

THE BANKER
JULY 2018 TO JUNE 2019



The Banker

GLOBAL FINANCIAL INTELLIGENCE SINCE 1926

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



28,600

CIRCULATION
(AVERAGE PER ISSUE)

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12 ISSUES

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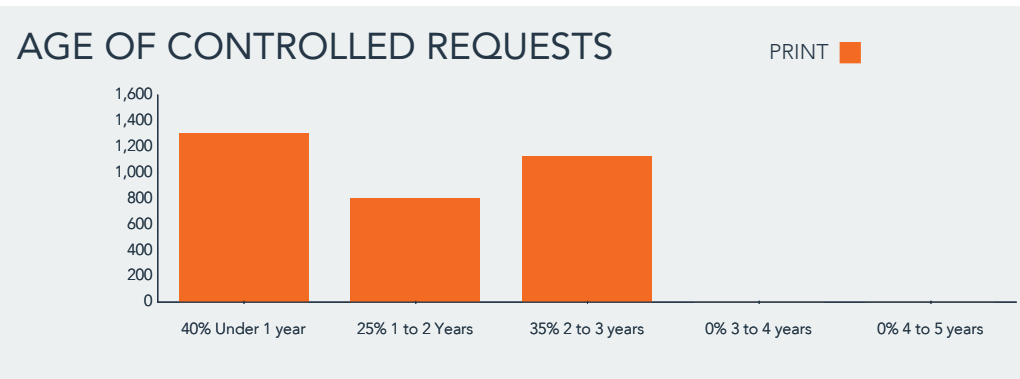
MARKET SECTOR

AUDIT ISSUE ANALYSIS	TOTAL	UNITED KINGDOM	OTHER COUNTRIES	PRINT EDITION	UNITED KINGDOM	OTHER COUNTRIES	DIGITAL EDITION	UNITED KINGDOM	OTHER COUNTRIES
ISSUE DISTRIBUTED 11/06/19	29,508	7,601	21,907	29,508	7,601	21,907	-	-	-
FREE COPIES	28,895	7,431	21,464	28,895	7,431	21,464	-	-	-
CONTROLLED FREE	23,583	6,736	16,847	23,583	6,736	16,847	-	-	-
REQUESTED (INDIVIDUAL)	1,482	419	1,063	1,482	419	1,063	-	-	-
REQUESTED (COLLEAGUE)	1,748	506	1,242	1,748	506	1,242	-	-	-
NON-REQUESTED (NAME)	20,351	5,811	14,540	20,351	5,811	14,540	-	-	-
NON-REQUESTED (JOB)	2	-	2	2	-	2	-	-	-
OTHER FREE	5,312	695	4,617	5,312	695	4,617	-	-	-
NON-CONTROLLED FREE	5,312	695	4,617	5,312	695	4,617	-	-	-
MONITORED FREE DISTRIBUTION	-	-	-	-	-	-	-	-	-
SAMPLE FREE DISTRIBUTION	-	-	-	-	-	-	-	-	-
MEMBERSHIP COPIES	-	-	-	-	-	-	-	-	-
PAID COPIES	613	170	443	613	170	443	-	-	-
PAID SUBSCRIPTIONS	598	163	435	598	163	435	-	-	-
INDIVIDUAL	503	109	394	503	109	394	-	-	-
MULTIPLE COPY	95	54	41	95	54	41	-	-	-
CORPORATE	-	-	-	-	-	-	-	-	-
PAID SINGLE COPIES	15	7	8	15	7	8	-	-	-

AUDIT ISSUE ANALYSIS

FREE COPIES DESCRIPTION

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



AVERAGE CIRCULATION ANALYSIS

	TOTAL	UNITED KINGDOM	OTHER COUNTRIES
AVERAGE CIRCULATION	28,600	7,119	21,481
PRINT EDITION	28,600	7,119	21,481
DIGITAL EDITION	-	-	-

ISSUE ANALYSIS

PRINT

ISSUE	DISTRIBUTED	TOTAL
July 2018	03/07/18	26,995
August 2018	01/08/18	30,023
September 2018	19/09/18	28,522
October 2018	09/10/18	27,524
November 2018	22/11/18	27,019
December 2018	19/12/18	27,019
January 2019	08/01/19	28,518
February 2019	18/02/19	30,016
March 2019	07/03/19	30,011
April 2019	09/04/19	29,520
May 2019	16/05/19	28,520
June 2019	11/06/19	29,508

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