

Guide to Circulation Allocation

Introduction

This document is designed to help publishers allocate copies to postcode sectors.

Readership on JICREG is based on circulation allocation, if the allocation is wrong, readership is wrong and **revenue could be lost**.

Advertisers are interested in **where readers live rather than where copies are sold**.

It's recommended that one person manages the process and that **local knowledge and experience of both the distribution and advertising functions are consulted**.

Requirements

JICREG is updated twice a year in April and October, both incorporate latest ABC and other audited data. The **April** release also incorporates **new household and population data as well as post-code changes**. You will receive an email to update the **EQ (electronic questionnaire)** once the audited data is publicly available.

Key points to remember:

1. **Base on where people live**, not where buy or obtain pick up copies.
2. **No sector can have more than 100% household cover**.
3. New circulation allocation should be made **whenever a new audited figure is released** and **not simply increasing or decreasing in each sector by the same percentage as overall change**.
4. Inaccurate or out-of-date allocations could lead to **loss of advertising revenue**.

How to do it.

Copies should be allocated to the latest postcode sector list on the LMW Database. If the sectors you have aren't on the database (because changes haven't reached database yet) then use the old ones. The starting point is sales (less returns). Use of sales point postcodes (newsagents, supermarkets, garages etc.), as mentioned adjustments will need to be made based on where people live.

Sources that could be used to understand where people live could include:

1. Commuter patterns, bus routes, train lines.
2. Previous research.
3. Road network.
4. Reader databases from offers, competitions etc.

Frequently asked questions:

Q. Circulation in the town centre is higher than the number of homes.

A. Make the town centre coverage the average for the location and allocate excess copies to the sectors that make up the remainder of the location in proportion to the existing sale.

eg. HP19 8 (town centre) has a sale of 600 copies but only 100 households. As the location has 49% h/hold cover overall, allocate 49 copies to HP19 8. This leaves 551 copies to be re-allocated across remaining 1,400 h/holds (total of the other three sectors). 551 divided by 1,400 multiplied by 800 equals 315 which should be allocated to HP19 0. Repeat for the other two sectors.

Sector	House holds	Circ. (original)	Circ. (adjusted)	H/hold Cover % (unadjusted)	H/hold Cover % (adjusted)
HP19 0	2,000	800	1,115	40	56
HP19 7	1,000	400	557	40	56
HP19 8	100	600	49	600	49
HP19 9	1,000	200	279	20	28
Total	4,100	2,000	2,000	49	49

Q. Circulation uneven within a district

A. If you think this is incorrect take the average for the district and apply to all sectors.

Q. What do I do about sales through wholesaler?

A. Try and find out where copies go from the wholesaler. Allocate copies to sectors where the newspaper does not deliver which are covered by the wholesaler, taking into account the size and nature of the sector.

Q. What about copies a long way from the heartland or overseas?

A. Overseas subscription copies should be put into 'miscellaneous' category. If a sector has a very small number of copies which are thought to be read in that sector then they should be allocated there. If a paper is bought at say Euston station, it should be allocated to where those readers are thought to live.

Any queries, please contact:

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