

## CIRCULATION

Whilst predominantly UK based, Land Mobile is also mailed to paying subscribers in over 30 countries throughout the world. Within the UK, the magazine is mailed each month from a 9,500+ mailing list which comprises 100% individually named subscribers. From subscriber surveys, the average pass-on rate is 4-5 people, indicating a readership in excess of 40,000.

The mailing list divides into two main groups:

**60% end-users and their advisors; 40% members of the wireless supply chain.**

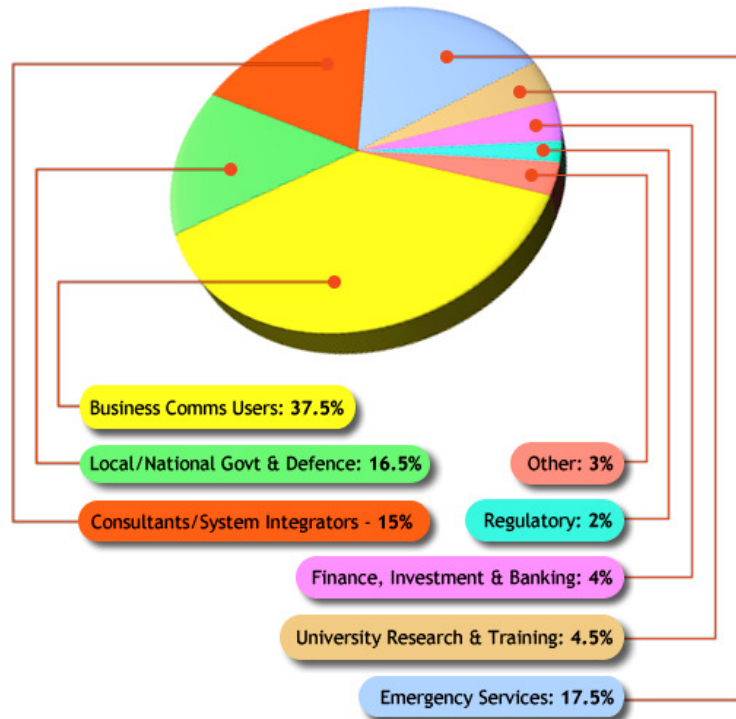
### End-users & Advisors

The most significant sub-divisions within the end-user/advisor readership are shown in the pie chart.

A particular strength of the platform which Land Mobile provides to advertisers and their PRs is the magazine's penetration into serious volume buyers who, individually, procure a diverse range of wireless services and products.

For example, the mailing list is validated on a continual basis to ensure that each month, Land Mobile is delivered to named decision-makers responsible for wireless communications in every UK Local Authority, Police Force, Fire Service, Ambulance & NHS Trust as well as specifying bodies such as PITO, MoD & Defence Procurement and various government departments.

The Business Comms Users segment comprises named decision-makers involved in procurement of wireless services and products within areas such as Public & Private Transport, The Utilities, Distribution, Logistics, Construction, Ports & Container Terminals and major corporates, to name but a few.



### Wireless Supply Chain

For those PRs and Advertisers with messages for delivery to the wireless supply chain, this segment of the readership comprises named subscribers operating throughout all wireless technology and service sectors. The segment includes extensive readership by all network operators and manufacturers of wireless products together with their re-sellers, distributors and dealerships. Here also, the strength of the Land Mobile platform is its vast diversity. It is seen as a most valuable resource both to indicate market direction and to trigger consideration of introducing new product/sales lines. Successful marketing of all products depends on identification and development of effective routes to customers. Land Mobile has proved to be a perfect tool for the purpose.

***Land Mobile – the top magazine for reaching wireless communications professionals***