

### Setting the standard

# National Newspapers Report

June 2013

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#### **Statements:**

#### **Overseas Statement**

Other countries copies may include trade sales, bulk sales or subscription copies.

#### Page 3 to 7

Where a title has not been reporting in this ABC membership category for long enough for historical figures to be shown, the totals for the sector it appears in will be distorted as current figures will be shown but not historical ones. Please bear this in mind when studying this report.

#### Page 8

Christmas/New Year trading period exclusions are from and including Christmas Eve up to and including the first Sunday after the New Year holiday. Reasons for exclusion: DD = Distribution Delay - IA = Industrial Action - LD = Loss of Distribution

### XN = Christmas/New Year optional exclusion - OT = Other, contact ABC

### Page 10

Specific events that may affect comparisons of monthly data:

Where a title has not been reporting in this ABC membership category for long enough for historical figures to be shown, the totals for the sector it appears in will be distorted as current figures will be shown but not historical ones. Please bear this in mind when studying this report.

#### Page 11

Basic Cover Prices are used by ABC to determine what circulation should be classified as being at full rate or at a lesser rate, and in determining if a Basic Cover Prices are used by ABC to determine what circulation should be classified as being at full rate or at a lesser rate, and in determining if a copy may be counted at special offer prices and similar short term promotion prices. The highest price in a territory is the ABC Basic Cover Price. A cover price that is reduced from the previous price will not be considered by ABC to be the full price until it has been in place for at least two complete ABC audit months. ABC does not keep a database of cover prices, we are concerned only with cover prices as they affect how circulation may be declared.

#### Page 12-13

This page will display a list of geographical editions if any edition of the newspaper has material changes in advertising content from the parent edition, where material is defined in the ABC rules, or if the newspaper opts to publish the data.

#### Page 14

This page displays an analysis of the audience types the Multiple Copy Sales have been supplied to.

### Page 15

This page displays an analysis for Daily titles, of the split between Monday to Friday and Saturday circulation.

#### Page 16

This table, covering the 6 months, Jan to Jun or Jul to Dec - shows by geographical area, how the average circulation for each day of week compares to the average circulation for Mon to Fri in that area e.g 100% for a day would be equal to the average for the week

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## **UK National Newspapers**

