



Be wise when you advertise...

If you're responsible for your company's advertising budget, you'll want to be reassured that the decisions you make are based on accurate, impartial and trusted information.

You'll also want to ensure that the media environments you invest in reflect the quality of the products and services you bring to market.

With this in mind, I'm delighted to share with you that 'Cene has achieved ABC certification for the period **January to December 2023**, reporting an average circulation of **5,909** per issue. You can view their ABC data here: www.abc.org.uk/product/19245

Our role as an industry funded organisation is to release data for professionals like yourself to use when selecting and purchasing media. All ABC figures are compiled according to industry agreed standards and audited by us to provide a transparent count of total activity.

You can see what the professional buying community thinks about the importance of ABC figures in our 2024 **media buyer survey**. 85% of our 75 respondents agreed census-based data i.e. an audited count, is a vital element of media measurement. 76% said ABC data saves them time they'd otherwise need to spend checking facts. As an advertiser, I'm sure you can relate to this!

What buyers say...

"ABC is an invaluable resource that I use for media planning and buying for both B2C and B2B clients. It is something I trust... a characteristic I currently value more than ever."

Nick Taylor, Associate Media Director, Bray Leino

"ABC represents a gold standard of measurement, vital to supporting publishers, vendors and our market. It's important that we have this verified data available to showcase the true strength of brands to our clients."

Craig Smith, Senior Director, Trading, GroupM

"ABC data gives me the facts to make an informed decision and the currency by which to negotiate to best advantage on behalf of my clients."

Tim Carr, Commercial & Project Director, VCCP Media

Our logo stands for quality and trust in media, empowering our industry to trade with confidence. So be sure to use our data, and titles like 'Cene that have invested to provide you with proof of their numbers.

Before you book your next ad campaign, ask for the latest ABC figures – or check them out free of charge at abc.org.uk/data

Best regards,

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