



Standard Certificate of Circulation

For the 6 issues distributed between 1 January 2008 and 31 December 2008

**Business
Magazines**

Retail Systems



Retail Systems

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The Primary Market Sector for this publication is:

Computers

This certificate expires on 31 March 2010 unless ABC has issued a new certificate before that date.

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Certification Statement

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Certificate of Average Net Circulation for the 6 issues distributed between 1 January 2008 and 31 December 2008

	Net Total	United Kingdom	Other Countries
TOTAL AVERAGE NET CIRCULATION PER ISSUE	13,000	12,951	49
Total Average Net Newstrade Sales Per Issue	-	-	-

Analysis for the Audit issue cover dated NovDec and distributed on 6 November 2008

	13,000	12,953	47
Total Net Circulation	13,000	12,953	47
Newstrade & Other Single Copy Sales	-	-	-
At Full Cover Prive/NTT	-	-	-
At a Lower Rate	-	-	-
Paid and Controlled	-	-	-
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	91	87	4
At Full Rate	79	75	4
At Between 50% and 100% of Full Rate	12	12	-
At less than 50% of Full Rate	-	-	-
Multiple Copy Subscription Sales	-	-	-
At Full Rate	-	-	-
At Between 50% and 100% of Full Rate	-	-	-
At less than 50% of Full Rate	-	-	-
Bulk Sales	-	-	-
At Full Rate	-	-	-
At Between 50% and 100% of Full Rate	-	-	-
At less than 50% of Full Rate	-	-	-
Society/Association/Organisation Circulation	-	-	-
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	12,866	12,866	-
see terms of control on page 3. Sources for all addressees are less than 3 years old.			
Individual Written Requests	292	292	-
Individual Electronic Requests	271	271	-
Individual Telephone Requests	9,481	9,481	-
Company Written Requests	1	1	-
Company Electronic Requests	-	-	-
Company Telephone Requests	2,229	2,229	-
Non-requested by name	592	592	-
Non-requested by job title / function	-	-	-
Non-Controlled Free Circulation	43	-	43
By Name	43	-	43
Not by Name	-	-	-

Duplication: The level of duplication on the mailing list for the audit issue was: 1%

Miscellaneous Data:

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

The United Kingdom Basic Annual Rates for Subscriptions for the audit issue were: £98.00

The Annual Other Countries Subscription Rates for the audit issue were: £140.00

2 or 3 year subscriptions are available

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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	12,274	5,430	1,789	5,055
Individual Requests	10,044	5,430	1,789	2,825
Company Requests	2,230	-	-	2,230

Category by percentage	Total	0-1 yr	1-2 yrs	2-3 yrs
Total	100.0	44.2	14.6	41.2
Individual Requests	81.8	44.2	14.6	23.0
Company Requests	18.2	-	-	18.2

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
DecJan	01-Jan-2008	13,000	-	-					
FebMar	06-Mar-2008	13,000	-	-					
MayJun	29-Apr-2008	13,000	-	-					
JulAug	11-Jul-2008	13,000	-	-					
SepOct	12-Sep-2008	13,000	-	-					
NovDec	06-Nov-2008	13,000	-	-					

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

None