

# Regional Publications

Combined Total Circulation Certificate

July to December 2015



Setting the standard

## Birmingham Mail (Series)



### Key information

#### Metric type

Circulation

#### ABC total

24,260 average - print & digital (gross)

24,260 average (print) (96.0% Paid)

0 average (digital)

#### Period

29 June 2015 to 3 January 2016

#### No of issues

152

#### Primary distribution region

West Midlands

#### Contact details

BPM Media  
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Fort Parkway  
Birmingham  
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www.icbirmingham.co.uk

#### Editions

Daily

Black Country

#### Cover price

£0.65 to £0.85

#### Format

Newspaper - Tabloid

#### Excluded issues

31-Aug, 24-Dec, 25-Dec, 26-Dec, 28-Dec, 29-Dec, 30-Dec, 31-Dec, 1-Jan, 2-Jan

#### Free pick up copy variances

27-Jul, 28-Jul, 29-Jul, 30-Jul, 31-Jul, 1-Aug, 3-Aug, 4-Aug, 5-Aug, 6-Aug, 7-Aug, 8-Aug, 10-Aug, 11-Aug, 12-Aug, 13-Aug, 14-Aug, 15-Aug, 17-Aug, 18-Aug, 19-Aug, 20-Aug, 21-Aug, 22-Aug, 24-Aug, 25-Aug, 26-Aug, 27-Aug, 28-Aug, 29-Aug, 1-Sep, 2-Sep, 3-Sep, 4-Sep, 5-Sep, 7-Sep, 8-Sep, 9-Sep, 10-Sep, 11-Sep, 12-Sep, 14-Sep, 15-Sep, 16-Sep, 17-Sep, 18-Sep, 19-Sep, 21-Sep, 22-Sep, 23-Sep, 24-Sep, 25-Sep, 26-Sep, 28-Sep, 29-Sep, 30-Sep, 1-Oct, 2-Oct, 3-Oct, 5-Oct, 6-Oct, 7-Oct, 8-Oct, 9-Oct, 10-Oct, 12-Oct, 13-Oct, 14-Oct, 15-Oct, 16-Oct, 17-Oct, 19-Oct, 20-Oct, 21-Oct, 22-Oct, 23-Oct, 24-Oct, 26-Oct, 27-Oct, 28-Oct, 29-Oct, 30-Oct, 31-Oct, 2-Nov, 3-Nov, 4-Nov, 5-Nov, 6-Nov, 7-Nov, 9-Nov, 10-Nov, 11-Nov, 12-Nov, 13-Nov, 14-Nov, 16-Nov, 17-Nov, 18-Nov, 19-Nov, 20-Nov, 21-Nov, 23-Nov, 24-Nov, 25-Nov, 26-Nov, 27-Nov, 28-Nov, 30-Nov, 1-Dec, 2-Dec, 3-Dec, 4-Dec, 5-Dec, 7-Dec, 8-Dec, 9-Dec, 10-Dec, 11-Dec, 12-Dec, 14-Dec, 15-Dec, 16-Dec, 17-Dec, 18-Dec, 19-Dec, 21-Dec, 22-Dec, 23-Dec

