

EUREKA
JANUARY TO DECEMBER 2021



Eureka!

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



18,204

CIRCULATION
(AVERAGE PER ISSUE)

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www.abc.org.uk

98.7%

CONTROLLED FREE
Issue distributed 21/12/21

1.3%

OTHER FREE
Issue distributed 21/12/21

PAID

Issue distributed 21/12/21

MEMBERSHIP

Issue distributed 21/12/21

MONTHLY

12 ISSUES

MANUFACTURING

MARKET SECTOR

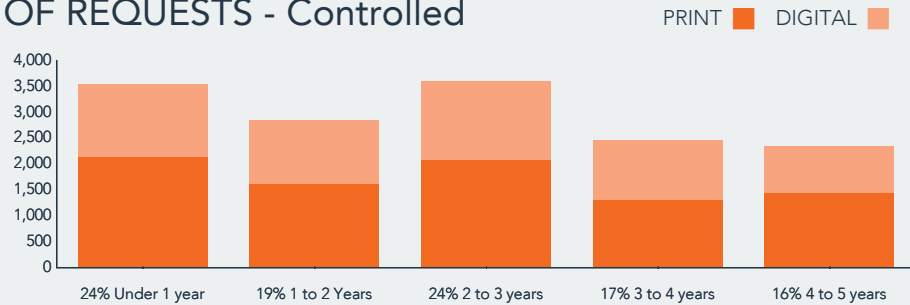
AUDIT ISSUE ANALYSIS	TOTAL	UNITED KINGDOM	OTHER COUNTRIES	PRINT	UNITED KINGDOM	OTHER COUNTRIES	DIGITAL	UNITED KINGDOM	OTHER COUNTRIES
ISSUE DISTRIBUTED 21/12/21	17,894	17,883	11	10,221	10,210	11	7,673	7,673	-
FREE COPIES	17,894	17,883	11	10,221	10,210	11	7,673	7,673	-
CONTROLLED FREE	17,670	17,670	-	9,999	9,999	-	7,671	7,671	-
REQUESTED (INDIVIDUAL)	10,459	10,459	-	5,952	5,952	-	4,507	4,507	-
REQUESTED (COLLEAGUE)	4,327	4,327	-	2,641	2,641	-	1,686	1,686	-
NON-REQUESTED (NAME)	2,884	2,884	-	1,406	1,406	-	1,478	1,478	-
NON-REQUESTED (JOB)	-	-	-	-	-	-	-	-	-
OTHER FREE	224	213	11	222	211	11	2	2	-
FREE REQUESTED DELIVERED	-	-	-	-	-	-	-	-	-
NON-CONTROLLED FREE	224	213	11	222	211	11	2	2	-
MONITORED FREE DISTRIBUTION	-	-	-	-	-	-	-	-	-
SAMPLE FREE DISTRIBUTION	-	-	-	-	-	-	-	-	-
MEMBERSHIP COPIES	-	-	-	-	-	-	-	-	-
PAID COPIES	-	-	-	-	-	-	-	-	-
PAID SUBSCRIPTIONS	-	-	-	-	-	-	-	-	-
INDIVIDUAL	-	-	-	-	-	-	-	-	-
MULTIPLE COPY	-	-	-	-	-	-	-	-	-
CORPORATE	-	-	-	-	-	-	-	-	-
PAID SINGLE COPIES	-	-	-	-	-	-	-	-	-

AUDIT ISSUE ANALYSIS

FREE COPIES DESCRIPTION

CONTROLLED: Engineering designers who directly control or influence the design and specification function for engineering materials and components in specified manufacturing and non manufacturing concerns.

AGE OF REQUESTS - Controlled



GEOGRAPHIC ANALYSIS

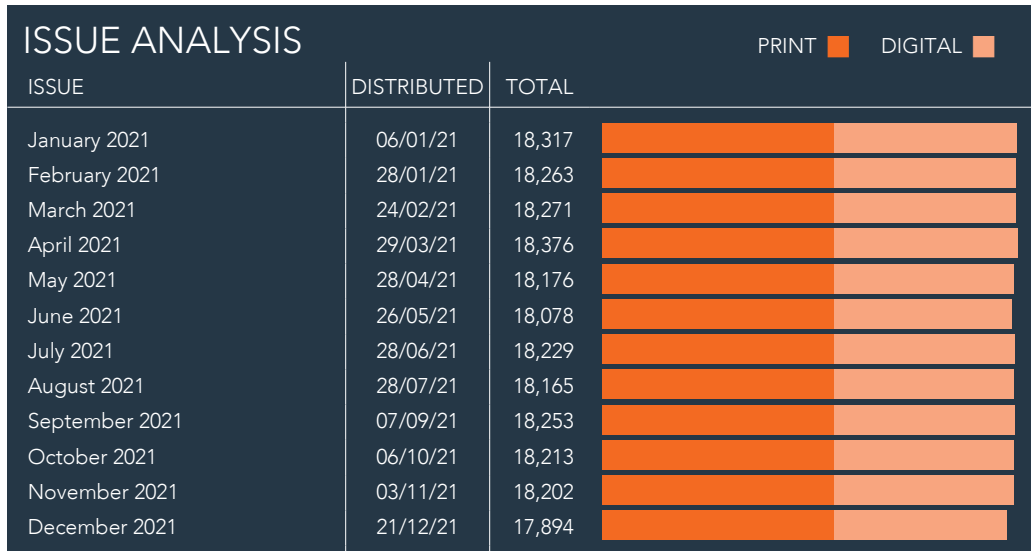
PRINT ■ DIGITAL ■

REGION/AREA	TOTAL
United Kingdom	17,883
East Anglia	1,078
East Midlands	1,722
London	258
Midlands	2,685
North West	1,670
Northern	748
South East	4,838
South West	1,793
Yorkshire	1,363
Northern Ireland	261
Scotland	856
Wales	611
Rest of the world	11

17,894 individuals were analysed (100% of the audit issue)

AVERAGE CIRCULATION ANALYSIS

	TOTAL	UNITED KINGDOM	OTHER COUNTRIES
AVERAGE CIRCULATION	18,204	18,195	9
PRINT	10,235	10,226	9
DIGITAL	7,969	7,969	-



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