



Standard Certificate of Circulation

For the 3 issues distributed between 1 July 2008 and 31 December 2008

**Business
Magazines**

National Health Executive



Contents

- 2 Analysis of Circulation
- 3 Supporting Data

The Primary Market Sector for this publication is:

Health

This certificate expires on 31 March 2010 unless ABC has issued a new certificate before that date.

Issued by

ABC
Saxon House, 211 High Street
Berkhamsted
Hertfordshire HP4 1AD
United Kingdom

Tel: +44 (0) 1442 870800
Fax: +44 (0) 1442 200700
Email: abcpost@abc.org.uk
Web: www.abc.org.uk
ABC Ref: A20624/15981471

Certification Statement

This certificate was issued on 12 February 2009. The data included is derived from a return of circulation prepared by the publisher: Cognitive Publishing Ltd.

The Publisher has certified that the data has been reported in accordance with ABC reporting standards. If an audit or inspection reveals a material difference ABC will revise and re-issue the certificate together with an audit/inspection report detailing the changes. For details of audit or inspection reports issued or the reporting standards and procedures, please contact ABC.

ABC cannot accept responsibility for mistakes or omissions although every care is taken to ensure that the information is correct. This certificate is the **copyright** property of the Publisher and ABC.



National Health Executive

Certificate of Average Net Circulation for the 3 issues distributed between 1 July 2008 and 31 December 2008

	Net Total	United Kingdom	Other Countries
TOTAL AVERAGE NET CIRCULATION PER ISSUE	7,745	7,745	-
Total Average Net Newstrade Sales Per Issue	-	-	-

Analysis for the Audit issue cover dated Nov/Dec 08 and distributed on 12 December 2008

Total Net Circulation	8,324	8,324	-
Newstrade & Other Single Copy Sales	-	-	-
At Full Cover Prive/NTT	-	-	-
At a Lower Rate	-	-	-
Paid and Controlled	-	-	-
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	-	-	-
Single Copy Subscription Sales	-	-	-
At Full Rate	-	-	-
At Between 50% and 100% of Full Rate	-	-	-
At less than 50% of Full Rate	-	-	-
Multiple Copy Subscription Sales	-	-	-
At Full Rate	-	-	-
At Between 50% and 100% of Full Rate	-	-	-
At less than 50% of Full Rate	-	-	-
Bulk Sales	-	-	-
At Full Rate	-	-	-
At Between 50% and 100% of Full Rate	-	-	-
At less than 50% of Full Rate	-	-	-
Society/Association/Organisation Circulation	-	-	-
Paid Optional Single Copies	-	-	-
Unpaid Single copies (Written Requests)	-	-	-
Unpaid Single copies (Electronic Requests)	-	-	-
Unpaid Single copies (Telephone Requests)	-	-	-
Non-Optional single copies	-	-	-
Controlled Free Circulation	4,439	4,439	-
see terms of control on page 3. Sources for all addressees are less than 3 years old.			
Individual Written Requests	-	-	-
Individual Electronic Requests	-	-	-
Individual Telephone Requests	-	-	-
Company Written Requests	-	-	-
Company Electronic Requests	-	-	-
Company Telephone Requests	-	-	-
Non-requested by name	4,439	4,439	-
Non-requested by job title / function	-	-	-
Non-Controlled Free Circulation	3,885	3,885	-
By Name	3,608	3,608	-
Not by Name	277	277	-

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 Rates for Subscriptions for the audit issue were: Not Applicable

The Annual Other Countries Subscription Rates for the audit issue were: Not Applicable

National Health Executive

Certificate of Average Net Circulation for the 3 issues distributed between 1 July 2008 and 31 December 2008

Society / Association / Organisation Circulation

None

Controlled Circulation - Terms of Control in audit period

CEO's, Board Members, Directors, Dept Heads, Consultants, MP's, Senior Nurses, Ward Managers, Clinicians, Academics, Managers. Individuals involved in: Procurement, HR, Research, Finance, PCT's, DoH, Training & Development, Health Informatics, Primary/Social Care, Planning Strategy & Development, Project Management, Operations, Arms Length Bodies, Associations, Charities & Universities, Performance & Improvement, Facilities & Estate Management, Infection Control, Public Health, Mental Health, Security & Risk Management Pharmaceuticals, Medical Equipment & Supplies, Health Authorities, Ambulance & Foundation Trusts, Private Hospitals, Govt Agencies. Named individuals with Budgetary Control.

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
Nov/Dec 08	12-Dec-2008	8,324	-	-					
Sept/Oct 08	27-Oct-2008	7,500	-	-					
July/Aug 08	28-Aug-2008	7,411	-	-					

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

None