

BREAKDOWN BY MEDIA TYPE



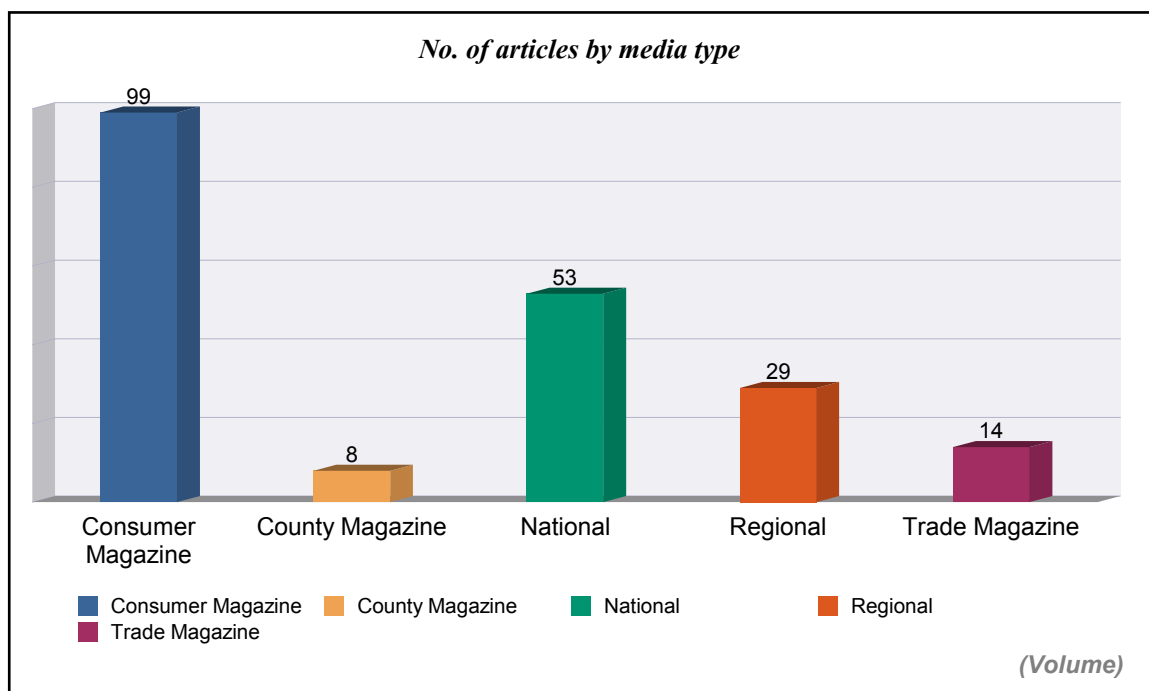
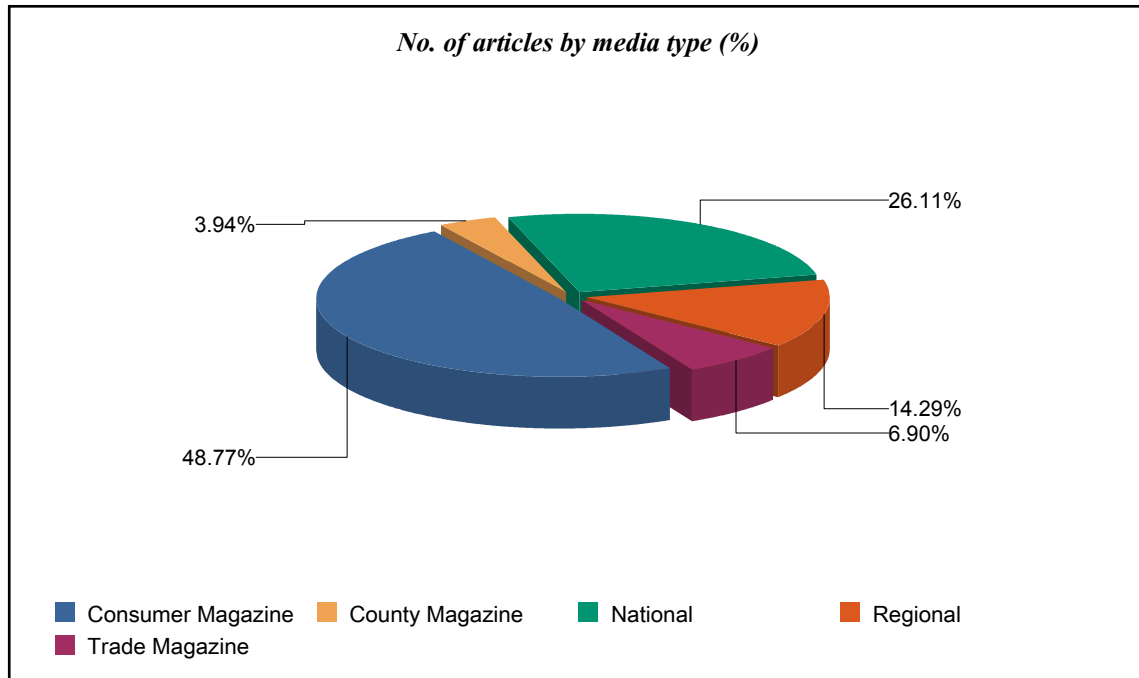
Summary

