

# TRANSPORT ENGINEER

JANUARY TO DECEMBER 2018



Transport Engineer has reported in accordance with ABC's industry-agreed standards for Business Magazines



# 15,740

## CIRCULATION (AVERAGE PER ISSUE)

### For more information:



MA Business Ltd on behalf of  
Society of Operations Engineers



soe@soe.org.uk



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# 32.1%

CONTROLLED FREE  
Issue distributed 30/11/18

# 3.6%

OTHER FREE  
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# 0.5%

PAID  
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# 63.8%

MEMBERSHIP  
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### 12 ISSUES

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# TRANSPORT ENGINEER

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## AUDIT ISSUE ANALYSIS

|                             | TOTAL  | UNITED KINGDOM | OTHER COUNTRIES | PRINT EDITION | UNITED KINGDOM | OTHER COUNTRIES | DIGITAL EDITION | UNITED KINGDOM | OTHER COUNTRIES |
|-----------------------------|--------|----------------|-----------------|---------------|----------------|-----------------|-----------------|----------------|-----------------|
| ISSUE DISTRIBUTED 30/11/18  | 15,724 | 15,142         | 582             | 15,724        | 15,142         | 582             | -               | -              | -               |
| FREE COPIES                 | 5,619  | 5,568          | 51              | 5,619         | 5,568          | 51              | -               | -              | -               |
| CONTROLLED FREE             | 5,050  | 5,050          | -               | 5,050         | 5,050          | -               | -               | -              | -               |
| REQUESTED (INDIVIDUAL)      | -      | -              | -               | -             | -              | -               | -               | -              | -               |
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| NON-REQUESTED (NAME)        | 5,050  | 5,050          | -               | 5,050         | 5,050          | -               | -               | -              | -               |
| NON-REQUESTED (JOB)         | -      | -              | -               | -             | -              | -               | -               | -              | -               |
| OTHER FREE                  | 569    | 518            | 51              | 569           | 518            | 51              | -               | -              | -               |
| NON-CONTROLLED FREE         | 569    | 518            | 51              | 569           | 518            | 51              | -               | -              | -               |
| MONITORED FREE DISTRIBUTION | -      | -              | -               | -             | -              | -               | -               | -              | -               |
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| MEMBERSHIP COPIES           | 10,030 | 9,529          | 501             | 10,030        | 9,529          | 501             | -               | -              | -               |
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## AUDIT ISSUE ANALYSIS

### FREE COPIES DESCRIPTION

**CONTROLLED:** Directors, managers, engineers and other individuals who directly control, perform or influence the fleet management, operations, purchasing or maintenance functions in UK sites operating a fleet of commercial vehicles.

### MEMBERSHIP INFORMATION

This is the official publication of ITRE - Institute of Road Transport Engineers and copies are circulated as a member benefit

### GEOGRAPHIC ANALYSIS

PRINT

| REGION/AREA      | TOTAL  |
|------------------|--------|
| United Kingdom   | 15,142 |
| East Anglia      | 748    |
| East Midlands    | 1,589  |
| London           | 306    |
| Midlands         | 1,585  |
| North West       | 1,727  |
| Northern         | 716    |
| South East       | 3,458  |
| South West       | 1,485  |
| Yorkshire        | 1,395  |
| Northern Ireland | 312    |
| Scotland         | 1,130  |
| Wales            | 691    |

15,142 individuals were analysed (96% of the audit issue)

### GEOGRAPHIC ANALYSIS

PRINT

| REGION/AREA             | TOTAL |
|-------------------------|-------|
| Europe                  | 234   |
| Belgium                 | 3     |
| Bulgaria                | 1     |
| Cyprus                  | 4     |
| Denmark                 | 1     |
| Finland                 | 1     |
| France                  | 10    |
| Germany                 | 38    |
| Greece                  | 1     |
| Republic of Ireland     | 148   |
| Italy                   | 1     |
| Malta                   | 1     |
| Netherlands             | 5     |
| Norway                  | 1     |
| Poland                  | 1     |
| Romania                 | 3     |
| Spain                   | 6     |
| Sweden                  | 6     |
| Switzerland             | 3     |
| North America           | 39    |
| Canada                  | 20    |
| USA                     | 19    |
| Central & South America | 12    |
| Barbados                | 2     |
| Bermuda                 | 5     |
| Chile                   | 1     |
| Guyana                  | 1     |
| Trinidad & Tobago       | 2     |
| Virgin Islands, British | 1     |
| Australasia & Pacific   | 71    |

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### GEOGRAPHIC ANALYSIS

PRINT

| REGION/AREA                 | TOTAL |
|-----------------------------|-------|
| Australia                   | 57    |
| New Zealand                 | 14    |
| Asia                        | 5     |
| India                       | 1     |
| Sri Lanka                   | 4     |
| South East Asia & Pacific   | 165   |
| China, People's Republic of | 3     |
| Hong Kong                   | 104   |
| Indonesia                   | 1     |
| Macau                       | 1     |
| Malaysia                    | 3     |
| Singapore                   | 52    |
| Taiwan                      | 1     |
| Africa                      | 48    |
| Botswana                    | 1     |
| Ghana                       | 8     |
| Kenya                       | 2     |
| Mauritius                   | 3     |
| Nigeria                     | 3     |
| South Africa                | 25    |
| Zambia                      | 2     |
| Zimbabwe                    | 4     |
| Middle East & North Africa  | 8     |
| Bahrain                     | 1     |
| Emirates, United Arab       | 4     |
| Israel                      | 1     |
| Oman                        | 2     |

582 individuals were analysed (4% of the audit issue)

### AVERAGE CIRCULATION ANALYSIS

|                     | TOTAL  | UNITED KINGDOM | OTHER COUNTRIES |
|---------------------|--------|----------------|-----------------|
| AVERAGE CIRCULATION | 15,740 | 15,168         | 572             |
| PRINT EDITION       | 15,740 | 15,168         | 572             |
| DIGITAL EDITION     | -      | -              | -               |

### ISSUE ANALYSIS

PRINT

| ISSUE          | DISTRIBUTED | TOTAL  |
|----------------|-------------|--------|
| January 2018   | 02/01/18    | 16,822 |
| February 2018  | 01/02/18    | 16,553 |
| March 2018     | 05/03/18    | 16,563 |
| April 2018     | 11/04/18    | 16,414 |
| May 2018       | 11/05/18    | 14,887 |
| June 2018      | 04/06/18    | 15,077 |
| July 2018      | 02/07/18    | 15,146 |
| August 2018    | 03/08/18    | 15,300 |
| September 2018 | 03/09/18    | 15,419 |
| October 2018   | 03/10/18    | 15,483 |
| November 2018  | 02/11/18    | 15,490 |
| December 2018  | 30/11/18    | 15,724 |

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