



July 2010

Industry agreed measurement

NATIONAL NEWSPAPERS

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Statements:

Overseas Statement

Other countries copies may include trade sales, bulk sales or subscription copies.

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Where a title has not been reporting in this ABC membership category for long enough for historical figures to be shown, the totals for the sector it appears in will be distorted as current figures will be shown but not historical ones. Please bear this in mind when studying this report.

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Christmas/New Year trading period exclusions are from and including Christmas Eve up to and including the first Sunday after the New Year holiday. Reasons for exclusion: DD = Distribution Delay - IA = Industrial Action - LD = Loss of Distribution - XN = Christmas/New Year optional exclusion OT = Other, contact ABC

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Specific events that may affect comparisons of monthly data:

Where a title has not been reporting in this ABC membership category for long enough for historical figures to be shown, the totals for the sector it appears in will be distorted as current figures will be shown but not historical ones. Please bear this in mind when studying this report.

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Basic Cover Prices are used by ABC to determine what circulation should be classified as being at full rate or at a lesser rate, and in determining if a copy may be counted at special offer prices and similar short term promotion prices.

The highest price in a territory is the ABC Basic Cover Price. A cover price that is reduced from the previous price will not be considered by ABC to be the full price until it has been in place for at least two complete ABC audit months. ABC does not keep a database of cover prices, we are concerned only with cover prices as they affect how circulation may be declared.

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This page will display a list of geographical editions if any edition of the newspaper has material changes in advertising content from the parent edition, where material is defined in the ABC rules, or if the newspaper opts to publish the data.

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This page displays an analysis of the audience types the Multiple Copy Sales have been supplied to.

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UK National Newspapers

Certified Average Net Circulation Per Issue

February 2010 to July 2010

1st February 2010 to 1st August 2010

Average Net Circulation Per Effective Publishing Day							Newspaper Title	Average Net Circulation Feb 10 - Jul 10	Average Net Circulation Feb 09 - Jul 09	Year on Year +/- %
February 2010	March 2010	April 2010	May 2010	June 2010	July 2010	mth/mth +/- %				
National Morning Popular										
1,234,967	1,247,013	1,239,691	1,238,145	1,248,919	1,242,446	-0.52	Daily Mirror	1,242,304	1,331,372	-6.69
328,183	333,359	331,012	328,618	323,235	324,229	0.31	Daily Record	328,064	350,583	-6.42
803,859	827,005	823,025	822,934	809,992	843,229	4.10	Daily Star	821,448	839,398	-2.14
2,972,763	3,005,308	2,955,957	2,936,099	2,979,999	3,042,406	2.09	The Sun	2,983,257	3,026,017	-1.41
5,339,772	5,412,685	5,349,685	5,325,796	5,362,145	5,452,310	1.68	<i>Total of average daily net circulation</i>	5,375,073	5,547,370	-3.11
National Morning Mid Market										
672,951	668,273	665,731	663,627	664,293	663,871	-0.06	Daily Express	666,469	725,552	-8.14
2,111,204	2,082,352	2,096,074	2,090,469	2,092,643	2,117,839	1.20	Daily Mail	2,097,778	2,179,497	-3.75
2,784,155	2,750,625	2,761,805	2,754,096	2,756,936	2,781,710	0.90	<i>Total of average daily net circulation</i>	2,764,247	2,905,049	-4.85
National Morning Quality										
685,177	686,679	683,220	698,456	681,322	678,391	-0.43	The Daily Telegraph	685,370	799,084	-14.23
390,203	401,286	386,590	399,862	391,865	378,497	-3.41	Financial Times	391,702	414,924	-5.60
55,710	55,579	54,911	54,943	53,230	52,182	-1.97	The Herald	54,426	58,373	-6.76
284,514	283,063	288,917	300,472	286,220	277,246	-3.14	The Guardian	286,496	337,173	-15.03
183,547	184,137	188,119	194,501	187,135	183,975	-1.69	The Independent	186,760	201,150	-7.15
45,695	45,518	45,028	45,352	44,318	42,850	-3.31	The Scotsman	44,802	48,004	-6.67
505,062	502,436	506,997	515,379	503,642	502,588	-0.21	The Times	505,752	593,269	-14.75
2,149,908	2,158,698	2,153,782	2,208,965	2,147,732	2,115,729	-1.49	<i>Total of average daily net circulation</i>	2,155,308	2,451,977	-12.10
10,273,835	10,322,008	10,265,272	10,288,857	10,266,813	10,349,749	0.81	<i>Overall total of average daily net circulation</i>	10,294,628	10,904,396	-5.59
National Morning Sporting										
52,982	68,332	62,302	56,818	59,028	58,170	-1.45	Racing Post	59,870	64,331	-6.93
National Morning Group										
1,563,150	1,580,372	1,570,703	1,566,763	1,572,154	1,566,675	-0.35	The Daily Mirror / Daily Record	1,570,368	1,681,955	-6.63
National Sunday Popular										
347,374	341,824	348,188	357,130	352,187	370,032	5.07	Daily Star Sunday	352,765	375,606	-6.08
2,993,709	2,904,566	2,905,780	2,858,727	2,828,800	2,890,523	2.18	News of the World	2,894,289	3,010,715	-3.87
397,458	399,000	398,677	389,218	387,367	388,954	0.41	Sunday Mail	393,202	430,289	-8.62
1,155,975	1,147,272	1,124,080	1,148,107	1,147,926	1,155,101	0.63	Sunday Mirror	1,146,471	1,232,359	-6.97
541,470	532,140	530,117	526,438	519,273	539,692	3.93	The People	531,031	585,384	-9.29
5,435,986	5,324,802	5,306,842	5,279,620	5,235,553	5,344,302	2.08	<i>Total of average Sunday net circulation</i>	5,317,758	5,634,353	-5.62
National Sunday Mid Market										
575,314	570,040	574,323	568,247	566,934	568,740	0.32	Sunday Express	570,454	638,610	-10.67
337,699	337,052	334,085	328,129	324,965	325,580	0.19	Sunday Post	331,233	357,954	-7.46
1,978,316	1,952,697	1,983,283	1,918,512	1,908,995	1,954,616	2.39	The Mail on Sunday	1,947,787	2,056,504	-5.29
2,891,329	2,859,789	2,891,691	2,814,888	2,800,894	2,848,936	1.72	<i>Total of average Sunday net circulation</i>	2,849,474	3,053,068	-6.67
National Sunday Quality										
155,661	154,285	168,151	164,188	157,132	155,565	-1.00	Independent on Sunday	159,081	166,772	-4.61
342,467	331,488	331,791	340,247	326,821	314,602	-3.74	The Observer	331,058	415,566	-20.34
58,278	58,554	57,698	57,057	55,663	51,263	-7.90	Scotland on Sunday	56,472	61,227	-7.77
41,955	42,933	42,369	42,275	40,718	40,069	-1.59	Sunday Herald	41,678	39,843	4.61
516,238	509,754	510,146	512,819	508,706	505,214	-0.69	The Sunday Telegraph	510,407	595,435	-14.28
1,122,165	1,111,660	1,135,077	1,117,749	1,085,724	1,068,158	-1.62	The Sunday Times	1,105,913	1,211,853	-8.74
2,236,764	2,208,674	2,245,232	2,234,335	2,174,764	2,134,871	-1.83	<i>Total of average Sunday net circulation</i>	2,204,609	2,490,696	-11.49
10,564,079	10,393,265	10,443,765	10,328,843	10,211,211	10,328,109	1.14	<i>Overall total of average Sunday net circulation</i>	10,371,841	11,178,117	-7.21

