



# Standard Certificate of Circulation

For the 12 issues distributed between 1st July 2002 and 30th June 2003

**Business  
Magazines**

**The Banker**

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This certificate expires on 30th September 2004 unless ABC has issued a new certificate before that date.

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All data carried in this certificate is derived from a Return of Circulation approved by ABC on: 1st September 2003 on behalf of the publisher:

FT Business

The publisher has certified that the data has been reported in accordance with ABC rules. ABC will audit the data and if any material error or omission is found, an audit report will be issued giving details of the error or omission.

For details of audit reports issued or the rules and procedures, please contact ABC.

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# The Banker

Certificate of Average Net Circulation for the 12 issues distributed between 1st July 2002 and 30th June 2003

	Net Total	United Kingdom	Other Countries
<b>Total Average Net Circulation Per Issue</b>	<b>21, 153</b>	<b>4, 898</b>	<b>16, 255</b>
<b>Total Average Net Newstrade Sales Per Issue</b>	<b>621</b>	<b>440</b>	<b>181</b>

## Analysis for the Audit Issue cover dated May 03 and distributed on 30th April 2003

<b>TOTAL NET CIRCULATION</b>		<b>28, 971</b>	<b>5, 785</b>	<b>23, 186</b>
<b>Newstrade and other Single Copy Sales</b>	<b>TOTAL</b>	<b>580</b>	<b>422</b>	<b>158</b>
At Full Cover Price/NTT		580	422	158
At a Lower Rate		-	-	-
<b>Paid and Controlled</b>	<b>TOTAL</b>	<b>-</b>	<b>-</b>	<b>-</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>2, 590</b>	<b>750</b>	<b>1, 840</b>
At Full Rate		1, 341	398	943
At between 50% and 100% of Full Rate		1, 180	332	848
At less than 50% of Full Rate		69	20	49
<b>Multiple Copy Subscription Sales</b>	<b>TOTAL</b>	<b>330</b>	<b>141</b>	<b>189</b>
At Full Rate		89	4	85
At between 50% and 100% of Full Rate		139	54	85
At less than 50% of Full Rate		102	83	19
<b>Bulk Sales</b>	<b>TOTAL</b>	<b>-</b>	<b>-</b>	<b>-</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>	<b>-</b>	<b>-</b>	<b>-</b>
Paid optional single copies		-	-	-
Unpaid single copies requested in writing		-	-	-
Unpaid single copies requested by internet		-	-	-
Unpaid single copies requested by telephone		-	-	-
Non-optional single copies		-	-	-
<b>Controlled Free Circulation</b>	<b>TOTAL</b>	<b>18, 452</b>	<b>2, 780</b>	<b>15, 672</b>
see terms of control on page 3. Sources for all addressees are less than 3 years old.				
Individually requested in writing		948	262	686
Individually requested by internet		15	7	8
Individually requested by telephone		1	-	1
Company requested in writing		-	-	-
Company requested by internet		-	-	-
Company requested by telephone		-	-	-
Non-requested by name		17, 488	2, 511	14, 977
Non-requested by job title / function		-	-	-
<b>Non-Controlled Free Circulation</b>	<b>TOTAL</b>	<b>7, 019</b>	<b>1, 692</b>	<b>5, 327</b>
By Name		7, 019	1, 692	5, 327
Not by name		-	-	-

**Duplication:** The level of duplication on the mailing list for the audit issue was: 0%

### Miscellaneous data:

The cover price for the audit issue was £17.00

The annual United Kingdom subscription rate for the audit issue was: £215.00

The range of annual other countries subscription rates for the audit issue was: £215.00

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## Society / Association / Organisation Circulation

None

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

Managing Directors, Presidents, Corporate Treasurers, Finance Directors and those involved in the purchasing of international banking or IT services

### Age of Requests - based on the documentation for the issue distributed on 30th April 2003

	Quantity	%
TOTAL	964	100.0
1 to 12 months	198	20.5
13 to 24 months	716	74.3
25 to 36 months	50	5.2

### 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	Variance %	Bulk %	Cover Date/ID	Distribution Date	Variance %	Bulk %
July 02	02-Jul-2002	-27.0	-				
August 02	02-Aug-2002	-26.8	-				
September 02	04-Sep-2002	-23.4	-				
October 02	27-Sep-2002	-36.5	-				
November 02	15-Nov-2002	-37.5	-				
December 02	29-Nov-2002	-36.2	-				
January 03	07-Jan-2003	+10.5	-				
February 03	30-Jan-2003	+19.3	-				
March 03	28-Feb-2003	+34.1	-				
April 03	31-Mar-2003	+34.5	-				
May 03	30-Apr-2003	+37.0	-				
June 03	29-May-2003	+52.1	-				

**Exhibitions / Conferences** to which bulk free copies are supplied. Please note, these copies are NOT included in the circulation of any issue

None