## Certified Average Net Circulation Per Issue

# January 2013 to June 2013 31st December 2012 to 30th June 2013

		Avera	ge Net Circulation	on				Average	Average	Year
							Title	Net	Net	on
January	February	March	April	May	June	mth/mth		Circulation	Circulation	Year
2013	2013	2013	2013	2013	2013	+/- %		Jan 13 - Jun 13	Jan 12 - Jun 12	+/- %
							National Morning Popular			
1,058,488	1,037,582	1,032,144	1,042,098	1,041,289	1,038,753	-0.24	Daily Mirror	1,040,728	1,091,094	-4.62
251,535	256,024	255,817	256,845	255,238	252,626	-1.02	Daily Record	254,747	281,297	-9.44
535,957	535,709	533,304	529,588	534,813	540,849	1.13	Daily Star	535,178	612,568	-12.63
2,409,811	2,281,990	2,279,492	2,281,842	2,269,238	2,243,903	-1.12	The Sun	2,288,486	2,622,123	-12.72
4,255,791	4,111,305	4,100,757	4,110,373	4,100,578	4,076,131	-0.60	Total of average daily net circulation	4,119,139	4,607,082	-10.59
							National Morning Mid Market			
529,648	528,941	526,104	527,855	525,235	522,264	-0.57	Daily Express	526,406	581,469	-9.47
1,863,151	1,829,266	1,821,684	1,803,327	1,787,558	1,806,569	1.06	Daily Mail	1,817,087	1,959,014	-7.24
2,392,799	2,358,207	2,347,788	2,331,182	2,312,793	2,328,833	0.69	Total of average daily net circulation	2,343,493	2,540,483	-7.75
							National Morning Quality			
555,817	541,036	545,283	549,037	545,579	547,106	0.28	The Daily Telegraph	546,943	578,696	-5.49
275,375	269,121	273,047	266,169	256,655	258,488	0.71	Financial Times	266,193	309,681	-14.04
204,440	193,586	193,780	196,004	192,376	187,000	-2.79	The Guardian	193,916	216,682	-10.51
293,946	298,206	302,757	304,287	306,578	303,009	-1.16	i	301,802	267,992	12.62
76,802	75,125	75,274	75,603	75,089	73,060	-2.70	The Independent	75,034	100,139	-25.07
399,339	393,814	396,520	399,522	394,982	390,941	-1.02	The Times	395,571	397,395	-0.46
1,805,719	1,770,888	1,786,661	1,790,622	1,771,259	1,759,604	-0.66	Total of average daily net circulation	1,779,459	1,870,585	-4.87
1,000,717	1,770,000	1,700,001	1,70,022	1,771,207	1,707,001	0.00	rotal of archago daily not official and	1,777,107	1,070,000	1107
8,454,309	8,240,400	8,235,206	8,232,177	8,184,630	8,164,568	-0.25	Overall total of average daily net circulation	8,242,091	9,018,150	-8.61
							National Morning Group			
1,310,023	1,293,606	1,287,961	1,298,943	1,296,527	1,291,379	-0.40	The Daily Mirror / Daily Record	1,295,475	1,372,391	-5.60
370,748	373,331	378,031	379,890	381,667	376,069	-1.47	Independent Group	376,836	368,131	2.36
		Δvera	ge Net Circulation	nn				Average	Average	Year
		/WC/d	ge Net Oirediain	JII			Title	Net	Net	on
January	February	March	April	May	June	mth/mth	THE	Circulation	Circulation	Year
2013	2013	2013	2013	2013	2013	+/- %		Jan 13 - Jun 13	Jan 12 - Jun 12	+/- %
							National Sunday Popular			
345,885	340,105	334,642	330,014	329,669	335,864	1.88	Daily Star Sunday	336,024	520,106	-35.39
2,010,826	1,912,643	1,924,231	1,905,772	1,867,980	1,875,220	0.39	The Sun (Sunday)	1,914,475	N/A	
283,861	289,015	291,075	292,591	288,736	284,051	-1.62	Sunday Mail	288,054	334,025	-13.76
1,039,150	1,051,314	1,029,513	1,033,801	1,029,210	1,037,542	0.81	Sunday Mirror	1,036,785	1,280,235	-19.02
429,167	427,635	416,411	421,055	415,539	415,075	-0.11	Sunday People	420,584	547,739	-23.21
4,108,889	4,020,712	3,995,872	3,983,233	3,931,134	3,947,752	0.42	Total of average Sunday net circulation	3,995,922	2,682,105	48.98
							National Sunday Mid Market			
471,625	466,395	464,020	459,808	462,812	455,901	-1.49	Sunday Express	462,771	537,032	-13.83
242,555	240,624	236,926	236,029	232,412	244,257	5.10	Sunday Post	238,938	280,215	-14.73
1,715,707	1,697,087	1,688,356	1,697,982	1,680,069	1,638,049	-2.50	The Mail on Sunday	1,684,280	1,842,908	-8.61
2,429,887	2,404,106	2,389,302	2,393,819	2,375,293	2,338,207	-1.56	Total of average Sunday net circulation	2,385,989	2,660,155	-10.31
_, _, _,	_,,,,,,,,			_,_,_,_,	_,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		National Sunday Quality	_,	_,,	10.00
114,308	113,597	113,923	114,282	113,082	111,986	-0.97	Independent on Sunday	113,468	123,890	-8.41
225,194	223,588	223,136	224,018	222,723	212,376	-4.65	The Observer	221,305	252,050	-12.20
435,036	429,346	434,169	420,891	420,742	422,590	0.44	The Sunday Telegraph	426,945	454,324	-6.03
885,612	875,434	884,845	882,497	842,810	840,201	-0.31	The Sunday Times	866,672	935,235	-7.33
1,660,150	1,641,965	1,656,073	1,641,688	1,599,357	1,587,153	-0.76	Total of average Sunday net circulation	1,628,390	1,765,499	-7.33 -7.77
1,000,100	1,041,703	1,030,013	1,041,000	1,077,007	1,307,133	-0.70	rotal of average Suriday her electrication	1,020,370	1,700,479	-1.11
8,198,926	8,066,783	8,041,247	8,018,740	7,905,784	7,873,112	-0.41	Overall total of average Sunday net circulation	8,010,301	7,107,759	12.70
0,170,720	0,000,703	0,041,247	0,010,740	1,703,764	1,013,112	-0.41	Overall total of average Sunday Het circulation	0,010,301	7,107,739	12.70