UK National Newspapers

Geographic Circulation Analysis

July 2010

5th July 2010 to 1st August 2010

Total	Geographic circulation analysis for: July 2009				Newspaper Title	Total	Geographic circulation analysis for: July 2010			
	England, Wales & N.Ireland	Scot	RoI	Other Countries			England, Wales & N.Ireland	Scot	RoI	Other Countries
National Morning Popular										
1,340,028	1,184,809	27,581	64,997	62,641	Daily Mirror	1,242,446	1,093,730	25,030	60,813	62,873
343,165	16,612	308,454	2,332	15,767	Daily Record	324,229	14,520	293,401	835	15,473
887,106	675,563	90,317	93,100	28,126	Daily Star	843,229	645,987	82,674	88,667	25,901
3,121,407	2,577,947	361,578	96,448	85,434	The Sun	3,042,406	2,526,945	336,023	87,469	91,969
5,691,706	4,454,931	787,930	256,877	191,968	<i>Total of average daily net circulation</i>	5,452,310	4,281,182	737,128	237,784	196,216
National Morning Mid Market										
734,045	618,363	70,917	3,706	41,059	Daily Express	663,871	553,371	70,107	3,194	37,199
2,178,640	1,885,981	115,841	48,714	128,104	Daily Mail	2,117,839	1,814,057	117,228	48,934	137,620
2,912,685	2,504,344	186,758	52,420	169,163	<i>Total of average daily net circulation</i>	2,781,710	2,367,428	187,335	52,128	174,819
National Morning Quality										
818,937	735,099	24,233	3,273	56,332	The Daily Telegraph	678,391	608,084	22,231	3,068	45,008
397,600	104,776	4,220	3,684	284,920	Financial Times	378,497	106,475	3,829	3,509	264,684
55,962	253	55,707	-	2	The Herald	52,182	207	51,973	-	2
328,773	268,286	15,351	4,371	40,765	The Guardian	277,246	236,983	13,728	3,708	22,827
189,013	133,873	7,677	1,487	45,976	The Independent	183,975	150,972	8,091	1,164	23,748
46,175	1,092	45,080	-	3	The Scotsman	42,850	1,083	41,764	-	3
580,483	519,864	26,576	3,023	31,020	The Times	502,588	426,233	22,985	2,826	50,544
2,416,943	1,763,243	178,844	15,838	459,018	<i>Total of average daily net circulation</i>	2,115,729	1,530,037	164,601	14,275	406,816
11,021,334	8,722,518	1,153,532	325,135	820,149	<i>Overall total of average daily net circulation</i>	10,349,749	8,178,647	1,089,064	304,187	777,851

62,344	50,166	3,446	8,252	480	Racing Post	58,170	47,156	3,250	7,269	495
National Morning Group										
1,683,193	1,201,421	336,035	67,329	78,408	The Daily Mirror / Daily Record	1,566,675	1,108,250	318,431	61,648	78,346

Total	Geographic circulation analysis for: July 2009				Newspaper Title	Total	Geographic circulation analysis for: July 2010			
	England, Wales & N.Ireland	Scot	RoI	Other Countries			England, Wales & N.Ireland	Scot	RoI	Other Countries
National Sunday Popular										
414,533	312,610	29,851	51,863	20,209	Daily Star Sunday	370,032	274,305	28,645	47,826	19,256
3,104,205	2,563,274	310,589	136,916	93,426	News of the World	2,890,523	2,403,250	263,041	127,262	96,970
419,076	18,237	376,905	6,698	17,236	Sunday Mail	388,954	15,275	354,519	2,047	17,113
1,248,613	1,127,195	23,627	41,724	56,067	Sunday Mirror	1,155,101	1,038,715	22,456	38,883	55,047
594,759	524,172	16,619	23,527	30,441	The People	539,692	476,494	14,214	20,361	28,623
5,781,186	4,545,488	757,591	260,728	217,379	<i>Total of average Sunday net circulation</i>	5,344,302	4,208,039	682,875	236,379	217,009
National Sunday Mid Market										
645,342	559,499	40,329	5,134	40,380	Sunday Express	568,740	489,723	36,354	4,547	38,116
353,727	108,553	237,935	942	6,297	Sunday Post	325,580	98,946	225,387	829	418
2,040,939	1,699,696	98,178	101,031	142,034	The Mail on Sunday	1,954,616	1,617,344	98,631	103,397	135,244
3,040,008	2,367,748	376,442	107,107	188,711	<i>Total of average Sunday net circulation</i>	2,848,936	2,206,013	360,372	108,773	173,778
National Sunday Quality										
160,395	109,110	6,579	1,963	42,743	Independent on Sunday	155,565	119,805	6,380	1,589	27,791
398,330	330,238	20,707	9,762	37,623	The Observer	314,602	268,564	17,635	8,062	20,341
56,738	2,958	53,752	-	28	Scotland on Sunday	51,263	2,648	48,610	-	5
40,506	188	40,312	-	6	Sunday Herald	40,069	184	39,882	-	3
602,495	539,893	19,980	2,773	39,849	The Sunday Telegraph	505,214	452,546	18,127	2,596	31,945
1,190,936	948,546	65,846	111,584	64,960	The Sunday Times	1,068,158	841,166	60,291	105,591	61,110
2,449,400	1,930,933	207,176	126,082	185,209	<i>Total of average Sunday net circulation</i>	2,134,871	1,684,913	190,925	117,838	141,195
11,270,594	8,844,169	1,341,209	493,917	591,299	<i>Overall total of average Sunday net circulation</i>	10,328,109	8,098,965	1,234,172	462,990	531,982

UK National Newspapers

Geographic Circulation Analysis

February 2010 to July 2010

1st February 2010 to 1st August 2010

Total	Geographic circulation analysis for: February 2009 to July 2009				Newspaper Title	Total	Geographic circulation analysis for: February 2010 to July 2010			
	England, Wales & N.Ireland	Scot	Rol	Other Countries			England, Wales & N.Ireland	Scot	Rol	Other Countries
National Morning Popular										
1,331,372	1,191,864	27,767	64,478	47,263	Daily Mirror	1,242,304	1,108,340	25,736	60,686	47,542
350,583	15,449	320,266	2,654	12,214	Daily Record	328,064	13,498	301,296	801	12,470
839,398	638,413	88,496	94,856	17,634	Daily Star	821,448	633,015	84,398	86,834	17,201
3,026,017	2,506,660	366,177	96,568	56,611	The Sun	2,983,257	2,494,835	343,907	86,525	57,991
5,547,370	4,352,386	802,706	258,556	133,722	<i>Total of average daily net circulation</i>	5,375,073	4,249,688	755,337	234,846	135,204
National Morning Mid Market										
725,552	615,768	71,407	3,362	35,015	Daily Express	666,469	563,117	67,523	2,989	32,840
2,179,497	1,901,324	118,398	50,709	109,066	Daily Mail	2,097,778	1,830,988	114,561	49,804	102,426
2,905,049	2,517,092	189,805	54,071	144,081	<i>Total of average daily net circulation</i>	2,764,247	2,394,105	182,084	52,793	135,266
National Morning Quality										
799,084	729,183	24,424	3,194	42,283	The Daily Telegraph	685,370	616,599	21,757	2,898	44,116
414,924	111,503	4,668	3,997	294,756	Financial Times	391,702	106,544	4,068	3,643	277,447
58,373	225	58,146	-	2	The Herald	54,426	197	54,226	-	2
337,173	278,434	15,662	4,433	38,644	The Guardian	286,496	247,381	14,425	3,770	20,920
201,150	145,628	8,741	1,726	45,056	The Independent	186,760	149,628	7,874	1,137	28,122
48,004	1,089	46,911	-	4	The Scotsman	44,802	1,075	43,724	-	3
593,269	536,956	27,287	2,918	26,109	The Times	505,752	447,621	23,597	2,616	31,920
2,451,977	1,803,018	185,839	16,268	446,854	<i>Total of average daily net circulation</i>	2,155,308	1,569,045	169,671	14,064	402,530
10,904,396	8,672,496	1,178,350	328,895	724,657	<i>Overall total of average daily net circulation</i>	10,294,628	8,212,838	1,107,092	301,703	673,000
National Morning Sporting										
64,331	51,999	3,599	8,246	487	Racing Post	59,870	48,729	3,411	7,243	486
National Morning Group										
1,681,955	1,207,313	348,033	67,132	59,477	The Daily Mirror / Daily Record	1,570,368	1,121,838	327,032	61,487	60,012
National Sunday Popular										
375,606	281,552	27,940	53,556	12,557	Daily Star Sunday	352,765	264,071	27,680	48,199	12,815
3,010,715	2,519,736	288,197	135,099	67,683	News of the World	2,894,289	2,430,502	267,636	131,322	64,829
430,289	16,845	392,860	6,817	13,767	Sunday Mail	393,202	14,294	363,470	1,783	13,655
1,232,359	1,128,241	24,337	40,632	39,151	Sunday Mirror	1,146,471	1,046,348	22,853	37,633	39,637
585,384	520,337	17,393	24,108	23,546	The People	531,031	475,456	13,466	20,020	22,090
5,634,353	4,466,711	750,727	260,212	156,704	<i>Total of average Sunday net circulation</i>	5,317,758	4,230,671	695,105	238,957	153,026
National Sunday Mid Market										
638,610	555,834	41,124	4,779	36,873	Sunday Express	570,454	495,238	36,542	4,050	34,623
357,954	109,682	243,871	889	3,512	Sunday Post	331,233	100,144	229,823	802	463
2,056,504	1,722,357	101,590	110,358	122,199	The Mail on Sunday	1,947,787	1,628,692	97,503	111,549	110,042
3,053,068	2,387,873	386,585	116,026	162,584	<i>Total of average Sunday net circulation</i>	2,849,474	2,224,074	363,868	116,401	145,128
National Sunday Quality										
166,772	114,814	7,056	2,080	42,822	Independent on Sunday	159,081	121,824	6,446	1,592	29,219
415,566	347,104	21,265	10,126	37,070	The Observer	331,058	284,284	18,783	8,020	19,971
61,227	2,991	58,207	-	29	Scotland on Sunday	56,472	2,782	53,683	-	8
39,843	172	39,665	-	6	Sunday Herald	41,678	164	41,512	-	3
595,435	540,669	20,594	2,777	31,394	The Sunday Telegraph	510,407	462,092	18,299	2,467	27,550
1,211,853	971,150	69,152	115,498	56,052	The Sunday Times	1,105,913	881,070	63,340	110,116	51,387
2,490,696	1,976,900	215,939	130,481	167,373	<i>Total of average Sunday net circulation</i>	2,204,609	1,752,216	202,063	122,195	128,138
11,178,117	8,831,484	1,353,251	506,719	486,661	<i>Overall total of average Sunday net circulation</i>	10,371,841	8,206,961	1,261,036	477,553	426,292

