

NEW ELECTRONICS  
JANUARY TO DECEMBER 2020



# newelectronics

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



# 14,683

CIRCULATION  
(AVERAGE PER ISSUE)

For more information:



MA Business Ltd

[sales@newelectronics.co.uk](mailto:sales@newelectronics.co.uk)



[www.newelectronics.co.uk](http://www.newelectronics.co.uk)



01322 221144

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[www.abc.org.uk](http://www.abc.org.uk)

98.8%

CONTROLLED FREE  
Issue distributed 25/11/20

1.2%

OTHER FREE  
Issue distributed 25/11/20

PAID

Issue distributed 25/11/20

MEMBERSHIP

Issue distributed 25/11/20

EVERY 2 WEEKS

21 ISSUES

ELECTRONICS

MARKET SECTOR

# NEW ELECTRONICS

JANUARY TO DECEMBER 2020



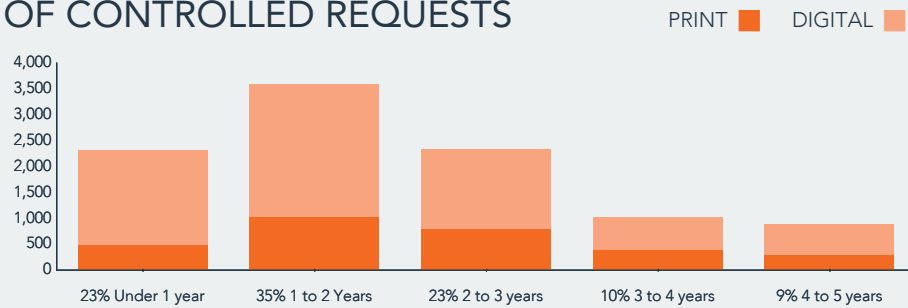
AUDIT ISSUE ANALYSIS	TOTAL	UNITED KINGDOM	OTHER COUNTRIES	PRINT EDITION	UNITED KINGDOM	OTHER COUNTRIES	DIGITAL EDITION	UNITED KINGDOM	OTHER COUNTRIES
ISSUE DISTRIBUTED 25/11/20	13,760	13,723	37	3,498	3,461	37	10,262	10,262	-
FREE COPIES	13,760	13,723	37	3,498	3,461	37	10,262	10,262	-
CONTROLLED FREE	13,600	13,600	-	3,338	3,338	-	10,262	10,262	-
REQUESTED (INDIVIDUAL)	8,607	8,607	-	3,000	3,000	-	5,607	5,607	-
REQUESTED (COLLEAGUE)	1,539	1,539	-	-	-	-	1,539	1,539	-
NON-REQUESTED (NAME)	3,454	3,454	-	338	338	-	3,116	3,116	-
NON-REQUESTED (JOB)	-	-	-	-	-	-	-	-	-
OTHER FREE	160	123	37	160	123	37	-	-	-
NON-CONTROLLED FREE	160	123	37	160	123	37	-	-	-
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:** Engineers and Engineering management at their business addresses who directly control or influence the electronics design and specification function for electronics components, systems or materials and individuals directly responsible for the purchase of electronics components, systems or materials.

### AGE OF CONTROLLED REQUESTS



## GEOGRAPHIC ANALYSIS

PRINT ■ DIGITAL ■

REGION/AREA	TOTAL
United Kingdom	13,723
East Anglia	832
East Midlands	1,350
London	255
Midlands	1,723
North West	1,116
Northern	603
South East	4,030
South West	1,517
Yorkshire	893
Northern Ireland	216
Scotland	733
Wales	455
Rest of the world	37

13,760 individuals were analysed (100% of the audit issue)

## AVERAGE CIRCULATION ANALYSIS

	TOTAL	UNITED KINGDOM	OTHER COUNTRIES
AVERAGE CIRCULATION	14,683	14,642	41
PRINT EDITION	6,685	6,644	41
DIGITAL EDITION	7,998	7,998	-

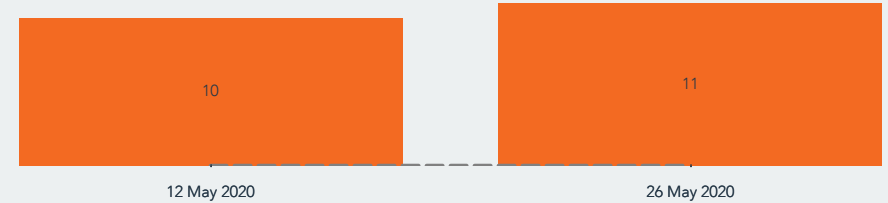
### MONTHLY ISSUE ANALYSIS

PRINT ■ DIGITAL ■

MONTH	NUMBER OF ISSUES	AVERAGE	
January	2	13,573	<div style="width: 100%; height: 15px; background-color: orange;"></div>
February	2	13,544	<div style="width: 100%; height: 15px; background-color: orange;"></div>
March	2	13,516	<div style="width: 100%; height: 15px; background-color: orange;"></div>
April	2	14,462	<div style="width: 100%; height: 15px; background-color: orange;"></div>
May	2	16,239	<div style="width: 100%; height: 15px; background-color: orange;"></div>
June	2	15,937	<div style="width: 100%; height: 15px; background-color: orange;"></div>
July	1	15,766	<div style="width: 100%; height: 15px; background-color: orange;"></div>
August	1	15,632	<div style="width: 100%; height: 15px; background-color: orange;"></div>
September	2	15,350	<div style="width: 100%; height: 15px; background-color: orange;"></div>
October	2	15,370	<div style="width: 100%; height: 15px; background-color: orange;"></div>
November	2	13,643	<div style="width: 100%; height: 15px; background-color: orange;"></div>
December	1	13,691	<div style="width: 100%; height: 15px; background-color: orange;"></div>

## ISSUE VARIANCES > 10%

--- AVERAGE CIRCULATION



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