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# UK National Newspapers Geographic Circulation Analysis

## June 2013

27th May 2013 to 30th June 2013

	Ge	ographic circula June	ation analysis fo	or:			G	Geographic circul June	•	or:
Total	England, Wales & N Ireland	Scot	Rol	Other Countries	Title	Total	England, Wales & N Ireland	Scot	Rol	Other Countries
	N HEIAHO				National Morning Popular		MILEIANO			
1,081,330	950,420	21,572	56,008	53,330	Daily Mirror	1,038,753	918,395	19,767	53,364	47,227
279,324	10,794	253,047	587		Daily Record	252,626	8,775	228,515	480	14,856
602,296	466,673	58,814	65,683		Daily Star	540,849	422,485	50,226	58,574	9,564
2,583,552	2,154,550	306,930	71,381		The Sun	2,243,903	1,868,086	263,512	63,743	48,562
4,546,502	3,582,437	640,363	193,659		Total of average daily net circulation	4,076,131	3,217,741	562,020	176,161	120,209
1,010,002	0,002,107	0.10,000	170,007	100/010	National Morning Mid Market	1,070,101	0,217,711	002/020	170,101	120/207
602,482	519,993	61,616	2,954	17 919	Daily Express	522,264	446,851	54,492	2,920	18,001
1,939,635	1,681,016	103,590	50,262		Daily Mail	1,806,569	1,576,568	102,927	50,549	76,525
2,542,117	2,201,009	165,206	53,216		Total of average daily net circulation	2,328,833	2,023,419	157,419	53,469	94,526
2,542,117	2,201,007	103,200	33,210	122,000	National Morning Quality	2,320,033	2,023,417	137,417	33,407	74,320
E72 474	E21 774	19,580	3,003	14 215	The Daily Telegraph	547,106	509,272	18,650	2,883	16,301
573,674	534,776				• •					
297,225	86,559	2,990	3,014		Financial Times	258,488	77,227	2,591	2,586	176,084
211,511	196,324	11,901	3,286		The Guardian .	187,000	173,344	10,623	3,033	-
272,597	255,098	16,968	531	-		303,009	283,147	18,985	877	-
90,001	84,195	4,382	780		The Independent	73,060	69,544	3,058	-	458
400,120	356,940	19,004	2,228	21,948	The Times	390,941	349,583	18,668	2,143	20,547
1,845,128	1,513,892	74,825	12,842	243,569	Total of average daily net circulation	1,759,604	1,462,117	72,575	11,522	213,390
8,933,747	7,297,338	880,394	259,717	496,298	Overall total of average daily net circulation	8,164,568	6,703,277	792,014	241,152	428,125
					National Morning Group					
1,360,654	961,214	274,619	56,595	68,226	The Daily Mirror / Daily Record	1,291,379	927,170	248,282	53,844	62,083
362,598	339,293	21,350	1,311	644	Independent Group	376,069	352,691	22,043	877	458
	Ge	ographic circula	ation analysis fo	or:			G	Geographic circul	•	or:
Total		June	2012		Title	Total		June	2013	
	England, Wales &		Rol	Other			Fnaland			Other
		Scot	KUI	Otrici			England, Wales &	Scot	Rol	
	N Ireland	Scot	Kui	Countries			Wales & N Ireland	Scot	Rol	Countries
	N Ireland	Scot	KUI		National Sunday Popular		Wales &	Scot	Rol	Countries
473,352	N Ireland 395,456	Scot 40,665	26,053	Countries	National Sunday Popular Daily Star Sunday	335,864	Wales &	Scot 27,814	Rol 22,624	Countries 8,412
473,352 2,189,924				Countries 11,178	•	335,864 1,875,220	Wales & N Ireland			
	395,456	40,665	26,053	Countries 11,178 64,237	Daily Star Sunday		Wales & N Ireland 277,014	27,814	22,624	8,412
2,189,924	395,456 1,833,173	40,665 217,948	26,053 74,566	11,178 64,237 16,548	Daily Star Sunday The Sun (Sunday)	1,875,220	Wales & N Ireland 277,014 1,577,410	27,814 191,364	22,624 57,385	8,412 49,061
