

# Standard Certificate of Circulation

For the 6 issues distributed between 1st January 2007 and 31st December 2007

**Business  
Magazines**

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**Retail Systems**

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### The Primary Market Sector for this publication is:

Computers

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This certificate expires on 31st March 2009 unless ABC has issued a new certificate before that date.

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VALIDATED DRAFT

# Retail Systems

Certificate of Average Net Circulation for the 6 issues distributed between 1st January 2007 and 31st December 2007

	Net Total	United Kingdom	Other Countries
<b>TOTAL AVERAGE NET CIRCULATION PER ISSUE</b>	<b>12, 993</b>	<b>12, 945</b>	<b>48</b>
<b>Total Average Net Newstrade Sales Per Issue</b>	-	-	-

## Analysis for the Audit Issue cover dated OCT07/NOV07 and distributed on 6th November 2007

<b>Total Net Circulation</b>		<b>12, 956</b>	<b>12, 948</b>	<b>8</b>
<b>Newstrade and other Single Copy Sales</b>	<b>Total</b>	-	-	-
At Full Cover Price/NTT		-	-	-
At a Lower Rate		-	-	-
<b>Paid and Controlled</b>	<b>Total</b>	-	-	-
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		-	-	-
<b>Single Copy Subscription Sales</b>	<b>Total</b>	<b>114</b>	<b>106</b>	<b>8</b>
At Full Rate		78	71	7
At between 50% and 100% of Full Rate		36	35	1
At less than 50% of Full Rate		-	-	-
<b>Multiple Copy Subscription Sales</b>	<b>Total</b>	-	-	-
At Full Rate		-	-	-
At between 50% and 100% of Full Rate		-	-	-
At less than 50% of Full Rate		-	-	-
<b>Bulk Sales</b>	<b>Total</b>	-	-	-
At Full Rate		-	-	-
At between 50% and 100% of Full Rate		-	-	-
At less than 50% of Full Rate		-	-	-
<b>Society/Association/Organisation Circulation</b>	<b>Total</b>	-	-	-
Paid optional single copies		-	-	-
Unpaid single copies (Written Requests)		-	-	-
Unpaid single copies (Electronic Requests)		-	-	-
Unpaid single copies (Telephone Requests)		-	-	-
Non-optional single copies		-	-	-
<b>Controlled Free Circulation</b>	<b>Total</b>	<b>12, 842</b>	<b>12, 842</b>	-
see terms of control on page 3. Sources for all addressees are less than 3 years old.				
Individual Written Requests		291	291	-
Individual Electronic Requests		324	324	-
Individual Telephone Requests		7, 741	7, 741	-
Company Written Requests		-	-	-
Company Electronic Requests		-	-	-
Company Telephone Requests		4, 032	4, 032	-
Non-requested by name		454	454	-
Non-requested by job title / function		-	-	-
<b>Non-Controlled Free Circulation</b>	<b>Total</b>	-	-	-
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

2 or 3 year subscriptions are available

# Retail Systems

Certificate of Average Net Circulation for the 6 issues distributed between 1st January 2007 and 31st December 2007

## Society / Association / Organisation Circulation

None

### Controlled Circulation - Terms of Control in audit period

IT Directors/Manager, Operations/Supply Chain Directors/Manager and Other Directors/Managers and/or individuals with responsibility for authorizing or recommending IT expenditure.

### Age of source data for the Audit Issue

Category by quantity	Total	0-1 yr	1-2 yrs	2-3 yrs
Total	12,388	3,495	6,921	1,972
Individual Requests	8,356	3,495	4,123	738
Company Requests	4,032	-	2,798	1,234
Category by percentage	Total	0-1 yr	1-2 yrs	2-3 yrs
Total	100.0	28.2	55.9	15.9
Individual Requests	67.5	28.2	33.3	6.0
Company Requests	32.6	-	22.6	10.0

### 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 %
DEC06/JAN07	02-Jan-2007	13,000	-	-					
FEB07/MAR07	08-Mar-2007	13,000	-	-					
APR07/MAY07	04-May-2007	13,000	-	-					
JUN07/JLY07	10-Jul-2007	13,000	-	-					
AUG07/SEPT07	11-Sep-2007	13,000	-	-					
OCT07/NOV07	06-Nov-2007	12,956	-	-					

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

None