

# Business Magazines

## Circulation Certificate

### January 2013 to December 2013



Setting the standard

## Farmers Weekly



### Key information

**Certificate type**  
Print

**Metric type**  
Circulation

**ABC total**  
59,328 average

**Period**  
1 January 2013 to 31 December 2013

**No of issues**  
51

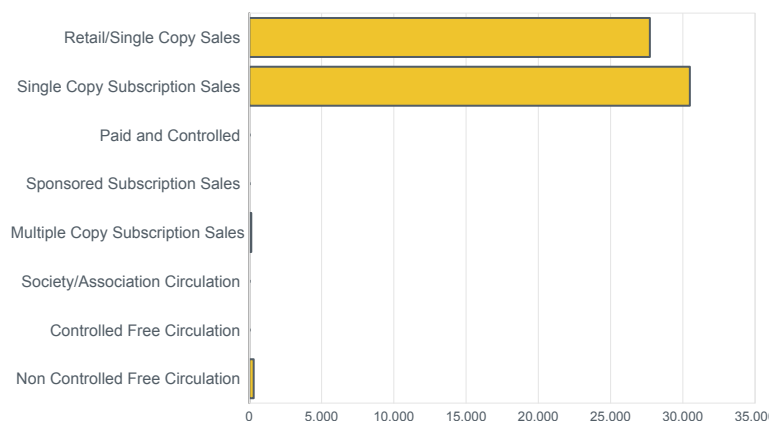
**Market sector**  
Agriculture, Forestry & Fishing: Farming

**Contact details**  
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### Audit issue circulation analysis

	% of circulation
Retail & Single Copy Sales	47.270%
Single Copy Subscription Sales	51.99%
Paid and Controlled	0%
Sponsored Subscription Sales	0%
Multiple Copy Subscription Sales	0.23%
Society/Association/Organisation Circulation	0%
Controlled Free Circulation	0%
Non-Controlled Free Circulation	0.51%

### Audit issue circulation breakdown



This certificate is supported by the following organisations

	Net Total	United Kingdom	Other Countries
<b>AVERAGE CIRCULATION PER ISSUE</b>	<b>59,328</b>	<b>56,672</b>	<b>2,656</b>
Average Newstrade Sales Per Issue	27,829	25,750	2,079

**Analysis for the Audit issue cover dated 29 Nov 2013 and distributed on 28 November 2013**

<b>Total Circulation</b>	<b>58,639</b>	<b>55,849</b>	<b>2,790</b>
<b>Retail &amp; Other Single Copy Sales</b>	<b>27,718</b>	<b>25,491</b>	<b>2,227</b>
At full rate	27,718	25,491	2,227
Below full rate	-	-	-
<b>Single Copy Subscription Sales</b>	<b>30,485</b>	<b>29,933</b>	<b>552</b>
At full rate	19,084	18,749	335
Less than full rate but not less than 50%	11,266	11,049	217
Less than 50% of full rate but not less than 20%	128	128	-
Less than 20% of full rate but not less than 10%	2	2	-
Less than 10% of full rate	5	5	-
<b>Paid and Controlled</b>	-	-	-
<b>Sponsored Subscription Sales</b>	-	-	-
<b>Multiple Copy Subscription Sales</b>	<b>135</b>	<b>133</b>	<b>2</b>
At full rate	56	54	2
Less than full rate but not less than 50%	77	77	-
Less than 50% of full rate but not less than 20%	-	-	-
Less than 20% of full rate but not less than 10%	-	-	-
Less than 10% of full rate	2	2	-
<b>Society/Association/Organisation Circulation</b>	-	-	-
<b>Controlled Free Circulation</b>	-	-	-
<b>Non-Controlled Free Circulation</b>	<b>301</b>	<b>292</b>	<b>9</b>
By Name	291	283	8
Not by Name	10	9	1

