

# Regional Publications

Combined Total Circulation Certificate

November 2014



Setting the standard

Sunday Mercury

# Sunday Mercury



## Key information

### Metric type

Circulation

### ABC total

24,206 average - print & digital (gross)

24,206 average (print) (91.3% Paid)

0 average (digital)

### Period

27 October 2014 to 23 November 2014

### No of issues

4

### Primary distribution region

West Midlands

### Cover price

£1.20

### Format

Newspaper - Tabloid

### Excluded issues

None

### Free pick up copy variances

None

### Contact details

BPM Media (Midlands)

Floor 6, Fort Dunlop

Fort Parkway

Birmingham

B24 9FF

0121 236 3366

Andrew\_Boyd@trinitymirror.com

	Total		UK & RoI		Other		
<b>Average Circulation - print &amp; digital (gross)</b>	24,206		24,206		-		

  

	Total		UK & RoI		Other		% of Print
	Print	Digital	Print	Digital	Print	Digital	
<b>Average Circulation</b>	24,206	-	24,206	-	-	-	100.00
<b>Retail, single copy and subscription sales</b>	22,112	-	22,112	-	-	-	91.35
Full rate	21,976	-	21,976	-		-	
Below full rate	136	-	136	-		-	
<b>Multiple copy sales</b>	200		200				0.83
<b>Special edition sales</b>	-		-				-
<b>Sports edition sales</b>	-		-				-
<b>Corporate subscription sales</b>	-		-				-
<b>Free pickup copies</b>	1,894		1,894				7.82
Net distribution	-		-				
Capped distribution	1,894		1,894				
<b>Free letterbox delivery</b>	-		-				-
<b>Free letterbox delivery - Multiple Residential Units</b>	-		-				-
<b>Free requested delivered copies</b>	-		-				-

  

	Total	UK & RoI	Other
<b>Publication Active Views</b>	-	-	-

**Analysis of Multiple Copy Sales (print only)** (The figures shown in this table are averages per issue)

Category	Total	
	Quantity	%
<b>Total Average</b>	200	100.00
Airside & International Rail	-	-
Hotels	200	100.00
Trains	-	-
Other publication inserts	-	-
Voucher redemption	-	-
Sports events	-	-
Leisure centres	-	-
Food/beverage outlets	-	-
Others	-	-

**Analysis of Free Pickup copies by distribution point type (print only)** (last non-excluded issue in the Audit Period)

Distribution Point Types	Distribution Type	Distribution Points	Number of Copies
<b>Total</b>		26	1,894
Birmingham Airport	Capped	26	1,894

**Technical Information (print only)** (Editorial Content & Pagination only if Free Circulation is > 75%)

Published Day	Basic Cover Price (Last Issue)	Format	Editorial Content % (Last Reported Issue)	Pagination (Last Reported Issue)
Monday	-	-	-	-
Tuesday	-	-	-	-
Wednesday	-	-	-	-
Thursday	-	-	-	-
Friday	-	-	-	-
Saturday	-	-	-	-
Sunday	£1.20	Newspaper - Tabloid	-	-

**Town(s)/Region(s) served by the publication (print only)**

Midlands and North Wales

**Distribution method of free pickup copies (print only)**

Dawson Media Direct deliver copies to the airport for passengers to pick up.

**More Information**

'Gross' appended to the print and digital total reflects that the print total and the digital total have been combined without de-duplication.

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To find out more about the Regional Publications sector and the definitions used on this certificate, please visit: [www.abcstandards.org.uk](http://www.abcstandards.org.uk)

**About this certificate**

This certificate was issued on 5 December 2014.

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