



Standard Certificate of Circulation

For the 26 issues distributed between 3rd July 2006 and 31st December 2006

**Regional
Newspapers**

Loughborough Echo Series

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This certificate expires on 30th September 2007 unless ABC has issued a new certificate before that date.

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All data carried in this certificate is derived from a Return of Circulation approved by ABC on: 1st March 2007

on behalf of the publisher:

Echo Publishing Group

The publisher has certified that the data has been reported in accordance with ABC rules. ABC will audit the data and if any material error or omission is found, an audit report will be issued giving details of the error or omission.

For details of audit reports issued or the rules and procedures, please contact ABC.

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Loughborough Echo Series

Certificate of Average Net Circulation for the 26 issues distributed between 3rd July 2006 and 31st December 2006

	NET TOTAL	UK & RoI	OTHER COUNTRIES
TOTAL AVERAGE NET CIRCULATION PER ISSUE	21, 936	21, 934	2
Newstrade, Single Copy and Subscription Sales TOTAL	21, 936	21, 934	2
Basic Cover Price	21, 936	21, 934	2
Below BCP	-	-	-
Regular Multiple Copy / Bulk Sales TOTAL	-	-	-
Not less than 50% of Basic Cover Price	-	-	-
Less than 50% of BCP	-	-	-
Issue Specific Multiple Copy / Bulk Sales TOTAL	-	-	-
Not less than 50% of Basic Cover Price	-	-	-
Less than 50% of BCP	-	-	-
Special Edition Sales TOTAL	-	-	-
Single Copies sold at Basic Cover Price	-	-	-
Sports Edition Sales TOTAL	-	-	-
Single Copies sold at Basic Cover Price	-	-	-
Single Copies sold at less than BCP	-	-	-
Multiple Copy/Bulk Sales at BCP	-	-	-
Multiple Copy/Bulk Sales at less than BCP	-	-	-

Actively Purchased Circulation:	ACTIVELY PURCHASED % OF TOTAL		
	100. 0	100. 0	100. 0

Publication Format:

Day	Format
Monday	-
Tuesday	-
Wednesday	-
Thursday	Tabloid
Friday	-
Saturday	-
Sunday	-

Total Average Net Circulation by Audit Month:

January	-	July	21, 897
February	-	August	21, 738
March	-	September	22, 297
April	-	October	22, 880
May	-	November	22, 193
June	-	December	20, 803

Price: The Basic Cover Price at the end of the audit period was: £0.50

Duplication: Not Applicable

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Geographical Region(s) served by the publication:

Loughborough, Shepshed and surrounding Villages in Leicestershire

Excluded Issues: The following issues have been excluded from this certificate

None

Geographical Editions:

Edition Title

Loughborough Echo
Shepshed Echo

Special Editions: The following is a list of special editions that have been included in this certificate.

None

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Regular Multiple Copy / Bulk Sales Analysis:

Not Applicable

Issue Specific Multiple Copy / Bulk Sales Analysis:

Not Applicable