



Standard Certificate of Circulation

For the 6 issues distributed between 1st January 2006 and 31st December 2006

**Business
Magazines**

Retail Systems



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The Primary Market Sector for this publication is:

Computers

This certificate expires on 31st March 2008 unless ABC has issued a new certificate before that date.

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All data carried in this certificate is derived from a Return of Circulation approved by ABC on: 15th February 2007 on behalf of the publisher: Perspective Publishing Ltd
The publisher has certified that the data has been reported in accordance with ABC rules. ABC will audit the data and if any material error or omission is found, an audit report will be issued giving details of the error or omission.

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

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Published by
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Retail Systems

Certificate of Average Net Circulation for the 6 issues distributed between 1st January 2006 and 31st December 2006

	Net Total	United Kingdom	Other Countries
TOTAL AVERAGE NET CIRCULATION PER ISSUE	13, 217	13, 180	37
Total Average Net Newstrade Sales Per Issue	-	-	-

Analysis for the Audit Issue cover dated OCT/NOV 2006 and distributed on 7th November 2006

		13, 500	13, 493	7
Total Net Circulation				
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	81	74	7
At Full Rate		59	54	5
At between 50% and 100% of Full Rate		22	20	2
At less than 50% of Full Rate		-	-	-
Multiple Copy Subscription Sales	Total	6	6	-
At Full Rate		4	4	-
At between 50% and 100% of Full Rate		2	2	-
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	13, 413	13, 413	-
see terms of control on page 3. Sources for all addressees are less than 3 years old.				
Individual Written Requests		282	282	-
Individual Electronic Requests		225	225	-
Individual Telephone Requests		5, 628	5, 628	-
Company Written Requests		3	3	-
Company Electronic Requests		-	-	-
Company Telephone Requests		4, 440	4, 440	-
Non-requested by name		2, 835	2, 835	-
Non-requested by job title / function		-	-	-
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: £88.00

The annual other countries subscription rate for the audit issue was: £130.00

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Society / Association / Organisation Circulation

None

Controlled Circulation - Terms of Control in audit period

IT Directors & Managers, Operational Directors and Managers who have responsibility for planning, purchasing, recommending or authorising IT expenditure, and other professionals within UK retail.

Age of source data for the Audit Issue

Category by quantity	Total	0-1 yr	1-2 yrs	2-3 yrs
Total	10,578	7,631	2,947	-
Individual Requests	6,135	5,197	938	-
Company Requests	4,443	2,434	2,009	-
Category by percentage	Total	0-1 yr	1-2 yrs	2-3 yrs
Total	100.0	72.1	27.9	-
Individual Requests	58.0	49.1	8.9	-
Company Requests	42.0	23.0	19.0	-

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 %	Cover Date/ID	Distribution Date	Net Circ.	Variance %	Bulk %
DEC/JAN 2006	05-Jan-2006	13,800	-	-					
FEB/MAR 2006	08-Mar-2006	13,000	-	-					
APR/MAY 2006	09-May-2006	13,000	-	-					
JUN/JULY 2006	07-Jul-2006	13,000	-	-					
AUG/SEPT 2006	21-Sep-2006	13,000	-	-					
OCT/NOV 2006	07-Nov-2006	13,500	-	-					

Exhibitions/Conferences to which bulk free copies are supplied. (Please note, these copies are NOT included in the circulation of any issue)

None