IPCB

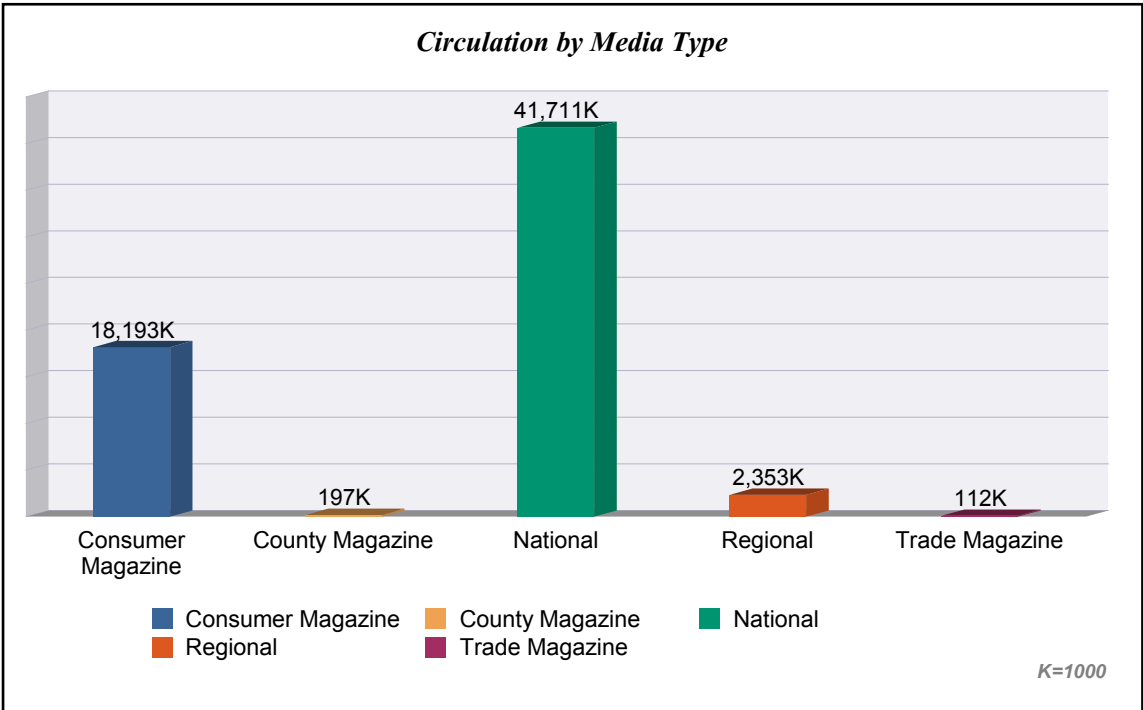
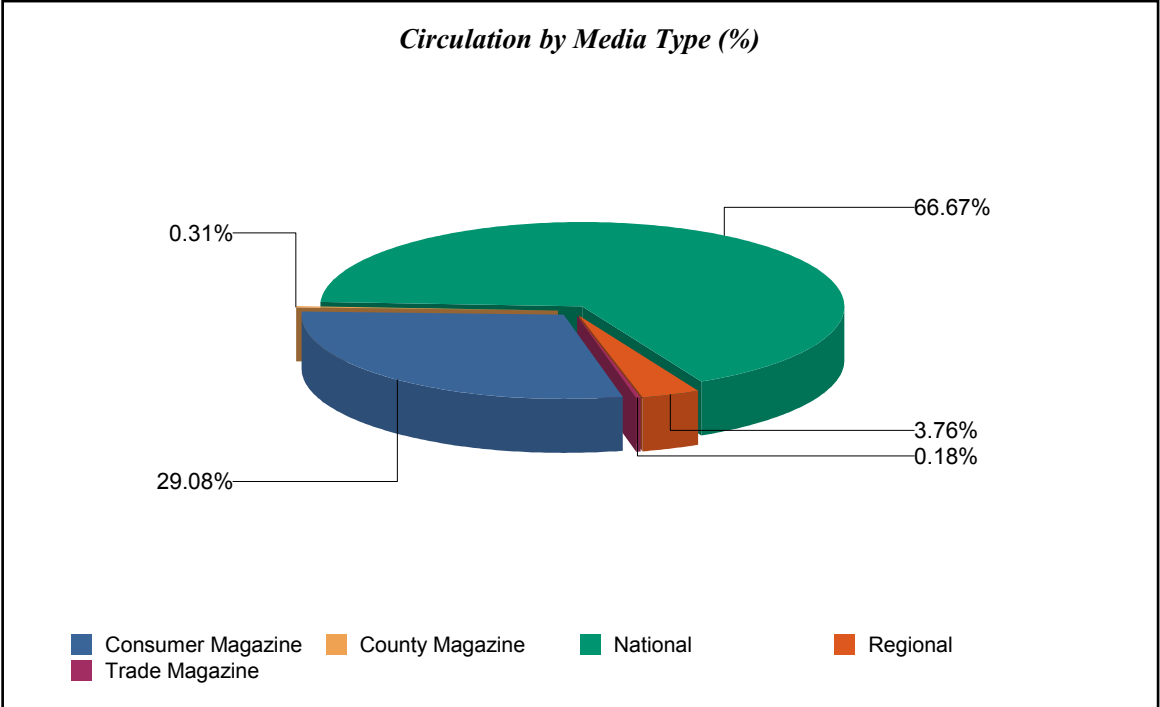
01/02/2016 to: 29/02/2016

