

Paid Newspapers

Republic of Ireland Cross Platform Circulation Certificate

January to June 2016



Setting the standard

Sunday Independent (Series)

Key information

Certificate type

Cross Platform

Metric type

Circulation

ABC total

199,210 average per issue (print)
1,684 average (digital)

Period

4 January 2016 to 3 July 2016

No of issues

25

Primary distribution region

Republic of Ireland

Editions

Main
International
Light

Cover price

€3.00

Format

Newspaper - Broadsheet

Excluded issues

27-Mar

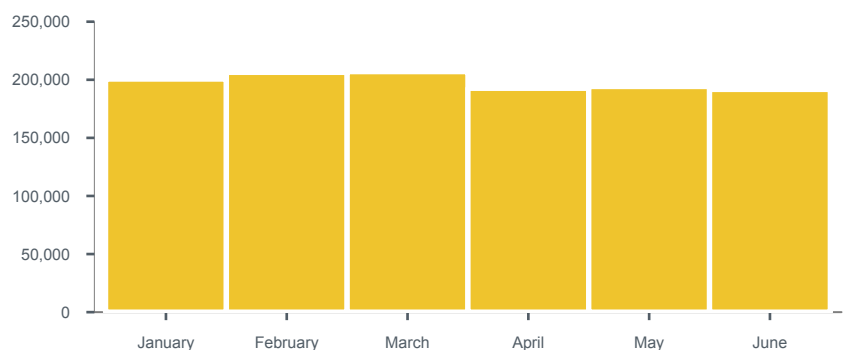
Circulation breakdown

Republic of Ireland	187,999
Northern Ireland	5,840
Other	5,371
Actively purchased - print	93.9%
Actively purchased - digital	100.0%

Contact details

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Average circulation by ABC month (print)



Average Circulation Per Issue (Print)

199,210

Circulation Breakdown

AVERAGE CIRCULATION PER ISSUE

Retail, single copy and subscription sales

At full rate

Below full rate

Overseas (outside the UK/RoI)

Multiple copy sales

Short-term

Non short-term

Special edition sales

Single copies sold at full rate

Sports edition sales

Corporate subscription sales

Actively Purchased percentage

Print

Digital

199,210	1,684
187,226	1,684
185,114	1,684
1,001	-
1,111	-
11,984	
160	
11,824	
-	
-	
-	
	-
93.9%	100.0%

Geographic Breakdown

	RoI	NI	Other	Total
Print	187,999	5,840	5,371	199,210

Analysis by Edition

Edition	Total	Retail, Single Copies and Subscription Sales	Multiple copy Sales	Special Edition Sales	Sports Edition Sales
Total Average	199,210	187,226	11,984	-	-
Main	181,855	181,855	-	-	-
International	5,371	5,371	-	-	-
Light	11,984	-	11,984	-	-

Analysis of Average Circulation by Month

	Total Average	January	February	March	April	May	June
Total Average	199,210	200,623	206,393	206,996	192,667	194,213	191,694
Retail & single copy and subscription sales	187,226	189,234	194,649	195,143	180,716	181,302	179,655
Multiple Copy Sales	11,984	11,389	11,744	11,853	11,951	12,911	12,039

Excluded Issues

Issue	Reason	Number	Issue	Reason	Number	Issue	Reason	Number
27-Mar-16	Public Holiday							

Analysis of Multiple Copy Sales

The figures shown in this table are averages per issue

Category	Total		United Kingdom & Republic of Ireland		Other countries	
	Quantity	%	Quantity	%	Quantity	%
Total Average	11,984	100.0	11,984	100.0	-	-
Airside & International Rail	217	1.8	217	1.8	-	-
Hotels	8,535	71.2	8,535	71.2	-	-
Trains	-	-	-	-	-	-
Other publication inserts	-	-	-	-	-	-
Voucher redemption	-	-	-	-	-	-
Sports events	-	-	-	-	-	-
Leisure centres	214	1.8	214	1.8	-	-
Food/beverage outlets	2,852	23.8	2,852	23.8	-	-
Others	166	1.4	166	1.4	-	-

Short-term Multiple Copy Sales Issue by Issue Analysis

Issue	Quantity	Country of Distribution
22/05/2016	4,000	Republic of Ireland

Technical Information

Published Day	Basic Cover Price (Last Issue)	Format
Monday	-	-
Tuesday	-	-
Wednesday	-	-
Thursday	-	-
Friday	-	-
Saturday	-	-
Sunday	€3.00	Newspaper - Broadsheet

Town(s)/Region(s) served by the publication

Republic of Ireland, UK, and other countries

More Information

To find out more about ABC, please visit www.abc.org.uk

To find out more about the Republic of Ireland Paid Newspapers sector and the definitions used on this certificate, please visit: www.abcstandards.org.uk

About this certificate

This certificate was issued on 18 August 2016.

The data included is derived from a return of circulation prepared by the publisher: Independent News & Media.

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