

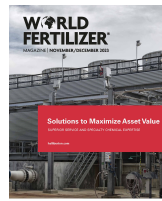
# WORLD FERTILIZER

JANUARY TO DECEMBER 2023



## WORLD FERTILIZER®

World Fertilizer has reported in accordance with ABC's industry-agreed standards for Business Magazines



# 6,100

CIRCULATION  
(AVERAGE PER ISSUE)

#### For more information:



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Issued: 05 Feb 2024

[www.abc.org.uk](http://www.abc.org.uk)

# 99.9%

CONTROLLED FREE  
Issue distributed 07/12/23

OTHER FREE  
Issue distributed 07/12/23

# 0.1%

PAID  
Issue distributed 07/12/23

MEMBERSHIP  
Issue distributed 07/12/23

8 ISSUES

## CHEMICAL INDUSTRY

MARKET SECTOR

# WORLD FERTILIZER

## JANUARY TO DECEMBER 2023



AUDIT ISSUE ANALYSIS	TOTAL	UNITED KINGDOM	OTHER COUNTRIES	PRINT	UNITED KINGDOM	OTHER COUNTRIES	DIGITAL	UNITED KINGDOM	OTHER COUNTRIES
ISSUE DISTRIBUTED 07/12/23	6,100	264	5,836	4,652	202	4,450	1,448	62	1,386
FREE COPIES	6,091	261	5,830	4,643	199	4,444	1,448	62	1,386
CONTROLLED FREE	6,091	261	5,830	4,643	199	4,444	1,448	62	1,386
REQUESTED (INDIVIDUAL)	3,633	141	3,492	2,185	79	2,106	1,448	62	1,386
REQUESTED (COLLEAGUE)	-	-	-	-	-	-	-	-	-
NON-REQUESTED (NAME)	2,418	119	2,299	2,418	119	2,299	-	-	-
NON-REQUESTED (JOB)	40	1	39	40	1	39	-	-	-
OTHER FREE	-	-	-	-	-	-	-	-	-
FREE REQUESTED DELIVERED	-	-	-	-	-	-	-	-	-
NON-CONTROLLED FREE	-	-	-	-	-	-	-	-	-
MONITORED FREE DISTRIBUTION	-	-	-	-	-	-	-	-	-
SAMPLE FREE DISTRIBUTION	-	-	-	-	-	-	-	-	-
MEMBERSHIP COPIES	-	-	-	-	-	-	-	-	-
PAID COPIES	9	3	6	9	3	6	-	-	-
PAID SUBSCRIPTIONS	9	3	6	9	3	6	-	-	-
INDIVIDUAL	7	1	6	7	1	6	-	-	-
ALL YOU CAN READ	-	-	-	-	-	-	-	-	-
MULTIPLE COPY	2	2	-	2	2	-	-	-	-
CORPORATE	-	-	-	-	-	-	-	-	-
PAID SINGLE COPIES	-	-	-	-	-	-	-	-	-

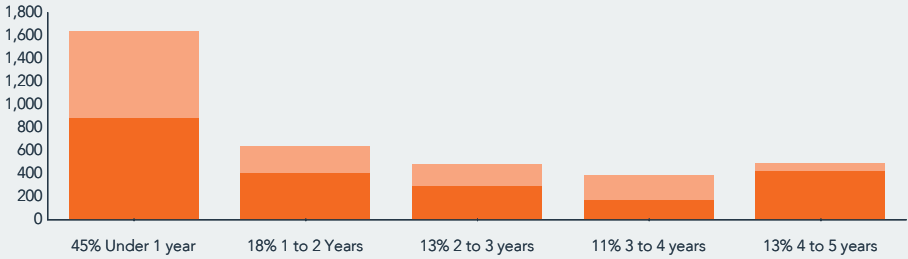
AUDIT ISSUE ANALYSIS

FREE COPIES DESCRIPTION

CONTROLLED: CEO's, technical directors, plant managers, technical managers, plant superintendents, processing managers, project engineers and maintenance managers in companies operating fertilizer manufacturing facilities whether at chemical plants or mine sites. Also engineering contractors, equipment manufacturers, process suppliers and individuals involved with products and services related to the fertilizer manufacturing and supply industry and fertilizer related exhibition registrants/conference attendees as well as Analysts and individuals in Research and Development.

AGE OF REQUESTS - Controlled

PRINT DIGITAL



# WORLD FERTILIZER

## JANUARY TO DECEMBER 2023



### GEOGRAPHIC ANALYSIS

PRINT ■ DIGITAL ■

REGION/AREA	TOTAL
Europe	1,579
Albania	1
Andorra	1
Austria	23
Belarus (Belorussia)	5
Belgium	75
Bosnia & Herzegovina	2
Bulgaria	29
Croatia	16
Cyprus	3
Czech Republic	10
Denmark	9
Estonia	6
Finland	32
France	126
Germany	119
Greece	43
Hungary	11
Iceland	1
Republic of Ireland	11
Italy	129
Latvia	6
Lithuania	20
Luxembourg	3
Macedonia	1
Moldova (Moldavia)	1
Monaco	2
Netherlands	111
Norway	21
Poland	59