**Duplication**

The level of duplication on the mailing list for the audit issue was: 0%

**Basic cover price & subscription rates for the audit issue**

Basic cover price for the audit issue	£2.95
Basic annual rate (UK)	£114.00
Basic annual rate (OC)	£215.00

**Issue by issue analysis** (variances will show only if 10% +/- the average circulation)

Cover Date / ID	Distribution	Circulation	Variance	Cover Date / ID	Distribution	Circulation	Variance
4 Jan 2013	03-Jan-2013	59,286	-	12 Jul 2013	11-Jul-2013	56,844	-
11 Jan 2013	10-Jan-2013	61,155	-	19 Jul 2013	18-Jul-2013	58,562	-
18 Jan 2013	17-Jan-2013	59,807	-	26 Jul 2013	25-Jul-2013	59,140	-
25 Jan 2013	24-Jan-2013	61,339	-	2 Aug 2013	01-Aug-2013	59,093	-
1 Feb 2013	31-Jan-2013	60,913	-	9 Aug 2013	08-Aug-2013	58,501	-
8 Feb 2013	07-Feb-2013	60,325	-	16 Aug 2013	15-Aug-2013	59,257	-
15 Feb 2013	14-Feb-2013	59,905	-	23 Aug 2013	22-Aug-2013	61,048	-
22 Feb 2013	21-Feb-2013	59,533	-	30 Aug 2013	29-Aug-2013	59,313	-
1 Mar 2013	28-Feb-2013	59,204	-	6 Sep 2013	05-Sep-2013	59,576	-
8 Mar 2013	07-Mar-2013	58,778	-	13 Sep 2013	12-Sep-2013	60,368	-
15 Mar 2013	14-Mar-2013	61,404	-	20 Sep 2013	19-Sep-2013	58,735	-
22 Mar 2013	21-Mar-2013	60,489	-	27 Sep 2013	26-Sep-2013	59,752	-
29 Mar 2013	28-Mar-2013	60,445	-	4 Oct 2013	03-Oct-2013	56,619	-
5 Apr 2013	04-Apr-2013	58,511	-	11 Oct 2013	10-Oct-2013	60,205	-
12 Apr 2013	11-Apr-2013	59,814	-	18 Oct 2013	17-Oct-2013	59,140	-
19 Apr 2013	18-Apr-2013	59,396	-	25 Oct 2013	24-Oct-2013	58,735	-
26 Apr 2013	25-Apr-2013	58,609	-	1 Nov 2013	31-Oct-2013	60,141	-
3 May 2013	02-May-2013	58,642	-	8 Nov 2013	07-Nov-2013	58,793	-
10 May 2013	09-May-2013	59,004	-	15 Nov 2013	14-Nov-2013	59,535	-
17 May 2013	16-May-2013	59,245	-	22 Nov 2013	21-Nov-2013	56,921	-
24 May 2013	23-May-2013	60,223	-	29 Nov 2013	28-Nov-2013	58,639	-
31 May 2013	30-May-2013	59,623	-	6 Dec 2013	05-Dec-2013	53,779	-
7 Jun 2013	06-Jun-2013	58,124	-	13 Dec 2013	12-Dec-2013	59,336	-
14 Jun 2013	13-Jun-2013	59,140	-	20/27 Dec 2013	19-Dec-2013	65,953	+11.2
21 Jun 2013	20-Jun-2013	59,180	-				
28 Jun 2013	27-Jun-2013	58,630	-				
5 Jul 2013	04-Jul-2013	56,976	-				

