



The Times

Key information

Certificate type

Print

Metric type

Circulation

ABC total

396,671 average

Period

28 July 2014 to 24 August 2014

No of issues

24

Market sector

Morning Quality

Editions

Main Edition

RoI Edition

Overseas Edition

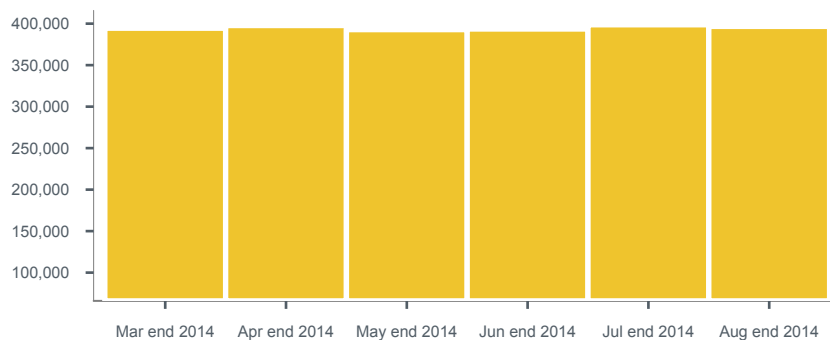
Middle East / Asia Edition

Basic Cover Price

UK: Mon £1.20 Tue £1.20 Wed £1.20 Thr £1.20 Fri £1.20 Sat £1.50

ROI: Mon €0.90 Tue €0.90 Wed €0.90 Thr €0.90 Fri €0.90 Sat €1.35

Trend data



Analysis of Circulation

	TOTAL	United Kingdom	Republic of Ireland	Other Countries
Average Circulation Per Issue	396,671	372,398	2,601	21,672
	England, Wales & N. Ireland	Scotland		
Average Circulation Per Issue - by region	351,978	20,420	2,601	21,672
Retail and Single Copy Sales	195,700	15,845	2,601	
Sale or Return	195,700	15,845	2,601	
Full Rate	194,839	15,786	2,601	
Below Full Rate	861	59	-	
Firm Sale	-	-	-	
Subscriptions	134,699	4,010	-	
Single Copy Subscriptions	-	-	-	
Voucher Subscriptions	134,699	4,010	-	
Corporate Subscriptions	-	-	-	
Multiple Copy Sales	21,579	565	-	

Basic Cover Price - These are the prices used to determine if an issue is at full rate or below full rate.

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
United Kingdom	£1.20	£1.20	£1.20	£1.20	£1.20	£1.50	-
Republic of Ireland	€0.90	€0.90	€0.90	€0.90	€0.90	€1.35	-

Paid Postal Subscription Prices

The range of prices for paid postal subscriptions (shown as annual rates) at the end of the audit period were:

United Kingdom	£125.00 to £781.00
Republic of Ireland	£165.00 to £1074.00

Voucher Subscription Schemes

Publications in the Scheme	Issues in the Scheme	Duration	Price
The Times / The Sunday Times	Monday to Sunday	12 / 52 weeks	£8 per week
The Times / The Sunday Times	Monday to Sunday	12 / 52 weeks	£6 per week
The Times / The Sunday Times	Saturday & Sunday	12 / 52 weeks	£2 per week
The Times / The Sunday Times	Saturday & Sunday	12 / 52 weeks	£3 per week
The Times / The Sunday Times	Saturday & Sunday	12 / 52 weeks	£4 per week
The Times	Monday to Saturday	12 / 52 weeks	£5 per week
The Times	Monday to Friday	12 / 52 weeks	£4 per week

28 July to 24 August 2014

Multiple Copy Sales: Analysis by Audience Type - UK/Rol only

Audience Type	Average Net Circulation
Total	22,145
Airside/Int'l Rail	6,388
Hotels	7,606
Trains	7,478
Other Publication Insert	-
Voucher Redemption	-
Sports Event	-
Leisure Centres	-
Food/Beverage Outlets	-
Others	673

Geographic Editions Analysis

	Total	England, Wales & N.Ireland	Scotland	Republic of Ireland	Other Countries
Main Edition	372,398	351,978	20,420	-	-
Retail and Single Copy Sales	195,700	15,845	-		
Sale or Return	195,700	15,845	-		
Full Rate	194,839	15,786	-		
Below Full Rate	861	59	-		
Firm Sale	-	-	-		
Subscriptions	134,699	4,010	-		
Single Copy Subscriptions	-	-	-		
Voucher Subscriptions	134,699	4,010	-		
Corporate Subscriptions	-	-	-		
Multiple Copy Sales	21,579	565	-		
Rol Edition	2,601	-	-	2,601	-
Retail and Single Copy Sales	-	-	2,601		
Sale or Return	-	-	2,601		
Full Rate	-	-	2,601		
Below Full Rate	-	-	-		
Firm Sale	-	-	-		
Subscriptions	-	-	-		
Multiple Copy Sales	-	-	-		
Overseas Edition	14,812	-	-	-	14,812
Retail and Single Copy Sales	-	-	-		
Subscriptions	-	-	-		
Multiple Copy Sales	-	-	-		
Middle East / Asia Edition	6,860	-	-	-	6,860
Retail and Single Copy Sales	-	-	-		
Subscriptions	-	-	-		
Multiple Copy Sales	-	-	-		

28 July to 24 August 2014

Analysis of Monday to Friday Circulation - UK/ROI only

	UK/ROI Total	England, Wales & N. Ireland	Scotland	Republic of Ireland
Total Average Net Circulation Per Issue - by region	354,020	332,476	19,080	2,464
Retail and Single Copy Sales		174,980	14,400	2,464
Sale or Return		174,980	14,400	2,464
Full Rate		174,060	14,334	2,464
Below Full Rate		920	66	-
Firm Sale		-	-	-
Subscriptions		133,938	4,002	-
Single Copy Subscriptions		-	-	-
Voucher Subscriptions		133,938	4,002	-
Corporate Subscriptions		-	-	-
Multiple Copy Sales		23,558	678	-

Number of Monday to Friday issues was: 20

Analysis of Saturday Circulation - UK/ROI only

	UK/ROI Total	England, Wales & N. Ireland	Scotland	Republic of Ireland
Total Average Net Circulation Per Issue - by region	479,893	449,487	27,116	3,290
Retail and Single Copy Sales		299,300	23,067	3,290
Sale or Return		299,300	23,067	3,290
Full Rate		298,734	23,046	3,290
Below Full Rate		566	21	-
Firm Sale		-	-	-
Subscriptions		138,504	4,049	-
Single Copy Subscriptions		-	-	-
Voucher Subscriptions		138,504	4,049	-
Corporate Subscriptions		-	-	-
Multiple Copy Sales		11,683	-	-

Number of Saturday issues was: 4

More Information

To find out more about ABC, please visit www.abc.org.ukTo find out more about the National Newspaper sector and the definitions used on this certificate, please visit: www.abcstandards.org.uk

About this certificate

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