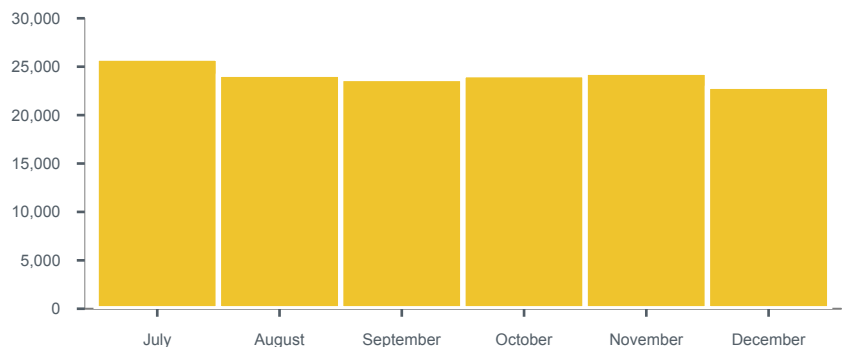
#### Average print circulation

Monday to Saturday 24,260

Monday to Friday 24,846

Saturday 21,280

#### Average circulation by ABC month (print)



	Total		UK & RoI		Other		
<b>Average Circulation - print &amp; digital (gross)</b>	24,260		24,260		-		
	Total		UK & RoI		Other		% of Print
	Print	Digital	Print	Digital	Print	Digital	
<b>Average Circulation</b>	24,260	-	24,260	-	-	-	100.00
<b>Retail, single copy and subscription sales</b>	23,299	-	23,299	-	-	-	96.04
Full rate	22,807	-	22,807	-			
Below full rate	492	-	492	-			
<b>Multiple copy subscription sales</b>	-		-				-
<b>Multiple copy sales</b>	279		279				1.15
<b>Special edition sales</b>	-		-				-
<b>Sports edition sales</b>	-		-				-
<b>Corporate subscription sales</b>		-		-		-	
<b>Free pick up copies</b>	269		269				1.11
Net distribution	-		-				
Capped distribution	269		269				
<b>Free letterbox delivery</b>	-		-				-
<b>Free letterbox delivery - Multiple Residential Units</b>	-		-				-
<b>Free requested delivered copies</b>	-	-	-	-			-
<b>Sample free distribution</b>	413		413				1.70
Free pick up copies	-		-				
Free letterbox delivery	413		413				
Free letterbox delivery - Multiple Residential Units	-		-				

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

**Analysis of Average Circulation by Month (print only)**

	Total Average	July	August	September	October	November	December
<b>Total Average</b>	24,260	25,884	24,215	23,786	24,174	24,426	22,976
Retail & Single Copy Sales	23,299	23,893	23,938	23,510	23,112	23,100	22,100
Multiple Copy Subscription Sales	-	-	-	-	-	-	-
Multiple Copy Sales	279	286	277	276	277	277	281
Free Pick Up Copies	269	1,705	-	-	-	-	-
Free Letterbox Delivery	-	-	-	-	-	-	-
Free Letterbox Delivery - Multiple residence units	-	-	-	-	-	-	-
Free Requested Delivered Copies	-	-	-	-	-	-	-
Sample Free Distribution	413	-	-	-	785	1,049	595

**Analysis of Average Circulation for Daily Titles (print only)**

	Total	Retail, Single Copies and Subscription Sales	Multiple Copy Subscription Sales	Multiple Copy Sales	Special Edition Sales	Sports Edition Sales	Free Pick Up Copies	Free Letterbox Delivery	Free Letterbox Delivery - Multiple Residential Units	Free Requested Delivered Copies	Sample Free Distribution
Monday to Saturday (152 Issues)	24,260	23,299	-	279	-	-	269	-	-	-	413
Monday to Friday (127 Issues)	24,846	23,768	-	307	-	-	277	-	-	-	494
Saturday (25 Issues)	21,280	20,917	-	136	-	-	227	-	-	-	-

Monday	24,029	22,939	-	307	-	-	282	-	-	-	502
Tuesday	23,811	22,750	-	307	-	-	271	-	-	-	483
Wednesday	24,188	23,127	-	307	-	-	271	-	-	-	483
Thursday	26,064	24,974	-	306	-	-	282	-	-	-	503
Friday	26,209	25,118	-	306	-	-	282	-	-	-	503
Saturday	21,280	20,917	-	136	-	-	227	-	-	-	-
Sunday	-	-	-	-	-	-	-	-	-	-	-