UK National Newspapers

Analysis of UK/Rol Circulation by Type of Sales Method

July 2010

5th July 2010 to 1st August 2010

Analysis of UK & Rol Average Net Circulation for: July 2009						Newspaper Title	Analysis of UK & Rol Average Net Circulation for: July 2010					
UK & Rol Average Circulation	Newstrade, Single Copies & Paid Postal Subscriptions.		Pre-Paid Non Postal Subscription Circulation	Corporate Subscription Sales	Multiple Copy Circulation		UK & Rol Average Circulation	Newstrade, Single Copies & Paid Postal Subscriptions.		Pre-Paid Non Postal Subscription Circulation	Corporate Subscription Sales	Multiple Copy Circulation
	Full Rate	Lesser Rate						Full Rate	Lesser Rate			
National Morning Popular												
1,277,387	1,274,610	2,777	-	-	-	Daily Mirror	1,179,573	1,178,811	762	-	-	-
327,398	325,385	-	-	-	2,013	Daily Record	308,756	306,793	-	-	-	1,963
858,980	858,679	301	-	-	-	Daily Star	817,328	717,295	100,033	-	-	-
3,035,973	1,989,506	1,046,467	-	-	-	The Sun	2,950,437	1,412,654	1,537,774	9	-	-
5,499,738	4,448,180	1,049,545	-	-	2,013	<i>Total of average daily net circulation</i>	5,256,094	3,615,553	1,638,569	9	-	1,963
National Morning Mid Market												
692,986	377,182	315,804	-	-	-	Daily Express	626,672	363,259	263,413	-	-	-
2,050,536	1,757,499	161,705	190	-	131,142	Daily Mail	1,980,219	1,759,847	93,454	13,210	-	113,708
2,743,522	2,134,681	477,509	190	-	131,142	<i>Total of average daily net circulation</i>	2,606,891	2,123,106	356,867	13,210	-	113,708
National Morning Quality												
762,605	338,877	703	329,378	-	93,647	The Daily Telegraph	633,383	304,956	1,012	327,415	-	-
112,680	66,636	2,408	10,965	3,195	29,476	Financial Times	113,813	60,885	1,953	11,663	2,272	37,040
55,960	52,147	335	3,478	-	-	The Herald	52,180	47,020	292	4,868	-	-
288,008	244,498	7,860	26,167	-	9,483	The Guardian	254,419	209,919	3,339	41,161	-	-
143,037	99,134	2,758	2,647	-	38,498	The Independent	160,227	90,801	2,092	4,901	-	62,433
46,172	39,486	155	2,466	-	4,065	The Scotsman	42,847	34,868	92	4,078	-	3,809
549,463	372,299	2,901	123,993	-	50,270	The Times	452,044	332,424	4,342	115,278	-	-
1,957,925	1,213,077	17,120	499,094	3,195	225,439	<i>Total of average daily net circulation</i>	1,708,913	1,080,873	13,122	509,364	2,272	103,282
10,201,185	7,795,938	1,544,174	499,284	3,195	358,594	<i>Overall total of average daily net circula</i>	9,571,898	6,819,532	2,008,558	522,583	2,272	218,953
National Morning Sporting												
61,864	61,863	1	-	-	-	Racing Post	57,675	57,592	83	-	-	-
National Morning Group												
1,604,785	1,599,995	2,777	-	-	2,013	The Daily Mirror / Daily Record	1,488,329	1,485,604	762	-	-	1,963
Analysis of UK & Rol Average Net Circulation for: July 2009						Newspaper Title	Analysis of UK & Rol Average Net Circulation for: July 2010					
UK & Rol Average Circulation	Newstrade, Single Copies & Paid Postal Subscriptions.		Pre-Paid Non Postal Subscription Circulation	Corporate Subscription Sales	Multiple Copy Circulation		UK & Rol Average Circulation	Newstrade, Single Copies & Paid Postal Subscriptions.		Pre-Paid Non Postal Subscription Circulation	Corporate Subscription Sales	Multiple Copy Circulation
	Full Rate	Lesser Rate						Full Rate	Lesser Rate			
National Sunday Popular												
394,324	393,922	402	-	-	-	Daily Star Sunday	350,776	345,129	5,647	-	-	-
3,010,779	2,597,091	413,688	-	-	-	News of the World	2,793,553	2,712,974	80,559	20	-	-
401,840	401,194	-	-	-	646	Sunday Mail	371,841	371,076	-	-	-	765
1,192,546	1,183,730	8,816	-	-	-	Sunday Mirror	1,100,054	1,099,524	530	-	-	-
564,318	562,656	1,662	-	-	-	The People	511,069	504,853	6,216	-	-	-
5,563,807	5,138,593	424,568	-	-	646	<i>Total of average Sunday net circulation</i>	5,127,293	5,033,556	92,952	20	-	765
National Sunday Mid Market												
604,962	329,309	275,653	-	-	-	Sunday Express	530,624	303,116	227,508	-	-	-
347,430	347,055	375	-	-	-	Sunday Post	325,162	325,146	16	-	-	-
1,898,905	1,698,309	82,666	198	-	117,732	The Mail on Sunday	1,819,372	1,683,096	20,309	13,624	-	102,343
2,851,297	2,374,673	358,694	198	-	117,732	<i>Total of average Sunday net circulation</i>	2,675,158	2,311,358	247,833	13,624	-	102,343
National Sunday Quality												
117,652	79,952	480	2,167	-	35,053	Independent on Sunday	127,774	71,441	171	3,300	-	52,862
360,707	322,831	7,128	18,092	-	12,656	The Observer	294,261	262,953	3,864	27,444	-	-
56,710	45,140	7,059	2,453	-	2,058	Scotland on Sunday	51,258	42,227	1,746	4,767	-	2,518
40,500	-	37,153	3,347	-	-	Sunday Herald	40,066	35,564	58	4,444	-	-
562,646	167,234	522	324,636	-	70,254	The Sunday Telegraph	473,269	150,422	145	322,702	-	-
1,125,976	977,390	118	128,757	-	19,711	The Sunday Times	1,007,048	884,638	334	122,076	-	-
2,264,191	1,592,547	52,460	479,452	-	139,732	<i>Total of average Sunday net circulation</i>	1,993,676	1,447,245	6,318	484,733	-	55,380
10,679,295	9,105,813	835,722	479,650	-	258,110	<i>Overall total of average Sunday net circ</i>	9,796,127	8,792,159	347,103	498,377	-	158,488

