



Standard Certificate of Circulation

For the 4 issues distributed between 1st July 2007 and 30th June 2008

**Business
Magazines**

P.I.R Carehome Management

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The Primary Market Sector for this publication is:

Health

This certificate expires on 30th September 2009 unless ABC has issued a new certificate before that date.

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For details of audit reports issued or the rules and procedures, please contact ABC.

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P.I.R Carehome Management

Certificate of Average Net Circulation for the 4 issues distributed between 1st July 2007 and 30th June 2008

	Net Total	United Kingdom	Other Countries
TOTAL AVERAGE NET CIRCULATION PER ISSUE	21,544	21,544	-
Total Average Net Newstrade Sales Per Issue	-	-	-

Analysis for the Audit Issue cover dated Care Home 23 and distributed on 24th April 2008

Total Net Circulation		18,092	18,092	-
Newstrade and other Single Copy Sales	Total	-	-	-
At Full Cover Price/NTT		-	-	-
At a Lower Rate		-	-	-
Paid and Controlled	Total	-	-	-
see terms of control on page 3. Sources for all addressees are less than 3 years old.				
At Full Rate		-	-	-
At between 50% and 100% of Full Rate		-	-	-
At less than 50% of Full Rate		-	-	-
Single Copy Subscription Sales	Total	-	-	-
At Full Rate		-	-	-
At between 50% and 100% of Full Rate		-	-	-
At less than 50% of Full Rate		-	-	-
Multiple Copy Subscription Sales	Total	-	-	-
At Full Rate		-	-	-
At between 50% and 100% of Full Rate		-	-	-
At less than 50% of Full Rate		-	-	-
Bulk Sales	Total	-	-	-
At Full Rate		-	-	-
At between 50% and 100% of Full Rate		-	-	-
At less than 50% of Full Rate		-	-	-
Society/Association/Organisation Circulation	Total	-	-	-
Paid optional single copies		-	-	-
Unpaid single copies (Written Requests)		-	-	-
Unpaid single copies (Electronic Requests)		-	-	-
Unpaid single copies (Telephone Requests)		-	-	-
Non-optional single copies		-	-	-
Controlled Free Circulation	Total	18,092	18,092	-
see terms of control on page 3. Sources for all addressees are less than 3 years old.				
Individual Written Requests		131	131	-
Individual Electronic Requests		-	-	-
Individual Telephone Requests		-	-	-
Company Written Requests		-	-	-
Company Electronic Requests		-	-	-
Company Telephone Requests		-	-	-
Non-requested by name		17,025	17,025	-
Non-requested by job title / function		936	936	-
Non-Controlled Free Circulation	Total	-	-	-
By Name		-	-	-
Not by name		-	-	-

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

Miscellaneous data:

The Basic Cover Price for the audit issue was: Not Applicable

The United Kingdom Basic Annual Rate for Subscriptions for the audit issue was: Not Applicable

The annual other countries subscription rate for the audit issue was: Not Applicable

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Society / Association / Organisation Circulation

None

Controlled Circulation - Terms of Control in audit period

Managers, Directors, Proprietors, Medical Staff, Administrators, Care workers, Engineers, Facilities Managers, Religious advisors, Accountants, and staff involved in purchasing decision and policy making within Care Homes and care home environments. Social Services

Age of source data for the Audit Issue

Category by quantity	Total	0-1 yr	1-2 yrs	2-3 yrs
Total	131	131	-	-
Individual Requests	131	131	-	-
Company Requests	-	-	-	-

Category by percentage	Total	0-1 yr	1-2 yrs	2-3 yrs
Total	100.0	100.0	-	-
Individual Requests	100.0	100.0	-	-
Company Requests	-	-	-	-

Actual Distribution Dates for issues distributed during the audit period

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

Bulk Sales for issues with Bulk Sales representing 10% or above of the circulation for that issue

Cover Date/ID	Distribution Date	Net Circ.	Variance %	Bulk Qty	Cover Date/ID	Distribution Date	Net Circ.	Variance %	Bulk Qty
Care home 20	31-Jul-2007	24,999	+16.0	-					
Care Home 21	08-Nov-2007	25,083	+16.4	-					
Care Home 22	31-Jan-2008	18,000	-16.5	-					
Care Home 23	24-Apr-2008	18,092	-16.0	-					

Other Bulk Distribution. (Please note, these copies are NOT included in the circulation of any issue)

None