### GEOGRAPHIC ANALYSIS

PRINT ■ DIGITAL ■

REGION/AREA	TOTAL
Portugal	18
Romania	43
Russia	23
Serbia	7
Slovakia	8
Slovenia	5
Spain	116
Sweden	15
Switzerland	55
Turkey	131
Ukraine	18
United Kingdom	264
North America	1,715
Canada	293
Mexico	82
USA	1,340
Central & South America	427
Antilles, Netherlands	1
Argentina	39
Barbados	1
Bolivia	7
Brazil	186
Chile	31
Colombia	49
Costa Rica	3
Cuba	3
Dominican Republic	1
Ecuador	12
El Salvador	2
Guatemala	6

# WORLD FERTILIZER

## JANUARY TO DECEMBER 2023



### GEOGRAPHIC ANALYSIS

PRINT ■ DIGITAL ■

REGION/AREA	TOTAL
Haiti	2
Honduras	2
Jamaica	1
Nicaragua	1
Panama	2
Paraguay	6
Peru	30
Puerto Rico	3
Surinam	1
Trinidad & Tobago	6
Uruguay	9
Venezuela	23
Australasia & Pacific	275
Australia	240
New Zealand	34
Samoa, American	1
Asia	822
Afghanistan	3
Azerbaijan	3
Bangladesh	22
Georgia	5
India	630
Kazakhstan	5
Mongolia	2
Myanmar (Burma)	9
Nepal	5
Pakistan	117
Sri Lanka	15
Uzbekistan	6
South East Asia & Pacific	488

### GEOGRAPHIC ANALYSIS

PRINT ■ DIGITAL ■

REGION/AREA	TOTAL
Brunei	6
Cambodia (Kampuchea)	2
China, People's Republic of	67
Hong Kong	7
Indonesia	100
Japan	19
Korea, Republic of	23
Laos	1
Malaysia	73
Philippines	25
Singapore	64
Taiwan	27
Thailand	33
Vietnam	41
Africa	244
Angola	3
Benin	2
Botswana	1
Cameroon	1
Cote D'Ivoire (Ivory Coast)	3
Djibouti	1
Eritrea	1
Ethiopia	2
Ghana	15
Kenya	22
Madagascar	1
Malawi	2
Mali	1
Mauritania	1
Mauritius	9

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### GEOGRAPHIC ANALYSIS

PRINT ■ DIGITAL ■

REGION/AREA	TOTAL
Namibia	1
Niger	1
Nigeria	56
Rwanda	1
Senegal	4
Sierra Leone	1
South Africa	83
Sudan	3
Swaziland	2
Tanzania	6
Uganda	3
Zambia	8
Zimbabwe	10
Middle East & North Africa	550
Algeria	23
Bahrain	4
Egypt	130
Emirates, United Arab	77
Iran	62
Iraq	12
Israel	17
Jordan	25
Kuwait	3
Lebanon	4
Libya	3
Morocco	70
Oman	19
Qatar	27
Saudi Arabia	49
Syria	3

### GEOGRAPHIC ANALYSIS

PRINT ■ DIGITAL ■

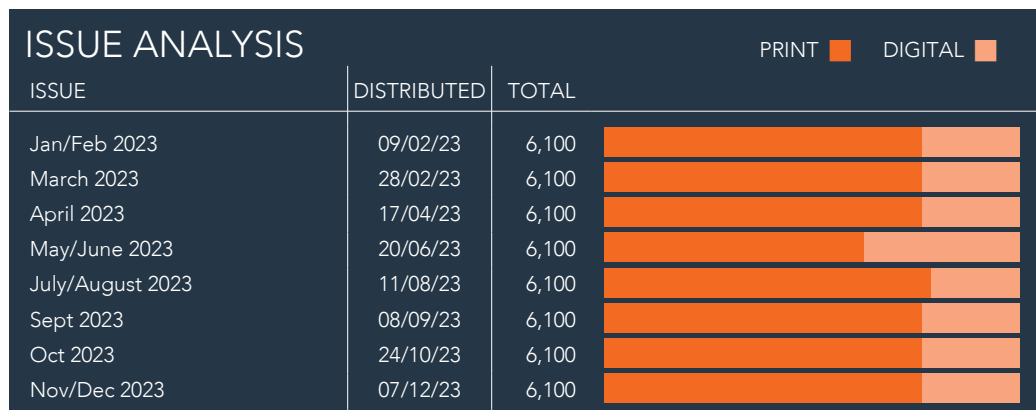
REGION/AREA	TOTAL
Tunisia	19
Yemen	3

6,100 individuals were analysed (100% of the audit issue)

## AVERAGE CIRCULATION ANALYSIS

	TOTAL	UNITED KINGDOM	OTHER COUNTRIES
AVERAGE CIRCULATION	6,100	278	5,822
PRINT	4,562	211	4,351
DIGITAL	1,538	67	1,471

## ISSUE ANALYSIS



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ABC delivers a stamp of trust for the media industry. We are owned and developed jointly by media owners, advertisers and agencies to set agreed standards for media brand measurement across print, digital and events.

ABC is also a trusted verification provider. We audit media brand measurement data and the adoption of good practice and processes to industry-agreed standards.

Established in 1931, ABC was the first UK Joint Industry Currency (JIC) and is a founder of the International Federation of ABCs.

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