UK National Newspapers

Analysis of UK/Rol Circulation by Type of Sales Method

February 2010 to July 2010

1st February 2010 to 1st August 2010

Analysis of UK & Rol Average Net Circulation for: February 2009 to July 2009						Analysis of UK & Rol Average Net Circulation for: February 2010 to July 2010						
UK & Rol Average Circulation	Newstrade, Single Copies & Paid Postal Subscriptions.		Pre-Paid Non Postal Subscription Circulation	Corporate Subscription Sales	Multiple Copy Circulation	Newspaper Title	UK & Rol Average Circulation	Newstrade, Single Copies & Paid Postal Subscriptions.		Pre-Paid Non Postal Subscription Circulation	Corporate Subscription Sales	Multiple Copy Circulation
	Full Rate	Lesser Rate						Full Rate	Lesser Rate			
National Morning Popular												
1,284,109	1,247,427	36,682	-	-	-	Daily Mirror	1,194,762	1,193,507	1,255	-	-	-
338,369	329,866	6,444	-	-	2,059	Daily Record	315,594	313,663	-	-	-	1,931
821,764	785,658	36,106	-	-	-	Daily Star	804,247	512,328	291,919	-	-	-
2,969,406	2,605,147	364,259	-	-	-	The Sun	2,925,266	1,455,864	1,469,371	31	-	-
5,413,648	4,968,098	443,491	-	-	2,059	<i>Total of average daily net circulation</i>	5,239,869	3,475,362	1,762,545	31	-	1,931
National Morning Mid Market												
690,537	392,145	298,392	-	-	-	Daily Express	633,629	372,591	261,038	-	-	-
2,070,431	1,773,400	182,804	63	-	114,164	Daily Mail	1,995,352	1,770,951	106,419	5,455	-	112,527
2,760,968	2,165,545	481,196	63	-	114,164	<i>Total of average daily net circulation</i>	2,628,981	2,143,542	367,457	5,455	-	112,527
National Morning Quality												
756,801	358,317	763	324,808	-	72,913	The Daily Telegraph	641,254	312,205	1,026	328,023	-	-
120,168	73,998	2,998	10,145	3,641	29,386	Financial Times	114,255	63,795	3,103	12,150	2,540	32,667
58,371	54,589	373	3,409	-	-	The Herald	54,424	49,454	336	4,634	-	-
298,529	257,149	9,469	18,975	-	12,936	The Guardian	265,576	219,371	5,255	40,950	-	-
156,094	110,604	3,519	1,916	-	40,055	The Independent	158,638	93,226	2,835	4,610	-	57,967
48,000	40,675	330	3,039	-	3,956	The Scotsman	44,799	37,223	143	3,643	-	3,790
567,160	371,514	19,176	123,799	-	52,671	The Times	473,832	344,641	10,805	118,386	-	-
2,005,123	1,266,846	36,628	486,091	3,641	211,917	<i>Total of average daily net circulation</i>	1,752,778	1,119,915	23,503	512,396	2,540	94,424
10,179,739	8,400,489	961,315	486,154	3,641	328,140	<i>Overall total of average daily net circula</i>	9,621,628	6,738,819	2,153,505	517,882	2,540	208,882
National Morning Sporting												
63,844	63,841	3	-	-	-	Racing Post	59,384	59,331	53	-	-	-
National Morning Group												
1,622,478	1,577,293	43,126	-	-	2,059	The Daily Mirror / Daily Record	1,510,356	1,507,170	1,255	-	-	1,931
Analysis of UK & Rol Average Net Circulation for: February 2009 to July 2009						Analysis of UK & Rol Average Net Circulation for: February 2010 to July 2010						
UK & Rol Average Circulation	Newstrade, Single Copies & Paid Postal Subscriptions.		Pre-Paid Non Postal Subscription Circulation	Corporate Subscription Sales	Multiple Copy Circulation	Newspaper Title	UK & Rol Average Circulation	Newstrade, Single Copies & Paid Postal Subscriptions.		Pre-Paid Non Postal Subscription Circulation	Corporate Subscription Sales	Multiple Copy Circulation
	Full Rate	Lesser Rate						Full Rate	Lesser Rate			
National Sunday Popular												
363,049	344,737	18,312	-	-	-	Daily Star Sunday	339,950	334,063	5,887	-	-	-
2,943,032	2,743,502	199,530	-	-	-	News of the World	2,829,460	2,790,211	39,144	105	-	-
416,522	409,331	6,404	-	-	787	Sunday Mail	379,547	378,782	-	-	-	765
1,193,208	1,146,523	46,685	-	-	-	Sunday Mirror	1,106,834	1,106,048	786	-	-	-
561,838	559,557	2,281	-	-	-	The People	508,941	501,840	7,101	-	-	-
5,477,649	5,203,650	273,212	-	-	787	<i>Total of average Sunday net circulation</i>	5,164,732	5,110,944	52,918	105	-	765
National Sunday Mid Market												
601,737	328,580	273,157	-	-	-	Sunday Express	535,831	307,636	228,195	-	-	-
354,442	354,369	73	-	-	-	Sunday Post	330,770	330,761	9	-	-	-
1,934,305	1,732,594	105,513	70	-	96,128	The Mail on Sunday	1,837,745	1,700,775	30,037	5,686	-	101,247
2,890,484	2,415,543	378,743	70	-	96,128	<i>Total of average Sunday net circulation</i>	2,704,346	2,339,172	258,241	5,686	-	101,247
National Sunday Quality												
123,950	79,562	5,580	1,728	-	37,080	Independent on Sunday	129,862	74,140	324	3,150	-	52,248
378,496	339,234	6,040	13,193	-	20,029	The Observer	311,087	278,779	4,625	27,683	-	-
61,198	48,851	7,558	2,958	-	1,831	Scotland on Sunday	56,464	44,874	4,896	4,122	-	2,572
39,837	29,292	7,208	3,337	-	-	Sunday Herald	41,675	36,947	60	4,668	-	-
564,041	184,957	515	320,201	-	58,368	The Sunday Telegraph	482,857	159,431	149	323,277	-	-
1,155,801	1,007,327	1,392	127,467	-	19,615	The Sunday Times	1,054,526	930,658	455	123,413	-	-
2,323,323	1,689,223	28,293	468,884	-	136,923	<i>Total of average Sunday net circulation</i>	2,076,471	1,524,829	10,509	486,313	-	54,820
10,691,456	9,308,416	680,248	468,954	-	233,838	<i>Overall total of average Sunday net circ</i>	9,945,549	8,974,945	321,668	492,104	-	156,832

UK National Newspapers

Excluded Issues and Issues not Published

July 2010

5th July 2010 to 1st August 2010

Newspaper Title	Number of available days for publishing in Jul 10	Number of actual issues included in ABC figures for Jul 10	Issues not published on available days during Jul 10	Issues excluded owing to a National Bank Holiday Jul 10	Issues Excluded by way of an Official ABC Exclusion Note or covered by the industry agreed Christmas and New Year trading period*. Jul 10
National Morning Popular					
Daily Mirror	24	24	None	None	None
Daily Record	24	24	None	None	None
Daily Star	24	24	None	None	None
The Sun	24	24	None	None	None
National Morning Mid Market					
Daily Express	24	24	None	None	None
Daily Mail	24	24	None	None	None
National Morning Quality					
The Daily Telegraph	24	24	None	None	None
Financial Times	24	24	None	None	None
The Herald	24	24	None	None	None
The Guardian	24	24	None	None	None
The Independent	24	24	None	None	None
The Scotsman	24	24	None	None	None
The Times	24	24	None	None	None
National Morning Sporting					
Racing Post	24	24	None	None	None

Newspaper Title	Number of available days for publishing in Jul 10	Number of actual issues included in ABC figures for Jul 10	Issues not published on available days during Jul 10	Issues excluded owing to a National Bank Holiday Jul 10	Issues Excluded by way of an Official ABC Exclusion Note or covered by the industry agreed Christmas and New Year trading period*. Jul 10
National Sunday Popular					
Daily Star Sunday	4	4	None	None	None
News of the World	4	4	None	None	None
Sunday Mail	4	4	None	None	None
Sunday Mirror	4	4	None	None	None
The People	4	4	None	None	None
National Sunday Mid Market					
Sunday Express	4	4	None	None	None
Sunday Post	4	4	None	None	None
The Mail on Sunday	4	4	None	None	None
National Sunday Quality					
Independent on Sunday	4	4	None	None	None
The Observer	4	4	None	None	None
Scotland on Sunday	4	4	None	None	None
Sunday Herald	4	4	None	None	None
The Sunday Telegraph	4	4	None	None	None
The Sunday Times	4	4	None	None	None