**Geographic Analysis for the audit issue**

	Total
<b>Total Circulation</b>	<b>58,639</b>
Total analysed	58,598
Total not analysed	41
<b>United Kingdom</b>	<b>55,849</b>
<b>East Anglia</b>	<b>5,769</b>
Cambridgeshire	2,793
Norfolk	1,044
Suffolk	1,932
<b>East Midlands</b>	<b>5,176</b>
Derbyshire	405
Leicestershire	576
Lincolnshire	1,474
Northamptonshire	450
Nottinghamshire	2,271
<b>London</b>	<b>394</b>
<b>Midlands</b>	<b>5,261</b>
Hereford & Worcester	1,035
Shropshire	921
Staffordshire	423
Warwickshire	521
West Midlands	2,361
<b>North West</b>	<b>3,325</b>
Cheshire	1,443
Isle of Man	129
Lancashire	1,679
Merseyside	74

<b>Northern</b>	<b>1,893</b>
Cleveland	165
Cumbria	558
Durham	259
Northumberland	401
Tyne & Wear	510
<b>South East</b>	<b>8,330</b>
Bedfordshire	294
Berkshire	1,357
Buckinghamshire	346
East Sussex	273
Essex	716
Hampshire	1,119
Hertfordshire	874
Isle of Wight	81
Kent	1,768
Middlesex	38
Oxfordshire	627
Surrey	224
West Sussex	613
<b>South West</b>	<b>7,362</b>
Channel Islands	74
Cornwall	773
Devon	3,335
Dorset	559
Gloucestershire	671
Isles of Scilly	3
Somerset	1,129
Wiltshire	818
<b>Yorkshire</b>	<b>5,175</b>
East Yorkshire	472
North Yorkshire	3,103
South Yorkshire	1,324
West Yorkshire	276
<b>Northern Ireland</b>	<b>2,531</b>
Antrim	1,891
Armagh	86
Down	243
Fermanagh	33
Londonderry	135
Tyrone	143
<b>Scotland</b>	<b>5,567</b>
Borders	230
Central	249
Dumfries & Galloway	254
Fife	167
Grampian	659
Highland	281
Lothians	2,464
Strathclyde	1,059
Tayside	204
<b>Wales</b>	<b>5,066</b>
Clwyd	202
Dyfed	724
Gwent	2,521
Gwynedd	182
Mid Glamorgan	83
Powys	493
South Glamorgan	77
West Glamorgan	784
<b>Republic of Ireland</b>	<b>2,272</b>
<b>Other Countries</b>	<b>2,749</b>
<b>Europe</b>	<b>2,556</b>
<b>North America</b>	<b>47</b>

<b>Central &amp; South America</b>	<b>6</b>
<b>Australasia &amp; Pacific</b>	<b>85</b>
<b>Asia</b>	<b>4</b>
<b>South East Asia &amp; Pacific Rim</b>	<b>26</b>
<b>Africa</b>	<b>16</b>
<b>Middle East &amp; North Africa</b>	<b>9</b>

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## About ABC

ABC is governed by the media industry, for the media industry and is the expert at setting data and process standards across multiple platforms. ABC provides a stamp of trust for media buyers, media owners, publishers and digital traders working in existing and emerging platforms.

The ABC Board consists of 16 media owners, media agencies, advertisers and trade body members – with 25 per cent of the Board representing the digital sector. The Board make strategic decisions as to how ABC is run and each industry sector is represented by a Reporting Standards Group.

ABC was established in the UK in 1931 and is a founder member of the International Federation of ABCs (IFABC). ABC's digital arm was established in 1996 and was united with ABC under one brand with a new identity and integrated structure in March 2011. ABC works with JICWEBS (Joint Industry Committee for Web Standards) to deliver common international standards for measuring digital reach, engagement and loyalty, as well as creating common standards for good practice throughout the industry.

For further information please visit [www.abc.org.uk](http://www.abc.org.uk) or contact us at: ABC, Saxon House, 211 High Street Berkhamsted, Hertfordshire, HP4 1AD, UK  
Tel: +44 (1442) 870 800 or [info@abc.org.uk](mailto:info@abc.org.uk).

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## About this certificate

This certificate was issued on 22 February 2014. The data included is derived from a return of circulation prepared by the publisher: Reed Business Information Limited.

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