2,189,924 313,698	395,456 1,833,173 10,487	40,665 217,948 285,519	26,053 74,566 1,144	11,178 64,237 16,548 44,812	Daily Star Sunday The Sun (Sunday) Sunday Mail	1,875,220 284,051	Wales & N Ireland 277,014 1,577,410 8,826	27,814 191,364 257,796	22,624 57,385 974	8,412 49,061 16,455
2,189,924 313,698 1,088,499	395,456 1,833,173 10,487 979,508	40,665 217,948 285,519 22,340	26,053 74,566 1,144 41,839	11,178 64,237 16,548 44,812 22,128	Daily Star Sunday The Sun (Sunday) Sunday Mail Sunday Mirror	1,875,220 284,051 1,037,542	Wales & N Ireland 277,014 1,577,410 8,826 940,502	27,814 191,364 257,796 20,331	22,624 57,385 974 39,093	8,412 49,061 16,455 37,616
2,189,924 313,698 1,088,499 450,097	395,456 1,833,173 10,487 979,508 399,772	40,665 217,948 285,519 22,340 11,395	26,053 74,566 1,144 41,839 16,802	11,178 64,237 16,548 44,812 22,128	Daily Star Sunday The Sun (Sunday) Sunday Mail Sunday Mirror Sunday People	1,875,220 284,051 1,037,542 415,075	Wales & N Ireland  277,014  1,577,410  8,826  940,502  369,789	27,814 191,364 257,796 20,331 10,499	22,624 57,385 974 39,093 15,971	8,412 49,061 16,455 37,616 18,816
2,189,924 313,698 1,088,499 450,097	395,456 1,833,173 10,487 979,508 399,772	40,665 217,948 285,519 22,340 11,395	26,053 74,566 1,144 41,839 16,802	11,178 64,237 16,548 44,812 22,128 158,903	Daily Star Sunday The Sun (Sunday) Sunday Mail Sunday Mirror Sunday People Total of average Sunday net circulation	1,875,220 284,051 1,037,542 415,075	Wales & N Ireland  277,014  1,577,410  8,826  940,502  369,789	27,814 191,364 257,796 20,331 10,499	22,624 57,385 974 39,093 15,971	8,412 49,061 16,455 37,616 18,816
2,189,924 313,698 1,088,499 450,097 <b>4,515,570</b>	395,456 1,833,173 10,487 979,508 399,772 3,618,396	40,665 217,948 285,519 22,340 11,395 577,867	26,053 74,566 1,144 41,839 16,802 160,404	11,178 64,237 16,548 44,812 22,128 158,903	Daily Star Sunday The Sun (Sunday) Sunday Mail Sunday Mirror Sunday People Total of average Sunday net circulation National Sunday Mid Market	1,875,220 284,051 1,037,542 415,075 3,947,752	Wales & N Ireland  277,014  1,577,410  8,826  940,502  369,789  3,173,541	27,814 191,364 257,796 20,331 10,499 <b>507,804</b>	22,624 57,385 974 39,093 15,971	8,412 49,061 16,455 37,616 18,816 130,360
2,189,924 313,698 1,088,499 450,097 <b>4,515,570</b> 512,843	395,456 1,833,173 10,487 979,508 399,772 3,618,396	40,665 217,948 285,519 22,340 11,395 <b>577,867</b>	26,053 74,566 1,144 41,839 16,802 160,404	11,178 64,237 16,548 44,812 22,128 158,903 18,018 15,313	Daily Star Sunday The Sun (Sunday) Sunday Mail Sunday Mirror Sunday People Total of average Sunday net circulation National Sunday Mid Market Sunday Express	1,875,220 284,051 1,037,542 415,075 3,947,752	Wales & N Ireland  277,014  1,577,410  8,826  940,502  369,789  3,173,541	27,814 191,364 257,796 20,331 10,499 <b>507,804</b>	22,624 57,385 974 39,093 15,971 136,047	8,412 49,061 16,455 37,616 18,816 130,360