UK National Newspapers

Analysis of Pre-Paid Non-Postal Subscription Sales

July 2010

5th July 2010 to 1st August 2010

	Publications involved in the scheme	Issues involved in the scheme	Duration of the scheme	Cost of the scheme
National Morning Popular				
Daily Mirror	None	None	None	None
Daily Record	None	None	None	None
Daily Star	None	None	None	None
The Sun	The Sun/The News of the World	Saturday/Sunday/Monday	38/42 weeks	£2.17 per week
National Morning Mid-Market				
Daily Express	None	None	None	None
Daily Mail	Daily Mail / The Mail on Sunday	Monday - Sunday	26 Weeks	£3.08, £3.39, £3.41, £3.60, £3.80, £4.32 per week
	Daily Mail	Monday - Friday	26 Weeks	£1.85 per week
	Daily Mail/The Mail on Sunday	Saturday - Sunday	26 Weeks	£1.69 per week
	Daily Mail/The Mail on Sunday	Monday - Sunday	13 Weeks	£2.27, £2.30, £2.40, £2.88, £3.18, £3.36, £3.46, £3.85, £4.61 per week
	Daily Mail	Monday - Friday	13 Weeks	£2.00 per week
	Daily Mail/The Mail on Sunday	Saturday - Sunday	13 Weeks	£1.76 per week
	Daily Mail/The Mail on Sunday	Monday-Sunday	8 weeks	£2.30 per week
National Morning Quality				
The Daily Telegraph	The Daily Telegraph / The Sunday Telegraph	Monday to Sunday	26/52 weeks	£3.20, £3.75, £4.00, £4.20, £4.35, £4.60, £4.70, £4.90, £5.30, £5.60, £5.90, £6.50 per week
Financial Times	Financial Times	Monday to Saturday	4 weeks	£0.25 per week
	Financial Times	Monday to Saturday	4/13/52 weeks	£2.50 per week
	Financial Times	Monday to Saturday	12/13/48/52 weeks	£3.00, £4.00, £5.00 per week
	Financial Times	Monday to Saturday	13/52 weeks	£5.50, £6.00, £6.50, £7.00, £9.00, £10.00 per week
	Financial Times	Saturday	13/52 weeks	£1.80, £2.00 per week
The Herald	The Herald / Sunday Herald	Monday to Sunday	52 weeks	£5.30 per week
The Guardian	The Guardian	Monday to Saturday	Quarterly	£59.48, £60.45, £67.28
	The Guardian / The Observer	Monday to Sunday	Quarterly	£70.20, £71.10, £77.17
	The Guardian / The Observer	Saturday & Sunday	Quarterly	£37.44, £38.48, £40.56
The Independent	The Independent / Independent on Sunday	Saturday to Sunday	24/52 weeks	£2.80 per week
	The Independent	Monday to Saturday	24/52 weeks	£4.50 per week
	The Independent / Independent on Sunday	Monday to Sunday	24/52 weeks	£5.00 per week
	The Independent	Monday to Saturday	4 weeks	£1.00 per week
The Scotsman	The Scotsman/Scotland on Sunday	Monday to Sunday	13 weeks	£2.00, £2.30, £2.40, £2.50, £3.35, £4.00, £4.69, £5.00 per week
	The Scotsman/Scotland on Sunday	Saturday and Sunday	13 weeks	£1.00, £1.30, £1.35, £1.40, £1.50, £1.60, £2.00 per week
The Times	The Times / The Sunday Times	Monday to Sunday	12/24/48 weeks	£1.50, £1.90, £2.00, £2.50, £2.75, £3.00, £3.25, £3.50, £3.75, £4.00, £4.50, £5.00, £5.50, £6.00, £6.50 per week
National Morning Sporting				
Racing Post	None	None	None	None
National Sunday Popular				
Daily Star Sunday	None	None	None	None
News of the World	The Sun/The News of the World	Saturday/Sunday/Monday	38/42 weeks	£2.17 per week
Sunday Mail	None	None	None	None
Sunday Mirror	None	None	None	None
The People	None	None	None	None
National Sunday Mid-Market				
Sunday Express	None	None	None	None
Sunday Post	None	None	None	None
The Mail on Sunday	Daily Mail / The Mail on Sunday	Monday - Sunday	26 Weeks	£3.08, £3.39, £3.41, £3.60, £3.80, £4.32 per week
	Daily Mail / The Mail on Sunday	Monday - Sunday	13 Weeks	£2.27, £2.30, £2.40, £2.88, £3.18, £3.36, £3.46, £3.85, £4.61 per week
	Daily Mail / The Mail on Sunday	Saturday - Sunday	13 Weeks	£1.76 per week
	Daily Mail / The Mail on Sunday	Saturday - Sunday	26 Weeks	£1.69 per week
	Daily Mail / The Mail on Sunday	Monday - Sunday	8 weeks	£2.30 per week
National Sunday Quality				
Independent on Sunday	The Independent / Independent on Sunday	Saturday to Sunday	24/52 weeks	£2.80 per week
	The Independent / Independent on Sunday	Monday to Sunday	24/52 weeks	£5.00 per week
The Observer	The Observer	Sunday	52 weeks	£55.00
	The Observer / The Guardian	Monday to Sunday	Quarterly	£70.20, £71.10, £77.17
	The Observer / The Guardian	Saturday & Sunday	Quarterly	£37.44, £38.48, £40.56
Scotland on Sunday	The Scotsman/Scotland on Sunday	Monday to Sunday	13 weeks	£2.00, £2.30, £2.40, £2.50, £3.35, £4.00, £4.69, £5.00 per week
	The Scotsman/Scotland on Sunday	Saturday and Sunday	13 weeks	£1.00, £1.30, £1.35, £1.40, £1.50, £1.60, £2.00 per week
Sunday Herald	The Herald / Sunday Herald	Monday to Sunday	52 weeks	£5.30 per week
The Sunday Telegraph	The Daily Telegraph / The Sunday Telegraph	Monday to Sunday	26/52 weeks	£3.20, £3.75, £4.00, £4.20, £4.35, £4.60, £4.70, £4.90, £5.30, £5.60, £5.90, £6.50 per week
The Sunday Times	The Times / The Sunday Times	Monday to Sunday	12/24/48 weeks	£1.50, £1.90, £2.00, £2.50, £2.75, £3.00, £3.25, £3.50, £3.75, £4.00, £4.50, £5.00, £5.50, £6.00, £6.50 per week
	The Sunday Times	Sunday	12/24/48 weeks	£1.60, £1.80 per week

