

TRANSPORT ENGINEER

JANUARY TO DECEMBER 2024



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



10,419

CIRCULATION
(AVERAGE PER ISSUE)

For more information:

MA Business Ltd on behalf of
Society of Operations Engineers

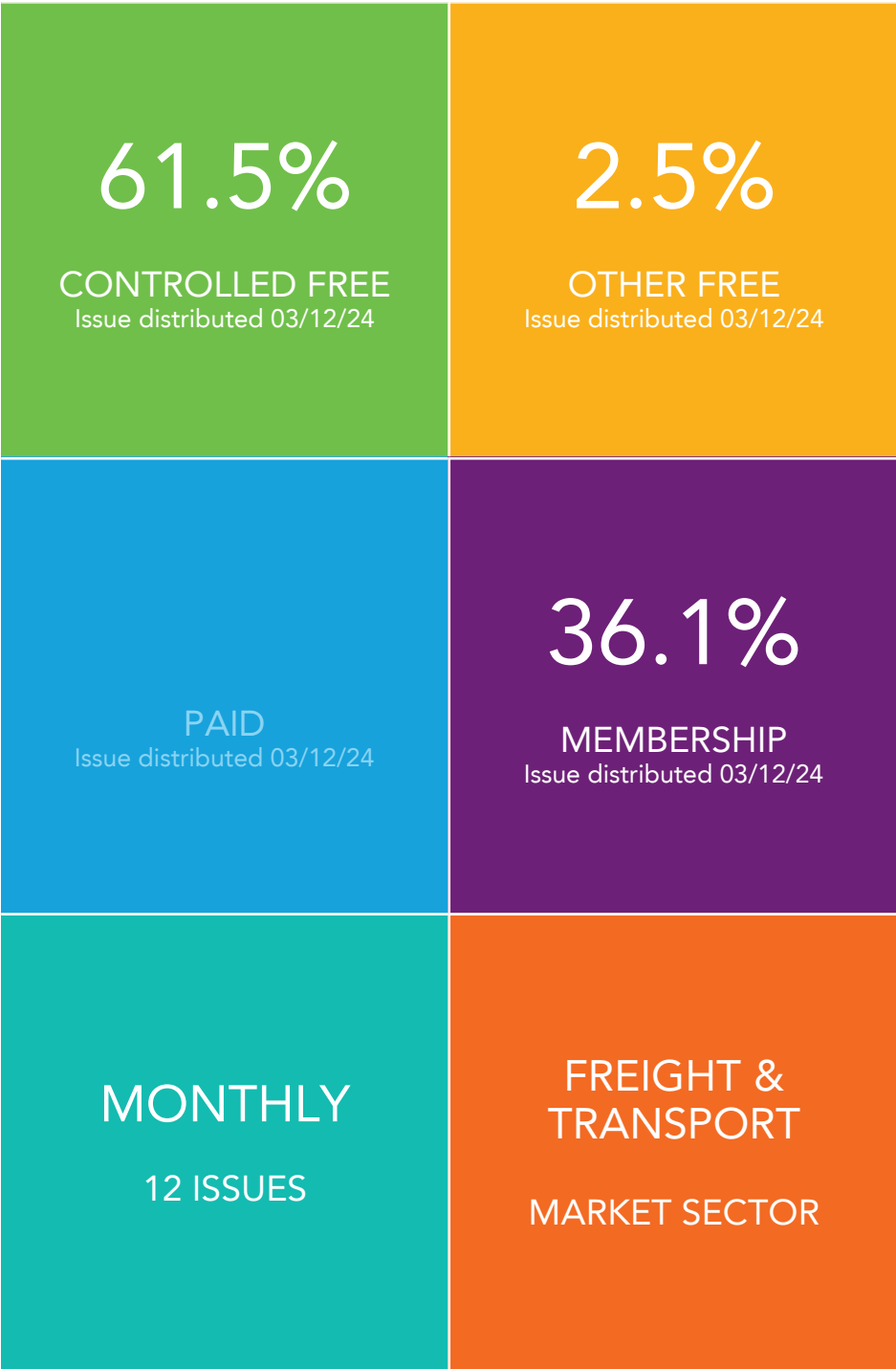
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AUDIT ISSUE ANALYSIS	TOTAL	UNITED KINGDOM	OTHER COUNTRIES	PRINT	UNITED KINGDOM	OTHER COUNTRIES	DIGITAL	UNITED KINGDOM	OTHER COUNTRIES
ISSUE DISTRIBUTED 03/12/24	10,992	9,826	1,166	4,103	3,835	268	6,889	5,991	898
FREE COPIES	7,029	6,129	900	270	242	28	6,759	5,887	872
CONTROLLED FREE	6,759	5,887	872	-	-	-	6,759	5,887	872
REQUESTED (INDIVIDUAL)	-	-	-	-	-	-	-	-	-
REQUESTED (COLLEAGUE)	-	-	-	-	-	-	-	-	-
NON-REQUESTED (NAME)	6,759	5,887	872	-	-	-	6,759	5,887	872
NON-REQUESTED (JOB)	-	-	-	-	-	-	-	-	-
OTHER FREE	270	242	28	270	242	28	-	-	-
FREE REQUESTED DELIVERED	-	-	-	-	-	-	-	-	-
NON-CONTROLLED FREE	270	242	28	270	242	28	-	-	-
MONITORED FREE DISTRIBUTION	-	-	-	-	-	-	-	-	-
SAMPLE FREE DISTRIBUTION	-	-	-	-	-	-	-	-	-
MEMBERSHIP COPIES	3,963	3,697	266	3,833	3,593	240	130	104	26
PAID COPIES	-	-	-	-	-	-	-	-	-
PAID SUBSCRIPTIONS	-	-	-	-	-	-	-	-	-
INDIVIDUAL	-	-	-	-	-	-	-	-	-
ALL YOU CAN READ	-	-	-	-	-	-	-	-	-
MULTIPLE COPY	-	-	-	-	-	-	-	-	-
CORPORATE	-	-	-	-	-	-	-	-	-
PAID SINGLE COPIES	-	-	-	-	-	-	-	-	-