2,189,924 313,698 1,088,499 450,097 <b>4,515,570</b> 512,843 279,120	395,456 1,833,173 10,487 979,508 399,772 <b>3,618,396</b> 456,456 74,999	40,665 217,948 285,519 22,340 11,395 <b>577,867</b> 34,577 188,131	26,053 74,566 1,144 41,839 16,802 160,404 3,792 677	11,178 64,237 16,548 44,812 22,128 158,903 18,018 15,313 100,730	Daily Star Sunday The Sun (Sunday) Sunday Mail Sunday Mirror Sunday People Total of average Sunday net circulation National Sunday Mid Market Sunday Express Sunday Post	1,875,220 284,051 1,037,542 415,075 3,947,752 455,901 244,257	Wales & N Ireland  277,014  1,577,410  8,826  940,502  369,789  3,173,541  403,772  63,247	27,814 191,364 257,796 20,331 10,499 <b>507,804</b> 31,856 165,130	22,624 57,385 974 39,093 15,971 <b>136,047</b> 3,591 591	8,412 49,061 16,455 37,616 18,816 130,360
2,189,924 313,698 1,088,499 450,097 <b>4,515,570</b> 512,843 279,120 1,824,393	395,456 1,833,173 10,487 979,508 399,772 <b>3,618,396</b> 456,456 74,999 1,525,471	40,665 217,948 285,519 22,340 11,395 <b>577,867</b> 34,577 188,131 92,237	26,053 74,566 1,144 41,839 16,802 160,404 3,792 677 105,955	11,178 64,237 16,548 44,812 22,128 158,903 18,018 15,313 100,730	Daily Star Sunday The Sun (Sunday) Sunday Mail Sunday Mirror Sunday People Total of average Sunday net circulation National Sunday Mid Market Sunday Express Sunday Post The Mail on Sunday	1,875,220 284,051 1,037,542 415,075 3,947,752 455,901 244,257 1,638,049	Wales & N Ireland  277,014  1,577,410  8,826  940,502  369,789  3,173,541  403,772  63,247  1,369,689	27,814 191,364 257,796 20,331 10,499 <b>507,804</b> 31,856 165,130 85,008	22,624 57,385 974 39,093 15,971 136,047 3,591 591 95,449	8,412 49,061 16,455 37,616 18,816 130,360 16,682 15,289 87,903
2,189,924 313,698 1,088,499 450,097 <b>4,515,570</b> 512,843 279,120 1,824,393	395,456 1,833,173 10,487 979,508 399,772 <b>3,618,396</b> 456,456 74,999 1,525,471	40,665 217,948 285,519 22,340 11,395 <b>577,867</b> 34,577 188,131 92,237	26,053 74,566 1,144 41,839 16,802 160,404 3,792 677 105,955	11,178 64,237 16,548 44,812 22,128 158,903 18,018 15,313 100,730 134,061	Daily Star Sunday The Sun (Sunday) Sunday Mail Sunday Mirror Sunday People Total of average Sunday net circulation National Sunday Mid Market Sunday Express Sunday Post The Mail on Sunday Total of average Sunday net circulation	1,875,220 284,051 1,037,542 415,075 3,947,752 455,901 244,257 1,638,049	Wales & N Ireland  277,014  1,577,410  8,826  940,502  369,789  3,173,541  403,772  63,247  1,369,689	27,814 191,364 257,796 20,331 10,499 <b>507,804</b> 31,856 165,130 85,008	22,624 57,385 974 39,093 15,971 136,047 3,591 591 95,449	8,412 49,061 16,455 37,616 18,816 130,360 16,682 15,289 87,903
2,189,924 313,698 1,088,499 450,097 <b>4,515,570</b> 512,843 279,120 1,824,393 <b>2,616,356</b>	395,456 1,833,173 10,487 979,508 399,772 3,618,396 456,456 74,999 1,525,471 2,056,926	40,665 217,948 285,519 22,340 11,395 <b>577,867</b> 34,577 188,131 92,237 <b>314,945</b>	26,053 74,566 1,144 41,839 16,802 160,404 3,792 677 105,955 110,424	11,178 64,237 16,548 44,812 22,128 158,903 18,018 15,313 100,730 134,061	Daily Star Sunday The Sun (Sunday) Sunday Mail Sunday Mirror Sunday People Total of average Sunday net circulation National Sunday Mid Market Sunday Express Sunday Post The Mail on Sunday Total of average Sunday net circulation National Sunday Ouality	1,875,220 284,051 1,037,542 415,075 3,947,752 455,901 244,257 1,638,049 2,338,207	Wales & N Ireland  277,014  1,577,410  8,826  940,502  369,789  3,173,541  403,772  63,247  1,369,689  1,836,708	27,814 191,364 257,796 20,331 10,499 <b>507,804</b> 31,856 165,130 85,008 <b>281,994</b>	22,624 57,385 974 39,093 15,971 136,047 3,591 591 95,449	8,412 49,061 16,455 37,616 18,816 130,360 16,682 15,289 87,903 119,874