UK National Newspapers

Circulation Comparison by Month

July 2010

5th July 2010 to 1st August 2010

Newspaper Title	Average Net Circulation Per Effective Publishing Day and Percentage Change Against Prior Periods.				
	Current month Jul 10	Last Month Jun 10	mth/mth +/- %	Last Year Jul 09	Yr/Yr +/- %
National Morning Popular					
Daily Mirror	1,242,446	1,248,919	-0.52	1,340,028	-7.28
Daily Record	324,229	323,235	0.31	343,165	-5.52
Daily Star	843,229	809,992	4.10	887,106	-4.95
The Sun	3,042,406	2,979,999	2.09	3,121,407	-2.53
<i>Total of average daily net circulation</i>	5,452,310	5,362,145	1.68	5,691,706	-4.21
National Morning Mid Market					
Daily Express	663,871	664,293	-0.06	734,045	-9.56
Daily Mail	2,117,839	2,092,643	1.20	2,178,640	-2.79
<i>Total of average daily net circulation</i>	2,781,710	2,756,936	0.90	2,912,685	-4.50
National Morning Quality					
The Daily Telegraph	678,391	681,322	-0.43	818,937	-17.16
Financial Times	378,497	391,865	-3.41	397,600	-4.80
The Herald	52,182	53,230	-1.97	55,962	-6.75
The Guardian	277,246	286,220	-3.14	328,773	-15.67
The Independent	183,975	187,135	-1.69	189,013	-2.67
The Scotsman	42,850	44,318	-3.31	46,175	-7.20
The Times	502,588	503,642	-0.21	580,483	-13.42
<i>Total of average daily net circulation</i>	2,115,729	2,147,732	-1.49	2,416,943	-12.46
<i>Overall total of average daily net circulation</i>	10,349,749	10,266,813	0.81	11,021,334	-6.09
National Morning Sporting					
Racing Post	58,170	59,028	-1.45	62,344	-6.70
National Morning Group					
The Daily Mirror / Daily Record	1,566,675	1,572,154	-0.35	1,683,193	-6.92
Newspaper Title	Average Net Circulation Per Effective Publishing Day and Percentage Change Against Prior Periods.				
	Current month Jul 10	Last Month Jun 10	mth/mth +/- %	Last Year Jul 09	Yr/Yr +/- %
National Sunday Popular					
Daily Star Sunday	370,032	352,187	5.07	414,533	-10.74
News of the World	2,890,523	2,828,800	2.18	3,104,205	-6.88
Sunday Mail	388,954	387,367	0.41	419,076	-7.19
Sunday Mirror	1,155,101	1,147,926	0.63	1,248,613	-7.49
The People	539,692	519,273	3.93	594,759	-9.26
<i>Total of average Sunday net circulation</i>	5,344,302	5,235,553	2.08	5,781,186	-7.56
National Sunday Mid Market					
Sunday Express	568,740	566,934	0.32	645,342	-11.87
Sunday Post	325,580	324,965	0.19	353,727	-7.96
The Mail on Sunday	1,954,616	1,908,995	2.39	2,040,939	-4.23
<i>Total of average Sunday net circulation</i>	2,848,936	2,800,894	1.72	3,040,008	-6.29
National Sunday Quality					
Independent on Sunday	155,565	157,132	-1.00	160,395	-3.01
The Observer	314,602	326,821	-3.74	398,330	-21.02
Scotland on Sunday	51,263	55,663	-7.90	56,738	-9.65
Sunday Herald	40,069	40,718	-1.59	40,506	-1.08
The Sunday Telegraph	505,214	508,706	-0.69	602,495	-16.15
The Sunday Times	1,068,158	1,085,724	-1.62	1,190,936	-10.31
<i>Total of average Sunday net circulation</i>	2,134,871	2,174,764	-1.83	2,449,400	-12.84
<i>Overall total of average Sunday net circulation</i>	10,328,109	10,211,211	1.14	11,270,594	-8.36

UK National Newspapers

Basic Cover Prices & Subscription Rates

July 2010

5th July 2010 to 1st August 2010

Newspaper Title	Country	Basic Cover Prices at the end of the current ABC Month.						Paid Postal Subscription Prices Annualised (BAR's)
		Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
National Morning Popular								
Daily Mirror	United Kingdom	£0.45	£0.45	£0.45	£0.45	£0.45	£0.65	£387.00
	Republic of Ireland	€1.00	€1.00	€1.00	€1.00	€1.00	€1.00	£577.00
Daily Record	United Kingdom	£0.40	£0.40	£0.40	£0.40	£0.40	£0.65	-
	Republic of Ireland	€1.20	€1.20	€1.20	€1.20	€1.20	€1.20	-
Daily Star	United Kingdom	£0.20	£0.20	£0.20	£0.20	£0.20	£0.40	-
	Republic of Ireland	€1.40	€1.40	€1.40	€1.40	€1.40	€1.40	-
The Sun	United Kingdom	£0.30	£0.30	£0.30	£0.30	£0.30	£0.60	£447.00
	Republic of Ireland	€1.00	€1.00	€1.00	€1.00	€1.00	€1.00	£472.00
National Morning Mid-Market								
Daily Express	United Kingdom	£0.40	£0.40	£0.40	£0.40	£0.40	£0.70	-
	Republic of Ireland	€0.75	€0.75	€0.75	€0.75	€0.75	€1.00	-
Daily Mail	United Kingdom	£0.50	£0.50	£0.50	£0.50	£0.50	£0.80	£234.00 to £318.24
	Republic of Ireland	€1.00	€1.00	€1.00	€1.00	€1.00	€1.20	£374.40 to £486.72
National Morning Quality								
The Daily Telegraph	United Kingdom	£1.00	£1.00	£1.00	£1.00	£1.00	£1.80	-
	Republic of Ireland	€1.20	€1.20	€1.20	€1.20	€1.20	€1.80	-
Financial Times	United Kingdom	£2.00	£2.00	£2.00	£2.00	£2.00	£2.50	£416.00
	Republic of Ireland	€2.50	€2.50	€2.50	€2.50	€2.50	€2.80	€430.00
The Herald	United Kingdom	£0.80	£0.80	£0.80	£0.80	£0.80	£1.30	£145.60 to £728.00
	Republic of Ireland	-	-	-	-	-	-	-
The Guardian	United Kingdom	£1.00	£1.00	£1.00	£1.00	£1.00	£1.90	£156.00 to £624.00
	Republic of Ireland	€1.00	€1.00	€1.00	€1.00	€1.00	€1.80	£227.00 to £908.00
The Independent	United Kingdom	£1.00	£1.00	£1.00	£1.00	£1.00	£1.60	£363.48
	Republic of Ireland	€1.00	€1.00	€1.00	€1.00	€1.00	€1.80	£363.48 to £465.40
The Scotsman	United Kingdom	£0.80	£0.80	£0.80	£0.80	£0.80	£1.10	£699.40
	Republic of Ireland	-	-	-	-	-	-	£699.40
The Times	United Kingdom	£1.00	£1.00	£1.00	£1.00	£1.00	£1.50	£104.00 to £653.00
	Republic of Ireland	€0.95	€0.95	€0.95	€0.95	€0.95	€1.40	£138.00 to £898.00
National Morning Sporting								
Racing Post	United Kingdom	£1.70	£1.70	£1.70	£1.70	£1.70	£1.90	£649.00
	Republic of Ireland	€2.50	€2.50	€2.50	€2.50	€2.50	€2.60	£731.00

Newspaper Title	Country	Basic Cover Prices at the end of the current ABC Month.						Paid Postal Subscription Prices Annualised (BAR's)
		Sunday						
National Sunday Popular								
Daily Star Sunday	United Kingdom							-
	Republic of Ireland							-
News of the World	United Kingdom							£123.00 to £141.00
	Republic of Ireland							£153.00 to £165.00
Sunday Mail	United Kingdom							-
	Republic of Ireland							-
Sunday Mirror	United Kingdom							£89.00 to £107.00
	Republic of Ireland							£125.00 to £132.00
The People	United Kingdom							£107.00
	Republic of Ireland							£132.00
National Sunday Mid-Market								
Sunday Express	United Kingdom							-
	Republic of Ireland							-
Sunday Post	United Kingdom							£71.29
	Republic of Ireland							£127.40
The Mail on Sunday	United Kingdom							£65.52 to £132.60
	Republic of Ireland							£88.92 to £154.44
National Sunday Quality								
Independent on Sunday	United Kingdom							£363.48
	Republic of Ireland							£363.48 to £465.40
The Observer	United Kingdom							£156.00
	Republic of Ireland							£211.00
Scotland on Sunday	United Kingdom							£171.60
	Republic of Ireland							£171.60
Sunday Herald	United Kingdom							£208.00
	Republic of Ireland							-
The Sunday Telegraph	United Kingdom							-
	Republic of Ireland							-
The Sunday Times	United Kingdom							£345.00 to £443.00
	Republic of Ireland							£357.00 to £460.00