**Analysis by Edition (print only)**

Edition	Total	Retail, Single Copies and Subscription Sales	Multiple Copy Subscription Sales	Multiple Copy Sales	Special Edition Sales	Sports Edition Sales	Free Pick Up Copies	Free Letterbox Delivery	Free Letterbox Delivery - Multiple Residential Units	Free Requested Delivered Copies	Sample Free Distribution
<b>Total Average</b>	<b>24,260</b>	<b>23,299</b>	-	<b>279</b>	-	-	<b>269</b>	-	-	-	<b>413</b>
Daily	23,605	22,644	-	279	-	-	269	-	-	-	413
Black Country	655	655	-	-	-	-	-	-	-	-	-

**Analysis of Retail & Single Copy Sales (print only) (comprising Retail, Special and Sports single copies)**

	Total Average	July	August	September	October	November	December
<b>Total Average</b>	<b>23,299</b>	<b>23,893</b>	<b>23,938</b>	<b>23,510</b>	<b>23,112</b>	<b>23,100</b>	<b>22,100</b>
Monday	22,939	23,344	23,517	22,970	22,706	23,052	22,018
Tuesday	22,750	23,319	23,452	23,026	22,634	22,567	21,482
Wednesday	23,127	23,377	23,719	23,842	22,930	22,772	22,032
Thursday	24,974	26,096	25,479	24,995	24,764	24,612	23,653
Friday	25,118	25,907	25,762	25,301	25,178	24,551	23,770
Saturday	20,917	21,315	21,699	20,820	20,459	21,044	19,904
Sunday	-	-	-	-	-	-	-

**Analysis of Free Pick Up Copies (print only)**

	Total Average	July	August	September	October	November	December
<b>Total Average</b>	<b>269</b>	<b>1,705</b>	-	-	-	-	-
Monday	282	1,762	-	-	-	-	-
Tuesday	271	1,762	-	-	-	-	-
Wednesday	271	1,762	-	-	-	-	-
Thursday	282	1,762	-	-	-	-	-
Friday	282	1,762	-	-	-	-	-
Saturday	227	1,417	-	-	-	-	-
Sunday	-	-	-	-	-	-	-

**Excluded Issues**

Issue	Reason	Total net circulation	Issue	Reason	Total net circulation	Issue	Reason	Total net circulation
31-Aug-15	Public Holiday	21,550	28-Dec-15	Public Holiday	20,438	31-Dec-15	Xmas/New Year	22,647
24-Dec-15	Xmas/New Year	22,762	29-Dec-15	Xmas/New Year	22,044	01-Jan-16	Public Holiday	18,723
25-Dec-15	Not Published	-	30-Dec-15	Xmas/New Year	20,870	02-Jan-16	Xmas/New Year	19,496
26-Dec-15	Xmas/New Year	16,521						

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

Category	Total	
	Quantity	%
<b>Total Average</b>	<b>279</b>	<b>100.00</b>
Airside & International Rail	-	-
Hotels	197	70.61
Trains	-	-
Other publication inserts	-	-
Voucher redemption	-	-
Sports events	-	-
Leisure centres	-	-
Food/beverage outlets	-	-
Others	82	29.39

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

Distribution Point Types	Distribution Type	Monday		Tuesday		Wednesday		Thursday		Friday		Saturday	
		Points	Copies	Points	Copies	Points	Copies	Points	Copies	Points	Copies	Points	Copies
<b>Total</b>		-	-	-	-	-	-	-	-	-	-	-	-
Birmingham Airport	Capped	-	-	-	-	-	-	-	-	-	-	-	-

**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	£0.65	Newspaper - Tabloid	-	-
Tuesday	£0.65	Newspaper - Tabloid	-	-
Wednesday	£0.65	Newspaper - Tabloid	-	-
Thursday	£0.65	Newspaper - Tabloid	-	-
Friday	£0.65	Newspaper - Tabloid	-	-
Saturday	£0.85	Newspaper - Tabloid	-	-
Sunday	-	-	-	-

