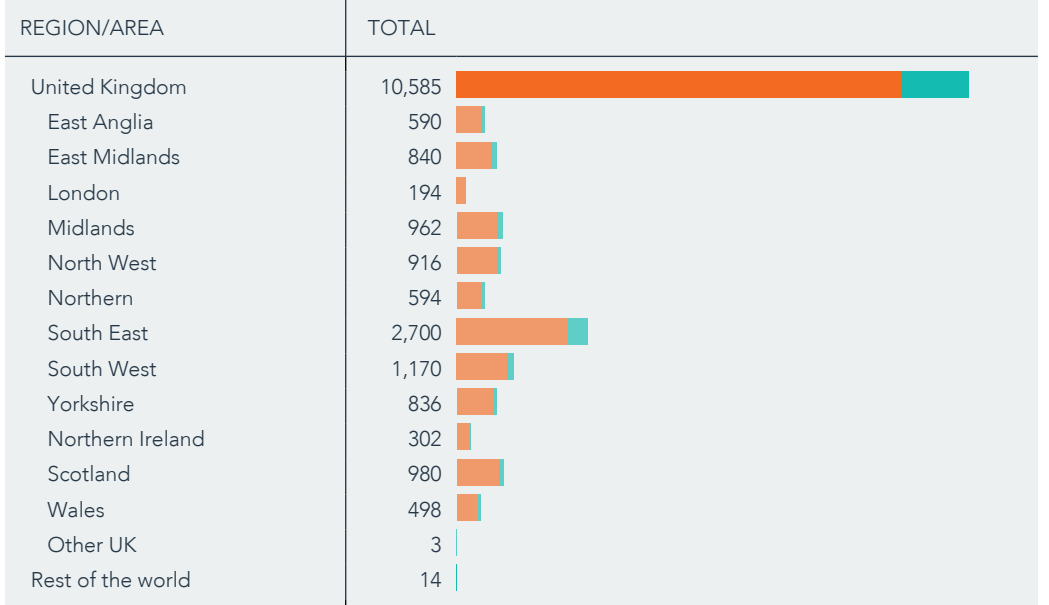
Sources & Ages of Name and Address Records



10,654 individuals were analysed (100% of the audit issue)

GEOGRAPHIC ANALYSIS

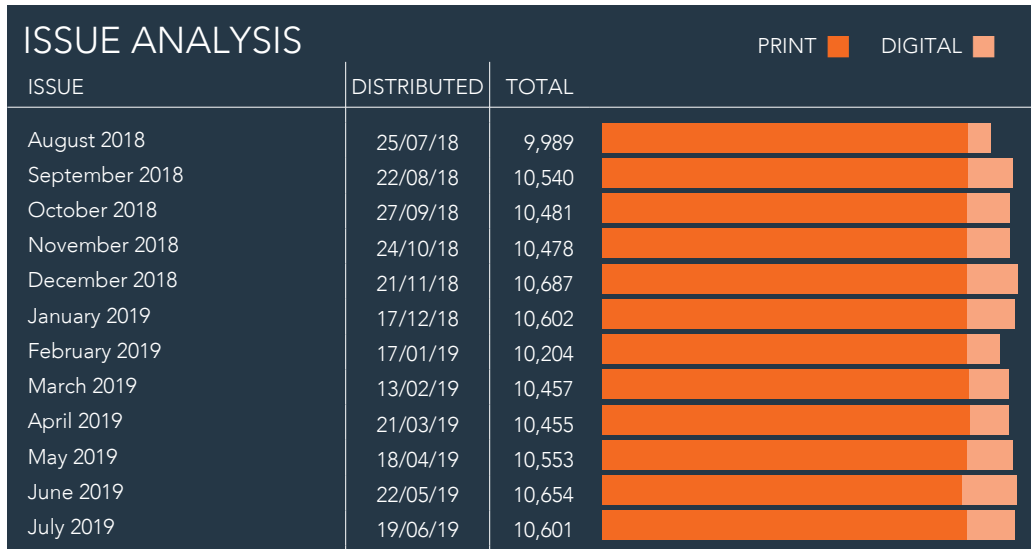
PRINT ■ DIGITAL ■



10,599 individuals were analysed (99% of the audit issue)

AVERAGE CIRCULATION ANALYSIS

	TOTAL	UNITED KINGDOM	OTHER COUNTRIES
AVERAGE CIRCULATION	10,475	10,446	29
PRINT EDITION	9,369	9,366	3
DIGITAL EDITION	1,106	1,080	26



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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.

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