

Business Magazines

Circulation Certificate

July to June 2011



Setting the standard

The Banker

The Banker



Key information

Certificate type

Print

Metric type

Circulation

ABC headline

28,974 average per issue

Period

1 July 2010 to 30 June 2011

No of issues

12

Market sector

Finance & Financial Services: Banking

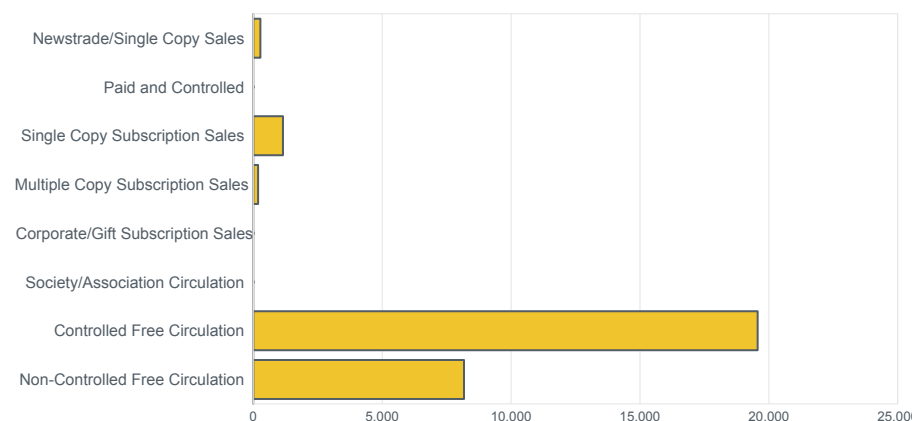
Contact details

FT Business
One Southwark Bridge
London
SE1 9HL
020 7873 3000
www.thebanker.com

Audit issue circulation analysis

	% of circulation
Newstrade & Single Copy Sales	0.94%
Paid and Controlled	0%
Single Copy Subscription Sales	3.92%
Multiple Copy Subscription Sales	0.63%
Corporate/Gift Subscription Sales	0%
Society/Association/Organisation Circulation	0%
Controlled Free Circulation	66.66%
Non-Controlled Free Circulation	27.85%

Audit issue circulation breakdown



This certificate is supported by the following organisations

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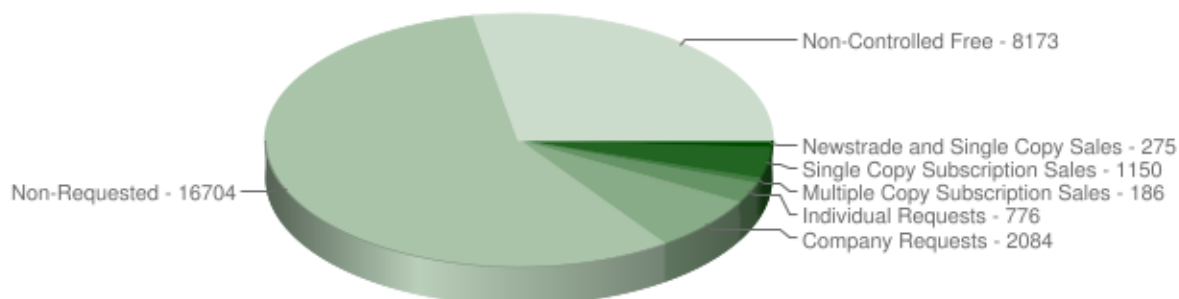
Certificate of Average Net Circulation for the 12 issues distributed between 1 July 2010 and 30 June 2011

	Net Total	United Kingdom	Other Countries
TOTAL AVERAGE NET CIRCULATION PER ISSUE	28,974	5,216	23,758
Total Average Net Newstrade Sales Per Issue	270	145	125

Analysis for the Audit issue cover dated May 2011 and distributed on 9 May 2011

	29,348	6,145	23,203
Total Net Circulation			
Newstrade & Other Single Copy Sales	275	150	125
At Full Cover Price/NTT	275	150	125
At a Lower Rate	-	-	-
Paid and Controlled	-	-	-
Single Copy Subscription Sales	1,150	377	773
At Full Rate	1,059	372	687
At Between 50% and 100% of Full Rate	89	4	85
At less than 50% of Full Rate	2	1	1
Multiple Copy Subscription Sales	186	93	93
At Full Rate	161	93	68
At Between 50% and 100% of Full Rate	-	-	-
At less than 50% of Full Rate	25	-	25
Society/Association/Organisation Circulation	-	-	-
Controlled Free Circulation	19,564	4,466	15,098
see terms of control. Sources for all addressees are less than 3 years old.			
Individual Written Requests	-	-	-
Individual Electronic Requests	65	18	47
Individual Telephone Requests	711	50	661
Company Written Requests	-	-	-
Company Electronic Requests	-	-	-
Company Telephone Requests	2,084	158	1,926
Non-requested by name	16,704	4,240	12,464
Non-requested by job title / function	-	-	-
Non-Controlled Free Circulation	8,173	1,059	7,114
By Name	8,173	1,059	7,114
Not by Name	-	-	-

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



SUPPORTING DATA

Basic Cover Price & Subscription Rates

The Basic Cover Price for the audit issue was: £45.00

The United Kingdom Basic Annual Rates for Subscriptions for the audit issue were: £525.00