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

Monday	Birmingham, Wolverhampton, Dudley, Walsall, Kidderminster, Redditch, Worcester, Hereford, Derby, Stoke, Gloucester, Stafford, Bristol, North Wales, Nottingham, Leicester, Shrewsbury, Oswestry, Banbury, Oxford, Burton, Rugby, Nuneaton, Coventry, Leamington, Warwick, Tamworth, Lichfield, Bromsgrove, Sutton, Solihull, London
Tuesday	Birmingham, Wolverhampton, Dudley, Walsall, Kidderminster, Redditch, Worcester, Hereford, Derby, Stoke, Gloucester, Stafford, Bristol, North Wales, Nottingham, Leicester, Shrewsbury, Oswestry, Banbury, Oxford, Burton, Rugby, Nuneaton, Coventry, Leamington, Warwick, Tamworth, Lichfield, Bromsgrove, Sutton, Solihull, London
Wednesday	Birmingham, Wolverhampton, Dudley, Walsall, Kidderminster, Redditch, Worcester, Hereford, Derby, Stoke, Gloucester, Stafford, Bristol, North Wales, Nottingham, Leicester, Shrewsbury, Oswestry, Banbury, Oxford, Burton, Rugby, Nuneaton, Coventry, Leamington, Warwick, Tamworth, Lichfield, Bromsgrove, Sutton, Solihull, London
Thursday	Birmingham, Wolverhampton, Dudley, Walsall, Kidderminster, Redditch, Worcester, Hereford, Derby, Stoke, Gloucester, Stafford, Bristol, North Wales, Nottingham, Leicester, Shrewsbury, Oswestry, Banbury, Oxford, Burton, Rugby, Nuneaton, Coventry, Leamington, Warwick, Tamworth, Lichfield, Bromsgrove, Sutton, Solihull, London
Friday	Birmingham, Wolverhampton, Dudley, Walsall, Kidderminster, Redditch, Worcester, Hereford, Derby, Stoke, Gloucester, Stafford, Bristol, North Wales, Nottingham, Leicester, Shrewsbury, Oswestry, Banbury, Oxford, Burton, Rugby, Nuneaton, Coventry, Leamington, Warwick, Tamworth, Lichfield, Bromsgrove, Sutton, Solihull, London
Saturday	Birmingham, Wolverhampton, Dudley, Walsall, Kidderminster, Redditch, Worcester, Hereford, Derby, Stoke, Gloucester, Stafford, Bristol, North Wales, Nottingham, Leicester, Shrewsbury, Oswestry, Banbury, Oxford, Burton, Rugby, Nuneaton, Coventry, Leamington, Warwick, Tamworth, Lichfield, Bromsgrove, Sutton, Solihull, London
Sunday	-

**Distribution method of free pick up copies (print only)**

Monday	Dawson Media Direct deliver copies to the airport for passengers to pick up.
Tuesday	Dawson Media Direct deliver copies to the airport for passengers to pick up.
Wednesday	Dawson Media Direct deliver copies to the airport for passengers to pick up.
Thursday	Dawson Media Direct deliver copies to the airport for passengers to pick up.
Friday	Dawson Media Direct deliver copies to the airport for passengers to pick up.
Saturday	Dawson Media Direct deliver copies to the airport for passengers to pick up.
Sunday	-

**Normal distribution schedule of free pick up copies (print only)**

Monday	distributed throughout the day
Tuesday	distributed throughout the day
Wednesday	distributed throughout the day
Thursday	distributed throughout the day
Friday	distributed throughout the day
Saturday	distributed throughout the day
Sunday	

