

THE BANKER
JULY 2017 TO JUNE 2018



The Banker

GLOBAL FINANCIAL INTELLIGENCE SINCE 1926

The Banker has reported in accordance with ABC's industry-agreed standards for Business Magazines




28,507

CIRCULATION
(AVERAGE PER ISSUE)

For more information:

 Financial Times Ltd

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79%

CONTROLLED FREE
Issue distributed 08/06/18

18.6%

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2.3%

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MONTHLY

12 ISSUES

FINANCE &
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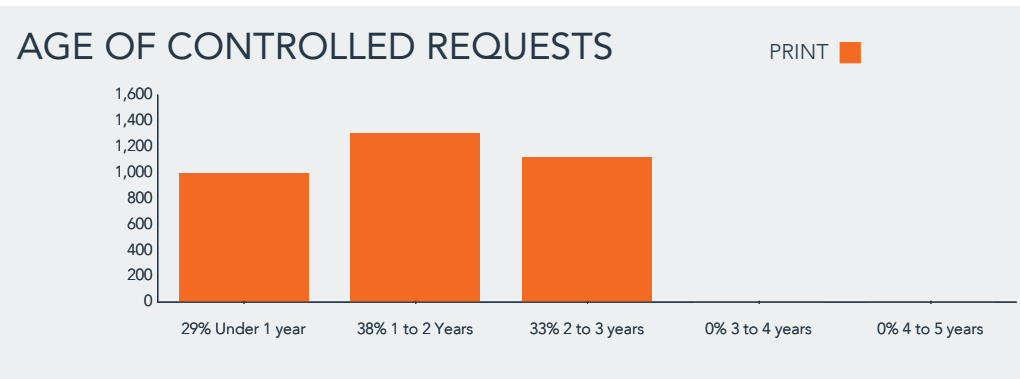
MARKET SECTOR

AUDIT ISSUE ANALYSIS	TOTAL	UNITED KINGDOM	OTHER COUNTRIES	PRINT EDITION	UNITED KINGDOM	OTHER COUNTRIES	DIGITAL EDITION	UNITED KINGDOM	OTHER COUNTRIES
ISSUE DISTRIBUTED 08/06/18	29,355	8,606	20,749	29,355	8,606	20,749	-	-	-
FREE COPIES	28,671	8,403	20,268	28,671	8,403	20,268	-	-	-
CONTROLLED FREE	23,200	7,668	15,532	23,200	7,668	15,532	-	-	-
REQUESTED (INDIVIDUAL)	1,106	273	833	1,106	273	833	-	-	-
REQUESTED (COLLEAGUE)	2,311	701	1,610	2,311	701	1,610	-	-	-
NON-REQUESTED (NAME)	19,777	6,694	13,083	19,777	6,694	13,083	-	-	-
NON-REQUESTED (JOB)	6	-	6	6	-	6	-	-	-
OTHER FREE	5,471	735	4,736	5,471	735	4,736	-	-	-
NON-CONTROLLED FREE	5,471	735	4,736	5,471	735	4,736	-	-	-
MONITORED FREE DISTRIBUTION	-	-	-	-	-	-	-	-	-
SAMPLE FREE DISTRIBUTION	-	-	-	-	-	-	-	-	-
MEMBERSHIP COPIES	-	-	-	-	-	-	-	-	-
PAID COPIES	684	203	481	684	203	481	-	-	-
PAID SUBSCRIPTIONS	658	188	470	658	188	470	-	-	-
INDIVIDUAL	526	122	404	526	122	404	-	-	-
MULTIPLE COPY	132	66	66	132	66	66	-	-	-
CORPORATE	-	-	-	-	-	-	-	-	-
PAID SINGLE COPIES	26	15	11	26	15	11	-	-	-

AUDIT ISSUE ANALYSIS

FREE COPIES DESCRIPTION

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



AVERAGE CIRCULATION ANALYSIS

	TOTAL	UNITED KINGDOM	OTHER COUNTRIES
AVERAGE CIRCULATION	28,507	8,207	20,300
PRINT EDITION	28,507	8,207	20,300
DIGITAL EDITION	-	-	-

ISSUE ANALYSIS

ISSUE	DISTRIBUTED	TOTAL	PRINT
July 2017	14/07/17	26,757	26,757
August 2017	02/08/17	29,151	29,151
September 2017	12/09/17	28,544	28,544
October 2017	11/10/17	27,544	27,544
November 2017	08/11/17	27,045	27,045
December 2017	13/12/17	27,040	27,040
January 2018	29/12/17	28,543	28,543
February 2018	09/02/18	30,032	30,032
March 2018	07/03/18	30,032	30,032
April 2018	14/04/18	29,522	29,522
May 2018	17/05/18	28,524	28,524
June 2018	08/06/18	29,355	29,355

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