UK National Newspapers - Newspaper Editions

July 2010 - 5th July 2010 to 1st August 2010

Newspaper Title	Overall Total Average Net Circulation	England, Wales & N. Ireland Total Average Net Circulation	England, Wales & N. Ireland Full Rate Circulation	England, Wales & N. Ireland Lesser Rate Circulation	England, Wales & N. Ireland Pre-Paid Non-Postal Subscriptions	England, Wales & N. Ireland Corporate Subscription Sales	England, Wales & N. Ireland Multiple Copy Sales	Scotland Total Average Net Circulation	Scotland Full Rate Circulation	Scotland Lesser Rate Circulation	Scotland Pre-Paid Non-Postal Subscription Sales	Scotland Corporate Subscription Sales	Scotland Multiple Copy Sales	RoI Total Average Net Circulation	RoI Full Rate Circulation	RoI Lesser Rate Circulation	RoI Pre-Paid Non-Postal Subscription Sales	RoI Corporate Subscription Sales	RoI Multiple Copy Sales	Other Countries Total Average Net Circulation
National Morning Popular																				
Daily Mirror	1,242,447	1,093,731	1,092,969	762	-	-	-	25,030	25,030	-	-	-	-	60,813	60,813	-	-	-	-	62,873
Main Edition	1,065,107	1,040,077	1,039,315	762	-	-	-	25,030	25,030	-	-	-	-	-	-	-	-	-	-	-
Republic of Ireland Edition	60,813	-	-	-	-	-	-	-	-	-	-	-	-	60,813	60,813	-	-	-	-	-
Northern Ireland Edition	53,654	53,654	53,654	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Overseas Edition	62,873	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	62,873
Daily Record	324,229	14,520	14,520	-	-	-	-	293,401	291,438	-	-	-	1,963	835	835	-	-	-	-	15,473
Main Edition	308,827	14,520	14,520	-	-	-	-	293,401	291,438	-	-	-	1,963	835	835	-	-	-	-	71
European Edition	15,402	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15,402
Daily Star	843,229	645,987	546,195	99,792	-	-	-	82,674	82,674	-	-	-	-	88,667	88,426	241	-	-	-	25,901
Main Edition	747,610	639,035	539,243	99,792	-	-	-	82,674	82,674	-	-	-	-	-	-	-	-	-	-	25,901
Republic of Ireland Edition	95,619	6,952	6,952	-	-	-	-	-	-	-	-	-	-	88,667	88,426	241	-	-	-	-
The Sun	3,042,406	2,526,945	996,869	1,530,070	6	-	-	336,023	328,316	7,704	3	-	-	87,469	87,469	-	-	-	-	91,969
Main Edition	2,618,914	2,526,945	996,869	1,530,070	6	-	-	-	-	-	-	-	-	-	-	-	-	-	-	91,969
Scottish Edition	336,023	-	-	-	-	-	-	336,023	328,316	7,704	3	-	-	-	-	-	-	-	-	-
Irish Edition	87,469	-	-	-	-	-	-	-	-	-	-	-	-	87,469	87,469	-	-	-	-	-
National Morning Mid-Market																				
Daily Express	663,871	553,371	360,065	193,306	-	-	-	70,107	-	70,107	-	-	-	3,194	3,194	-	-	-	-	37,199
All Editions	663,871	553,371	360,065	193,306	-	-	-	70,107	-	70,107	-	-	-	3,194	3,194	-	-	-	-	37,199
Daily Mail	2,117,839	1,814,057	1,687,737	3,708	12,295	-	110,317	117,228	24,158	89,746	915	-	2,409	48,934	47,952	-	-	-	982	137,620
Main Edition	1,930,298	1,813,070	1,686,750	3,708	12,295	-	110,317	117,228	24,158	89,746	915	-	2,409	-	-	-	-	-	-	-
Overseas Edition	137,620	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	137,620
Irish Edition	49,921	987	987	-	-	-	-	-	-	-	-	-	-	48,934	47,952	-	-	-	982	-
National Morning Quality																				
The Daily Telegraph	678,391	608,084	288,410	1,012	318,662	-	-	22,231	13,478	-	8,753	-	-	3,068	3,068	-	-	-	-	45,008
All Editions	678,391	608,084	288,410	1,012	318,662	-	-	22,231	13,478	-	8,753	-	-	3,068	3,068	-	-	-	-	45,008
Financial Times	378,498	106,475	54,636	1,878	11,037	2,272	36,652	3,829	2,962	71	626	-	170	3,509	3,287	4	-	-	218	264,685
Europe Edition	116,442	17	17	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	116,425
UK and Eire Edition	113,863	106,458	54,619	1,878	11,037	2,272	36,652	3,829	2,962	71	626	-	170	3,509	3,287	4	-	-	218	67
US Edition	112,744	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	112,744
Asia Edition	35,449	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	35,449
The Herald	52,182	207	207	-	-	-	-	51,973	46,813	292	4,868	-	-	-	-	-	-	-	-	2
All Editions	52,182	207	207	-	-	-	-	51,973	46,813	292	4,868	-	-	-	-	-	-	-	-	2
The Guardian	277,246	236,983	195,014	3,029	38,940	-	-	13,728	11,276	231	2,221	-	-	3,708	3,629	79	-	-	-	22,827
Main Edition	254,897	236,983	195,014	3,029	38,940	-	-	13,728	11,276	231	2,221	-	-	3,708	3,629	79	-	-	-	478
European Edition	22,349	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	22,349
The Independent	183,975	150,972	84,802	2,070	4,751	-	59,349	8,091	4,835	22	150	-	3,084	1,164	1,164	-	-	-	-	23,748
All Editions	183,975	150,972	84,802	2,070	4,751	-	59,349	8,091	4,835	22	150	-	3,084	1,164	1,164	-	-	-	-	23,748
The Scotsman	42,850	1,083	1,041	-	-	-	42	41,764	33,827	92	4,078	-	3,767	-	-	-	-	-	-	3
All Editions	42,850	1,083	1,041	-	-	-	42	41,764	33,827	92	4,078	-	3,767	-	-	-	-	-	-	3
The Times	502,588	426,233	309,762	4,282	112,189	-	-	22,985	19,836	60	3,089	-	-	2,826	2,826	-	-	-	-	50,544
Main Edition	449,218	426,233	309,762	4,282	112,189	-	-	22,985	19,836	60	3,089	-	-	-	-	-	-	-	-	-
Overseas Edition	50,544	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	50,544
Irish Edition	2,826	-	-	-	-	-	-	-	-	-	-	-	-	2,826	2,826	-	-	-	-	-
National Morning Sporting																				
Racing Post	58,170	47,156	47,073	83	-	-	-	3,250	3,250	-	-	-	-	7,269	7,269	-	-	-	-	495
Main Edition	50,901	47,156	47,073	83	-	-	-	3,250	3,250	-	-	-	-	-	-	-	-	-	-	495
Republic of Ireland Edition	7,269	-	-	-	-	-	-	-	-	-	-	-	-	7,269	7,269	-	-	-	-	-