2,189,924 313,698 1,088,499 450,097 <b>4,515,570</b> 512,843 279,120 1,824,393 <b>2,616,356</b>	395,456 1,833,173 10,487 979,508 399,772 3,618,396 456,456 74,999 1,525,471 2,056,926	40,665 217,948 285,519 22,340 11,395 <b>577,867</b> 34,577 188,131 92,237 <b>314,945</b>	26,053 74,566 1,144 41,839 16,802 160,404 3,792 677 105,955 110,424	11,178 64,237 16,548 44,812 22,128 158,903 18,018 15,313 100,730 134,061	Daily Star Sunday The Sun (Sunday) Sunday Mail Sunday Mirror Sunday People Total of average Sunday net circulation National Sunday Mid Market Sunday Express Sunday Post The Mail on Sunday Total of average Sunday net circulation National Sunday Ouality Independent on Sunday	1,875,220 284,051 1,037,542 415,075 3,947,752 455,901 244,257 1,638,049 2,338,207	Wales & N Ireland  277,014  1,577,410  8,826  940,502  369,789  3,173,541  403,772  63,247  1,369,689  1,836,708	27,814 191,364 257,796 20,331 10,499 <b>507,804</b> 31,856 165,130 85,008 <b>281,994</b>	22,624 57,385 974 39,093 15,971 136,047 3,591 591 95,449 99,631	8,412 49,061 16,455 37,616 18,816 130,360 16,682 15,289 87,903 119,874
2,189,924 313,698 1,088,499 450,097 <b>4,515,570</b> 512,843 279,120 1,824,393 <b>2,616,356</b> 122,588 243,946	395,456 1,833,173 10,487 979,508 399,772 3,618,396 456,456 74,999 1,525,471 2,056,926	40,665 217,948 285,519 22,340 11,395 <b>577,867</b> 34,577 188,131 92,237 <b>314,945</b> 6,647 15,837	26,053 74,566 1,144 41,839 16,802 160,404 3,792 677 105,955 110,424 1,207 6,203	11,178 64,237 16,548 44,812 22,128 158,903 18,018 15,313 100,730 134,061 481 - 11,112	Daily Star Sunday The Sun (Sunday) Sunday Mail Sunday Mirror Sunday People Total of average Sunday net circulation National Sunday Mid Market Sunday Express Sunday Post The Mail on Sunday Total of average Sunday net circulation National Sunday Quality Independent on Sunday The Observer	1,875,220 284,051 1,037,542 415,075 3,947,752 455,901 244,257 1,638,049 2,338,207 111,986 212,376	Wales & N Ireland  277,014  1,577,410  8,826  940,502  369,789  3,173,541  403,772  63,247  1,369,689  1,836,708  106,323  192,823	27,814 191,364 257,796 20,331 10,499 <b>507,804</b> 31,856 165,130 85,008 <b>281,994</b> 5,315 13,875	22,624 57,385 974 39,093 15,971 136,047 3,591 591 95,449 99,631	8,412 49,061 16,455 37,616 18,816 130,360 16,682 15,289 87,903 119,874
2,189,924 313,698 1,088,499 450,097 4,515,570 512,843 279,120 1,824,393 2,616,356 122,588 243,946 450,276	395,456 1,833,173 10,487 979,508 399,772 3,618,396  456,456 74,999 1,525,471 2,056,926  114,253 221,906 419,324	40,665 217,948 285,519 22,340 11,395 <b>577,867</b> 34,577 188,131 92,237 <b>314,945</b> 6,647 15,837 17,033	26,053 74,566 1,144 41,839 16,802 160,404 3,792 677 105,955 110,424 1,207 6,203 2,807	11,178 64,237 16,548 44,812 22,128 158,903 18,018 15,313 100,730 134,061 481 - 11,112 46,393	Daily Star Sunday The Sun (Sunday) Sunday Mail Sunday Mirror Sunday People Total of average Sunday net circulation National Sunday Mid Market Sunday Express Sunday Post The Mail on Sunday Total of average Sunday net circulation National Sunday Ouality Independent on Sunday The Observer