**Analysis of Sample Free Distribution (print only)**

Issue	Distribution	Issue	Distribution	Issue	Distribution
05-Oct-15	1,250	28-Oct-15	1,275	20-Nov-15	1,262
06-Oct-15	1,250	29-Oct-15	1,275	23-Nov-15	1,227
07-Oct-15	1,250	30-Oct-15	1,275	24-Nov-15	1,227
08-Oct-15	1,250	02-Nov-15	1,156	25-Nov-15	1,227
09-Oct-15	1,250	03-Nov-15	1,156	26-Nov-15	1,227
12-Oct-15	1,250	04-Nov-15	1,156	27-Nov-15	1,227
13-Oct-15	1,272	05-Nov-15	1,156	30-Nov-15	1,250
14-Oct-15	1,272	06-Nov-15	1,156	01-Dec-15	1,250
15-Oct-15	1,272	09-Nov-15	1,372	02-Dec-15	1,250
16-Oct-15	1,272	10-Nov-15	1,372	03-Dec-15	1,250
19-Oct-15	1,250	11-Nov-15	1,372	04-Dec-15	1,250
20-Oct-15	1,250	12-Nov-15	1,372	07-Dec-15	1,250
21-Oct-15	1,250	13-Nov-15	1,372	08-Dec-15	1,250
22-Oct-15	1,250	16-Nov-15	1,262	09-Dec-15	1,250
23-Oct-15	1,250	17-Nov-15	1,262	10-Dec-15	1,250
26-Oct-15	1,275	18-Nov-15	1,262	11-Dec-15	1,250
27-Oct-15	1,275	19-Nov-15	1,262		

**Analysis of Sample Free Letterbox Delivery by Post Code Sector (print only)**

Analysis of the total number of addresses distributed to by post code sector for the sample issue

Issue	Sector	Free Letterbox Delivery	Issue	Sector	Free Letterbox Delivery	Issue	Sector	Free Letterbox Delivery
05-Oct-2015	B68 0	1,250	30-Oct-2015	B44 9	1,275	19-Nov-2015	B32 1	1,262
06-Oct-2015	B68 0	1,250	02-Nov-2015	B68 0	497	20-Nov-2015	B32 1	1,262
07-Oct-2015	B68 0	1,250	02-Nov-2015	B32 1	659	23-Nov-2015	B44 0	1,227
08-Oct-2015	B68 0	1,250	03-Nov-2015	B68 0	497	24-Nov-2015	B44 0	1,227
09-Oct-2015	B68 0	1,250	03-Nov-2015	B32 1	659	25-Nov-2015	B44 0	1,227
12-Oct-2015	B44 9	1,250	04-Nov-2015	B68 0	497	26-Nov-2015	B44 0	1,227
13-Oct-2015	B44 9	1,272	04-Nov-2015	B32 1	659	27-Nov-2015	B44 0	1,227
14-Oct-2015	B44 9	1,272	05-Nov-2015	B68 0	497	30-Nov-2015	B32 1	1,250
15-Oct-2015	B44 9	1,272	05-Nov-2015	B32 1	659	01-Dec-2015	B32 1	1,250
16-Oct-2015	B44 9	1,272	06-Nov-2015	B68 0	497	02-Dec-2015	B32 1	1,250
19-Oct-2015	B68 0	1,250	06-Nov-2015	B32 1	659	03-Dec-2015	B32 1	1,250
20-Oct-2015	B68 0	1,250	09-Nov-2015	B44 9	1,372	04-Dec-2015	B32 1	1,250
21-Oct-2015	B68 0	1,250	10-Nov-2015	B44 9	1,372	07-Dec-2015	B44 0	1,250
22-Oct-2015	B68 0	1,250	11-Nov-2015	B44 9	1,372	08-Dec-2015	B44 0	1,250
23-Oct-2015	B68 0	1,250	12-Nov-2015	B44 9	1,372	09-Dec-2015	B44 0	1,250
26-Oct-2015	B44 9	1,275	13-Nov-2015	B44 9	1,372	10-Dec-2015	B44 0	1,250
27-Oct-2015	B44 9	1,275	16-Nov-2015	B32 1	1,262	11-Dec-2015	B44 0	1,250
28-Oct-2015	B44 9	1,275	17-Nov-2015	B32 1	1,262			
29-Oct-2015	B44 9	1,275	18-Nov-2015	B32 1	1,262			

**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**

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