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AUDIT ISSUE ANALYSIS

FREE COPIES DESCRIPTION

CONTROLLED: Directors, managers, engineers and other individuals who directly control, perform or influence the fleet management, operations, purchasing or maintenance functions in UK sites operating a fleet of commercial vehicles.

MEMBERSHIP INFORMATION

This is the official publication of ITRE - Institute of Road Transport Engineers and copies are circulated as a member benefit

GEOGRAPHIC ANALYSIS

PRINT ■ DIGITAL ■

REGION/AREA	TOTAL
United Kingdom	9,826
East Anglia	406
East Midlands	1,033
London	532
Midlands	1,016
North West	1,211
Northern	387
South East	2,314
South West	899
Yorkshire	840
Northern Ireland	208
Scotland	648
Wales	332
Rest of the world	1,166

AVERAGE CIRCULATION ANALYSIS

	TOTAL	UNITED KINGDOM	OTHER COUNTRIES
AVERAGE CIRCULATION	10,419	9,956	463
PRINT	4,258	4,005	253
DIGITAL	6,161	5,951	210

ISSUE ANALYSIS

PRINT ■ DIGITAL ■

ISSUE	DISTRIBUTED	TOTAL
January 2024	04/01/24	10,426
February 2024	06/02/24	10,336
March 2024	04/03/24	10,319
April 2024	02/04/24	11,329
May 2024	02/05/24	10,294
June 2024	10/06/24	9,754
July 2024	04/07/24	9,893
August 2024	06/08/24	9,958
September 2024	03/09/24	9,778
October 2024	08/10/24	10,642
November 2024	05/11/24	11,300
December 2024	03/12/24	10,992

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SAMPLE FREE DISTRIBUTION

ISSUE	DESCRIPTION	NUMBER OF COPIES
April 2024	Gross Distribution - Commercial Vehicle Show Copies	1,000
November 2024	Gross Distribution - Euro Bus Expo Copies	150
Average Sample Free Distribution over the 12 issues in the period:		96

About ABC

ABC delivers a stamp of trust for the media industry. We are owned and developed jointly by media owners, advertisers and agencies to set agreed standards for media brand measurement across print, digital and events.

ABC is also a trusted verification provider. We audit media brand measurement data and the adoption of good practice and processes to industry-agreed standards.

Established in 1931, ABC was the first UK Joint Industry Currency (JIC) and is a founder of the International Federation of ABCs.

For more information please visit: www.abc.org.uk



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