UK National Newspapers - Newspaper Editions

July 2010 - 5th July 2010 to 1st August 2010

Newspaper Title	Overall Total Average Net Circulation	England, Wales & N. Ireland Total Average Net Circulation	England, Wales & N. Ireland Full Rate Circulation	England, Wales & N. Ireland Lesser Rate Circulation	England, Wales & N. Ireland Pre-Paid Non-Postal Subscriptions	England, Wales & N. Ireland Corporate Subscription Sales	England, Wales & N. Ireland Multiple Copy Sales	Scotland Total Average Net Circulation	Scotland Full Rate Circulation	Scotland Lesser Rate Circulation	Scotland Pre-Paid Non-Postal Subscription Sales	Scotland Corporate Subscription Sales	Scotland Multiple Copy Sales	RoI Total Average Net Circulation	RoI Full Rate Circulation	RoI Lesser Rate Circulation	RoI Pre-Paid Non-Postal Subscription Sales	RoI Corporate Subscription Sales	RoI Multiple Copy Sales	Other Countries Total Average Net Circulation
National Sunday Popular																				
Daily Star Sunday	370,033	274,306	268,819	5,487	-	-	-	28,645	28,484	161	-	-	-	47,826	47,826	-	-	-	-	19,256
Main Edition	316,730	268,829	268,819	10	-	-	-	28,645	28,484	161	-	-	-	-	-	-	-	-	-	19,256
Republic of Ireland Edition	53,303	5,477	-	-	-	-	-	-	-	-	-	-	-	47,826	47,826	-	-	-	-	-
News of the World	2,890,523	2,403,250	2,329,255	73,975	20	-	-	263,041	256,457	6,584	-	-	-	127,262	127,262	-	-	-	-	96,970
Main Edition	2,763,261	2,403,250	2,329,255	73,975	20	-	-	263,041	256,457	6,584	-	-	-	-	-	-	-	-	-	96,970
Irish Edition	127,262	-	-	-	-	-	-	-	-	-	-	-	-	127,262	127,262	-	-	-	-	-
Sunday Mail	388,955	15,275	15,275	-	-	-	-	354,519	353,754	-	-	-	765	2,047	2,047	-	-	-	-	17,114
Main Edition	371,892	15,275	15,275	-	-	-	-	354,519	353,754	-	-	-	765	2,047	2,047	-	-	-	-	51
European Edition	17,063	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	17,063
Sunday Mirror	1,155,101	1,038,715	1,038,185	530	-	-	-	22,456	22,456	-	-	-	-	38,883	38,883	-	-	-	-	55,047
Main Edition	1,025,612	1,003,156	1,002,626	530	-	-	-	22,456	22,456	-	-	-	-	-	-	-	-	-	-	-
Republic of Ireland Edition	38,883	-	-	-	-	-	-	-	-	-	-	-	-	38,883	38,883	-	-	-	-	-
Northern Ireland Edition	35,559	35,559	35,559	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Overseas Edition	55,047	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	55,047
The People	539,692	476,494	470,278	6,216	-	-	-	14,214	14,214	-	-	-	-	20,361	20,361	-	-	-	-	28,623
Main Edition	478,179	463,965	457,749	6,216	-	-	-	14,214	14,214	-	-	-	-	-	-	-	-	-	-	-
Republic of Ireland Edition	20,361	-	-	-	-	-	-	-	-	-	-	-	-	20,361	20,361	-	-	-	-	-
Northern Ireland Edition	12,529	12,529	12,529	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Overseas Edition	28,623	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	28,623
National Sunday Mid-Market																				
Sunday Express	568,740	489,723	275,428	214,295	-	-	-	36,354	23,141	13,213	-	-	-	4,547	4,547	-	-	-	-	38,116
All Editions	568,740	489,723	275,428	214,295	-	-	-	36,354	23,141	13,213	-	-	-	4,547	4,547	-	-	-	-	38,116
Sunday Post	325,580	98,946	98,942	4	-	-	-	225,387	225,375	12	-	-	-	829	829	-	-	-	-	418
All Editions	325,580	98,946	98,942	4	-	-	-	225,387	225,375	12	-	-	-	829	829	-	-	-	-	418
The Mail on Sunday	1,954,617	1,617,345	1,486,344	19,545	12,669	-	98,787	98,631	94,638	765	955	-	2,273	103,397	102,114	-	-	-	1,283	135,244
Main Edition	1,708,432	1,609,801	1,486,344	12,001	12,669	-	98,787	98,631	94,638	765	955	-	2,273	-	-	-	-	-	-	-
Overseas Edition	135,244	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	135,244
Irish Edition	110,941	7,544	-	7,544	-	-	-	-	-	-	-	-	-	103,397	102,114	-	-	-	1,283	-
National Sunday Quality																				
Independent on Sunday	155,565	119,805	66,125	169	3,209	-	50,302	6,380	3,727	2	91	-	2,560	1,589	1,589	-	-	-	-	27,791
All Editions	155,565	119,805	66,125	169	3,209	-	50,302	6,380	3,727	2	91	-	2,560	1,589	1,589	-	-	-	-	27,791
The Observer	314,602	268,564	239,124	3,641	25,799	-	-	17,635	15,780	210	1,645	-	-	8,062	8,049	13	-	-	-	20,341
Main Edition	295,575	268,564	239,124	3,641	25,799	-	-	17,635	15,780	210	1,645	-	-	8,062	8,049	13	-	-	-	1,314
European Edition	19,027	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	19,027
Scotland on Sunday	51,263	2,648	2,648	-	-	-	-	48,610	39,579	1,746	4,767	-	2,518	-	-	-	-	-	-	5
All Editions	51,263	2,648	2,648	-	-	-	-	48,610	39,579	1,746	4,767	-	2,518	-	-	-	-	-	-	5
Sunday Herald	40,069	184	184	-	-	-	-	39,882	35,380	58	4,444	-	-	-	-	-	-	-	-	3
All Editions	40,069	184	184	-	-	-	-	39,882	35,380	58	4,444	-	-	-	-	-	-	-	-	3
The Sunday Telegraph	505,214	452,546	138,326	145	314,075	-	-	18,127	9,500	-	8,627	-	-	2,596	2,596	-	-	-	-	31,945
All Editions	505,214	452,546	138,326	145	314,075	-	-	18,127	9,500	-	8,627	-	-	2,596	2,596	-	-	-	-	31,945
The Sunday Times	1,068,158	841,166	721,993	333	118,840	-	-	60,291	57,054	1	3,236	-	-	105,591	105,591	-	-	-	-	61,110
Main Edition	901,457	841,166	721,993	333	118,840	-	-	60,291	57,054	1	3,236	-	-	-	-	-	-	-	-	-
Irish Edition	105,591	-	-	-	-	-	-	-	-	-	-	-	-	105,591	105,591	-	-	-	-	-
Overseas Edition	61,110	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	61,110

UK National Newspapers

Multiple Copy Sales Analysis by Audience Type

July 2010

5th July 2010 to 1st August 2010

Newspaper Title	United Kingdom & Republic of Ireland Multiple Copy Sales Analysis - Average Net Circulation Per Effective Publishing Day									
	Total	Airside / Int'l Rail	Hotels	Trains	Other Publications Insert	Voucher Redemption	Sports Event	Leisure Centres	Food / Beverage Outlets	Others
National Morning Popular										
Daily Mirror	-	-	-	-	-	-	-	-	-	-
Daily Record	1,963	1,953	-	-	-	-	-	-	-	10
Daily Star	-	-	-	-	-	-	-	-	-	-
The Sun	-	-	-	-	-	-	-	-	-	-
<i>Total of average daily multiple copy sales</i>	1,963	1,953	-	-	-	-	-	-	-	10
National Morning Mid Market										
Daily Express	-	-	-	-	-	-	-	-	-	-
Daily Mail	113,709	105,267	704	787	-	-	-	2,193	-	4,758
<i>Total of average daily multiple copy sales</i>	113,709	105,267	704	787	-	-	-	2,193	-	4,758
National Morning Quality										
The Daily Telegraph	-	-	-	-	-	-	-	-	-	-
Financial Times	37,039	20,802	5,277	1,529	-	-	-	1,323	25	8,083
The Herald	-	-	-	-	-	-	-	-	-	-
The Guardian	-	-	-	-	-	-	-	-	-	-
The Independent	62,433	17,353	33,741	8,385	-	-	-	1,175	769	1,010
The Scotsman	3,808	1,100	1,661	883	-	-	-	-	-	164
The Times	-	-	-	-	-	-	-	-	-	-
<i>Total of average daily multiple copy sales</i>	103,280	39,255	40,679	10,797	-	-	-	2,498	794	9,257
<i>Overall total of average multiple copy sales</i>	218,952	146,475	41,383	11,584	-	-	-	4,691	794	14,025
National Morning Sporting										
Racing Post	-	-	-	-	-	-	-	-	-	-
National Morning Group										
The Daily Mirror / Daily Record	1,963	1,953	-	-	-	-	-	-	-	10
National Sunday Popular										
Daily Star Sunday	-	-	-	-	-	-	-	-	-	-
News of the World	-	-	-	-	-	-	-	-	-	-
Sunday Mail	765	755	-	-	-	-	-	-	-	10
Sunday Mirror	-	-	-	-	-	-	-	-	-	-
The People	-	-	-	-	-	-	-	-	-	-
<i>Total of average Sunday multiple copy sales</i>	765	755	-	-	-	-	-	-	-	10
National Sunday Mid Market										
Sunday Express	-	-	-	-	-	-	-	-	-	-
Sunday Post	-	-	-	-	-	-	-	-	-	-
The Mail on Sunday	102,343	95,705	691	647	-	-	-	1,910	-	3,390
<i>Total of average Sunday multiple copy sales</i>	102,343	95,705	691	647	-	-	-	1,910	-	3,390
National Sunday Quality										
Independent on Sunday	52,862	19,476	29,202	1,569	-	-	-	1,175	750	690
The Observer	-	-	-	-	-	-	-	-	-	-
Scotland on Sunday	2,518	1,436	872	100	-	-	-	-	-	110
Sunday Herald	-	-	-	-	-	-	-	-	-	-
The Sunday Telegraph	-	-	-	-	-	-	-	-	-	-
The Sunday Times	-	-	-	-	-	-	-	-	-	-
<i>Total of average Sunday multiple copy sales</i>	55,380	20,912	30,074	1,669	-	-	-	1,175	750	800
<i>Overall total of average Sunday multiple copy sales</i>	158,488	117,372	30,765	2,316	-	-	-	3,085	750	4,200