The Sunday Telegraph	1,875,220 284,051 1,037,542 415,075 3,947,752 455,901 244,257 1,638,049 2,338,207 111,986 212,376 422,590	Wales & N Ireland  277,014  1,577,410  8,826  940,502  369,789  3,173,541  403,772  63,247  1,369,689  1,836,708  106,323  192,823  392,348	27,814 191,364 257,796 20,331 10,499 507,804 31,856 165,130 85,008 281,994 5,315 13,875 16,399	22,624 57,385 974 39,093 15,971 136,047 3,591 591 95,449 99,631	8,412 49,061 16,455 37,616 18,816 130,360 16,682 15,289 87,903 119,874
2,189,924 313,698 1,088,499 450,097 4,515,570 512,843 279,120 1,824,393 2,616,356 122,588 243,946 450,276 915,969	395,456 1,833,173 10,487 979,508 399,772 3,618,396 456,456 74,999 1,525,471 2,056,926 114,253 221,906 419,324 720,330	40,665 217,948 285,519 22,340 11,395 <b>577,867</b> 34,577 188,131 92,237 <b>314,945</b> 6,647 15,837 17,033 50,243	26,053 74,566 1,144 41,839 16,802 160,404 3,792 677 105,955 110,424 1,207 6,203 2,807 99,003	11,178 64,237 16,548 44,812 22,128 158,903 18,018 15,313 100,730 134,061 481 - 11,112 46,393	Daily Star Sunday The Sun (Sunday) Sunday Mail Sunday Mirror Sunday People Total of average Sunday net circulation National Sunday Mid Market Sunday Express Sunday Post The Mail on Sunday Total of average Sunday net circulation National Sunday Ouality Independent on Sunday The Observer The Sunday Telegraph The Sunday Times	1,875,220 284,051 1,037,542 415,075 3,947,752 455,901 244,257 1,638,049 2,338,207 111,986 212,376 422,590 840,201	Wales & N Ireland  277,014  1,577,410  8,826  940,502  369,789  3,173,541  403,772  63,247  1,369,689  1,836,708  106,323  192,823  392,348  659,757	27,814 191,364 257,796 20,331 10,499 507,804 31,856 165,130 85,008 281,994 5,315 13,875 16,399 45,450	22,624 57,385 974 39,093 15,971 136,047 3,591 591 95,449 99,631	8,412 49,061 16,455 37,616 18,816 130,360 16,682 15,289 87,903 119,874 348 - 11,036 42,177
2,189,924 313,698 1,088,499 450,097 4,515,570 512,843 279,120 1,824,393 2,616,356 122,588 243,946 450,276 915,969	395,456 1,833,173 10,487 979,508 399,772 3,618,396 456,456 74,999 1,525,471 2,056,926 114,253 221,906 419,324 720,330	40,665 217,948 285,519 22,340 11,395 <b>577,867</b> 34,577 188,131 92,237 <b>314,945</b> 6,647 15,837 17,033 50,243	26,053 74,566 1,144 41,839 16,802 160,404 3,792 677 105,955 110,424 1,207 6,203 2,807 99,003	11,178 64,237 16,548 44,812 22,128 158,903 18,018 15,313 100,730 134,061 481 - 11,112 46,393 57,986	Daily Star Sunday The Sun (Sunday) Sunday Mail Sunday Mirror Sunday People Total of average Sunday net circulation National Sunday Mid Market Sunday Express Sunday Post The Mail on Sunday Total of average Sunday net circulation National Sunday Ouality Independent on Sunday The Observer The Sunday Telegraph The Sunday Times	1,875,220 284,051 1,037,542 415,075 3,947,752 455,901 244,257 1,638,049 2,338,207 111,986 212,376 422,590 840,201	Wales & N Ireland  277,014  1,577,410  8,826  940,502  369,789  3,173,541  403,772  63,247  1,369,689  1,836,708  106,323  192,823  392,348  659,757	27,814 191,364 257,796 20,331 10,499 507,804 31,856 165,130 85,008 281,994 5,315 13,875 16,399 45,450	22,624 57,385 974 39,093 15,971 136,047 3,591 591 95,449 99,631	8,412 49,061 16,455 37,616 18,816 130,360 16,682 15,289 87,903 119,874 348 - 11,036 42,177

