



# Standard Certificate of Circulation

For the 6 issues distributed between 1st January 2008 and 30th June 2008

**Business  
Magazines**

## theHRDIRECTOR



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### The Primary Market Sector for this publication is:

Personnel Management

This certificate expires on 30th September 2009 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: 19th August 2008 on behalf of the publisher:  
The HR Director Ltd  
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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	Net Total	United Kingdom	Other Countries
<b>TOTAL AVERAGE NET CIRCULATION PER ISSUE</b>	<b>10,998</b>	<b>10,994</b>	<b>4</b>
<b>Total Average Net Newstrade Sales Per Issue</b>	-	-	-

**Analysis for the Audit Issue cover dated May'08 (Iss 47) and distributed on 2nd May 2008**

		12,278	12,269	9
<b>Total Net Circulation</b>				
<b>Newstrade and other Single Copy Sales</b>	<b>Total</b>	-	-	-
At Full Cover Price/NTT		-	-	-
At a Lower Rate		-	-	-
<b>Paid and Controlled</b>	<b>Total</b>	<b>148</b>	<b>143</b>	<b>5</b>
see terms of control on page 3. Sources for all addressees are less than 3 years old.				
At Full Rate		76	72	4
At between 50% and 100% of Full Rate		72	71	1
At less than 50% of Full Rate		-	-	-
<b>Single Copy Subscription Sales</b>	<b>Total</b>	<b>111</b>	<b>108</b>	<b>3</b>
At Full Rate		79	76	3
At between 50% and 100% of Full Rate		32	32	-
At less than 50% of Full Rate		-	-	-
<b>Multiple Copy Subscription Sales</b>	<b>Total</b>	<b>2</b>	<b>2</b>	<b>-</b>
At Full Rate		-	-	-
At between 50% and 100% of Full Rate		2	2	-
At less than 50% of Full Rate		-	-	-
<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 (Written Requests)		-	-	-
Unpaid single copies (Electronic Requests)		-	-	-
Unpaid single copies (Telephone Requests)		-	-	-
Non-optional single copies		-	-	-
<b>Controlled Free Circulation</b>	<b>Total</b>	<b>12,017</b>	<b>12,016</b>	<b>1</b>
see terms of control on page 3. Sources for all addressees are less than 3 years old.				
Individual Written Requests		1	1	-
Individual Electronic Requests		86	85	1
Individual Telephone Requests		5	5	-
Company Written Requests		-	-	-
Company Electronic Requests		1	1	-
Company Telephone Requests		1	1	-
Non-requested by name		11,923	11,923	-
Non-requested by job title / function		-	-	-
<b>Non-Controlled Free Circulation</b>	<b>Total</b>	<b>-</b>	<b>-</b>	<b>-</b>
By Name		-	-	-
Not by name		-	-	-

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

**Miscellaneous data:**

The Basic Cover Price for the audit issue was: Not Applicable  
 The United Kingdom Basic Annual Rate for Subscriptions for the audit issue was: £125.00  
 The annual other countries subscription rate for the audit issue was: £200.00  
 2 or 3 year subscriptions are available

Certificate of Average Net Circulation for the 6 issues distributed between 1st January 2008 and 30th June 2008

## Society / Association / Organisation Circulation

None

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

HR Directors, Assistant HR Directors, Personnel Directors, Assistant Personnel Directors, HR / Personnel Managers, HR Consultants, Chief People Officers, Business and Management / HR academics, VPs / Partners HR, Group HR Managers / Directors, Learning and Development Officers/ Managers, Group Heads of HR / Personnel, Heads of HR / Personnel, HR / Employment lawyers, Heads of Reward & Performance, Workplace Practice Directors, Global Talent Directors, Directors People & Policy, working within UK and global organizations.

### Age of source data for the Audit Issue

Category by quantity	Total	0-1 yr	1-2 yrs	2-3 yrs
Total	94	94	-	-
Individual Requests	92	92	-	-
Company Requests	2	2	-	-
Category by percentage	Total	0-1 yr	1-2 yrs	2-3 yrs
Total	100.0	100.0	-	-
Individual Requests	97.9	97.9	-	-
Company Requests	2.1	2.1	-	-

### 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	Net Circ.	Variance %	Bulk Qty	Cover Date/ID	Distribution Date	Net Circ.	Variance %	Bulk Qty
Jan'08 (Iss 43)	07-Jan-2008	3,970	-63.9	-					
Feb'08 (Iss 44)	28-Jan-2008	12,482	+13.5	-					
Mar'08 (Iss 45)	04-Mar-2008	12,476	+13.4	-					
Apr'08 (Iss 46)	31-Mar-2008	12,477	+13.4	-					
May'08 (Iss 47)	02-May-2008	12,278	+11.6	-					
Jun'08 (Iss 48)	02-Jun-2008	12,301	+11.8	-					

### Other Bulk Distribution. (Please note, these copies are NOT included in the circulation of any issue)

None