The Annual Other Countries Subscription Rates for the audit issue were: £525.00

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Controlled Circulation

Terms of Control in the audit period:

Managing Directors, Presidents, Corporate Treasurers, Finance Directors and those involved in the purchasing of international banking or IT services

Age of Source Data for the Audit Issue	Total		0-1 Year		1-2 Years		2-3 Years	
	Qty	%	Qty	%	Qty	%	Qty	%
Total	2,860	100.0	2,398	83.8	121	4.2	341	11.9
Individual Requests	776	27.1	571	20.0	61	2.1	144	5.0
Company Requests	2,084	72.9	1,827	63.9	60	2.1	197	6.9

Actual Distribution Dates for issues distributed during the audit period

Variances for issues with a variance of more than 10% above (+) or below (-) the average net circulation

Cover Date / ID	Distribution Date	Net Circ.	Variance %	Cover Date / ID	Distribution Date	Net Circ.	Variance %
Jul 2010	01-Jul-2010	26,779	-				
Aug 2010	01-Aug-2010	30,265	-				
Sep 2010	27-Aug-2010	29,282	-				
Oct 2010	09-Oct-2010	28,274	-				
Nov 2010	29-Oct-2010	28,519	-				
Dec 2010	03-Dec-2010	28,650	-				
Jan 2011	05-Jan-2011	28,197	-				
Feb 2011	19-Jan-2011	29,763	-				
Mar 2011	09-Mar-2011	29,774	-				
Apr 2011	06-Apr-2011	29,566	-				
May 2011	09-May-2011	29,348	-				
Jun 2011	02-Jun-2011	29,268	-				

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GLOSSARY

THE DISTRIBUTION PERIOD. This is the time period covered by the ABC certificate.

EXPIRY DATE. Date at which the certificate is no longer valid-all Business Publications must issue an ABC certificate at least annually and on a continuous basis when they are in ABC membership.

TOTAL AVERAGE CIRCULATION PER ISSUE. This is commonly known as the headline ABC figure and is the average of the circulation of all the issues distributed over the distribution period covered by the certificate.

AUDIT ISSUE. A detailed analysis of the circulation is conducted on one issue specified by ABC this is called the audit issue.

CATEGORIES OF CIRCULATION. Publishers can show the detail of their circulation in various categories as specified below and governed by ABC rules.

NEWSTRADE & SINGLE COPY SALES. Copies purchased from recognised retail outlets or individually direct from the publisher. Most newstrade sales are made on a 'sale or return' basis and only the sale of copies can be claimed. The numbers that are sold on discounted terms are also shown.

PAID AND CONTROLLED. Paid subscription copies sent individually addressed to an individual name or job title. The individual or job title meets the publishers 'Terms of Control' for the title. There is a further breakdown based on the subscription price paid.

SINGLE COPY SUBSCRIPTIONS. Paid copies, distributed individually addressed to a company or individual. There is a further breakdown based on the subscription rate paid.

MULTIPLE COPY SUBSCRIPTIONS. Sale of 2 or more copies that have been purchased but for whom detail on the final recipients is not available. These copies must be distributed to the same group of individuals for the life of the subscription. Most commonly they are copies that have been purchased from the publisher on behalf of a group of final recipients. This category may also include copies where the final recipient cannot be identified, but the subscription has been purchased by a third party at less than 10% of the full rate.

CORPORATE / GIFT SUBSCRIPTION SALES. A corporate subscription is purchased by a business/organisation on behalf of their employees. A gift subscription is purchased by one individual on behalf of another individual (maximum order being 12 separate subscriptions for named individuals from one purchaser who is not the recipient, their employer, a customer or member).

SOCIETY / ASSOCIATION / ORGANISATION CIRCULATION. Circulation to members of a particular society/association for which the publication is the official journal is shown in this category with the following detail:

- ~ Paid Optional – members who have chosen to pay an additional sum to receive the magazine.
- ~ Unpaid Requested – in writing, by telephone or via web to a current member.
- ~ Non Optional – to current members of the society and association.

CONTROLLED FREE CIRCULATION. Copies sent free to individuals who can be proven to meet the 'Terms of Control' set by the publisher.

TERMS OF CONTROL. This is the criteria, set by the publisher, used to decide if an individual qualifies for a free copy.

Controlled free circulation is broken down into three further categories:

- ~ Individually Requested Copies – copies requested by the individual themselves
- ~ Company Requested Copies – copies requested for an individual by someone else from within their company
- ~ Non-Requested Copies by Name/Job Title – copies that have not been requested. The publisher is able to provide independent proof that the individuals 'fit' the target group specified.

AGE OF REQUESTS. If the Controlled Circulation is requested then the age of those requests is shown- broken down by 1, 2 and 3 years. All controlled circulation must be re-verified within three years.

NON-CONTROLLED FREE CIRCULATION. This category is for free copies that are sent either to a person by name, or a company or a job title (not by name). Whilst it is known to whom the copies are being sent, no other information about the addressee is audited.

DUPLICATION LEVEL. This is the duplication that exists on the mailing list for the audit issue and is shown as a percentage. Duplicates are not removed from the circulation figures but represented by this percentage.

OTHER BULK SALES. These copies are supplied in bulk for free. This is either on an every issue or irregular basis (eg. airlines, hotels, businesses, exhibitions/conferences). The figure will not count towards the Average Net Circulation.