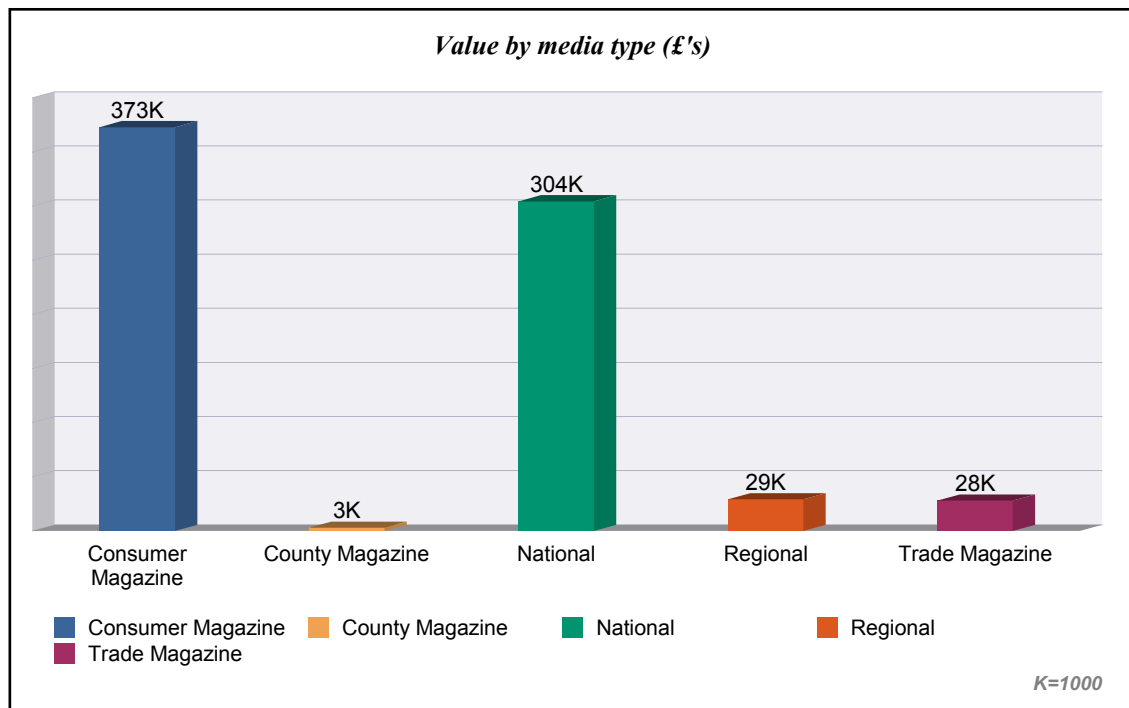
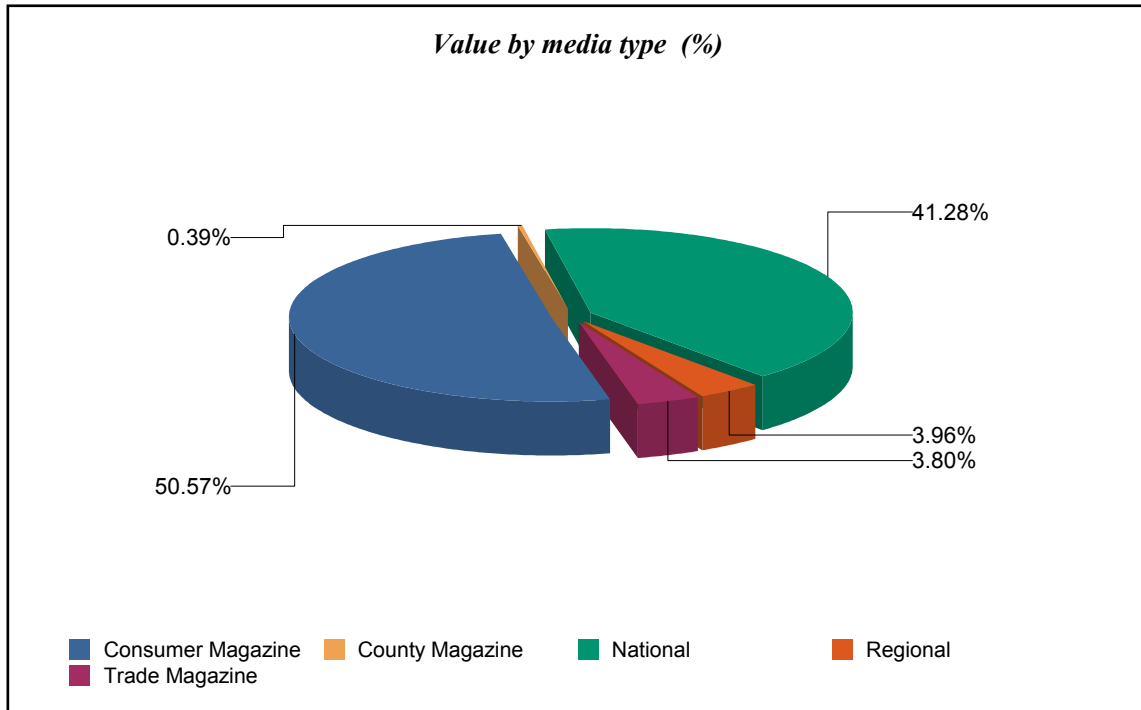
<u>Media Type</u>	<u>No. Articles</u>	<u>Size [cm²]</u>	<u>Circulation</u>	<u>Readership</u>	<u>Display Rate [£'s]</u>	<u>AVE Value [£'s]</u>
Consumer Magazine	99	13,786	18,193,114	51,032,076	2,543.83	372,951.92
County Magazine	8	774	197,052	662,182	28.98	2,867.22
National	53	7,340	41,710,998	114,906,716	2,412.31	304,477.68
Regional	29	3,387	2,352,848	6,912,988	239.43	29,192.03
Trade Magazine	14	4,293	111,863	363,454	117.17	28,036.63
Totals:	203	29,580	62,565,875	173,877,416	5,341.72	737,525.48

NUMBER OF ARTICLES



CIRCULATION FIGURES





SIZE OF ARTICLE