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# UK National Newspapers Geographic Circulation Analysis

## January 2013 to June 2013 31st December 2012 to 30th June 2013

	Ge	eographic circul	lation analysis fo	or:			G	eographic circul	ation analysis fo	or:
Total		January 2012	to June 2012		Title	Total		January 2013	to June 2013	
Total	England, Wales & N.Ireland	Scot	Rol	Other Countries	Title	Total	England, Wales & N.Ireland	Scot	Rol	Other Countries
					National Morning Popular					
1,091,094	972,867	21,990	57,445	38,792	Daily Mirror	1,040,728	931,596	20,016	54,550	34,566
281,297	11,041	259,275	601	10,380	Daily Record	254,747	8,961	234,786	478	10,522
612,568	475,349	60,134	69,204	7,881	Daily Star	535,178	418,408	50,527	60,707	5,535
2,622,123	2,206,963	313,468	72,499	29,193	The Sun	2,288,486	1,924,393	271,925	65,263	26,906
4,607,082	3,666,220	654,867	199,749	86,246	Total of average daily net circulation	4,119,139	3,283,358	577,254	180,998	77,529
					National Morning Mid Market					
581,469	501,549	60,738	2,883	16,299	Daily Express	526,406	455,470	55,299	2,814	12,823
1,959,014	1,709,109	106,563	50,780	92,561	Daily Mail	1,817,087	1,599,207	100,717	50,680	66,484
2,540,483	2,210,658	167,301	53,663	108,860	Total of average daily net circulation	2,343,493	2,054,677	156,016	53,494	79,307
					National Morning Quality					
578,696	543,014	19,210	2,888	13,583	The Daily Telegraph	546,943	512,354	18,249	2,867	13,474
309,681	89,667	3,118	3,154	213,743	Financial Times	266,193	78,833	2,644	2,740	181,977
216,682	201,434	11,947	3,300	-	The Guardian	193,916	180,011	10,838	3,067	-
267,992	251,146	16,328	517	-	i	301,802	282,041	18,958	805	-
100,139	93,744	4,976	812	607	The Independent	75,034	71,418	3,140	-	476
397,395	356,634	18,688	2,149	19,924	The Times	395,571	356,046	18,664	2,101	18,760
1,870,585	1,535,639	74,267	12,820	247,857	Total of average daily net circulation	1,779,459	1,480,703	72,493	11,580	214,687
9,018,150	7,412,517	896,435	266,232	442,963	Overall total of average daily net circulation	8,242,091	6,818,738	805,763	246,072	371,523
					National Morning Group					
1,372,391	983,908	281,265	58,046	49,172	The Daily Mirror / Daily Record	1,295,475	940,557	254,802	55,028	45,088
368,131	344,890	21,304	1,329	607	Independent Group	376,836	353,459	22,098	805	476
	Ge	eographic circul	lation analysis fo	or:			G	eographic circul	ation analysis fo	or:
Total		January 2012	2 to June 2012		Title	Total		January 2013	to June 2013	
Total	England, Wales &	Scot	Rol	Other Countries	Tille	Total	England, Wales &	Scot	Rol	Other Countries
	N.Ireland				National Sunday Popular		N.Ireland			
520,106	437,839	45,322	28,664	8,281	Daily Star Sunday	336,024	280,089	28,295	22,420	5,220
N/A	N/A	N/A	N/A		The Sun (Sunday)	1,914,475	1,631,049	197,058	57,618	28,749
334,025	10,861	310,399	1,186		Sunday Mail	288,054	9,317	266,392	1,013	11,332
1,280,235	1,174,057	27,227	47,468		Sunday Mirror	1,036,785	951,964	20,547	39,186	25,088
547,739	495,636	14,959	20,271		Sunday People	420,584	378,324	10,678	16,323	15,259
2,682,105	2,118,393	397,907	97,589		Total of average Sunday net circulation	3,995,922	3,250,743	522,970	136,560	85,648
,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	, .,	, ,	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,		National Sunday Mid Market	.,,	.,,	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	,	,
537,032	479,951	35,934	3,620	17 528	Sunday Express	462,771	414,516	32,028	3,496	12,732
280,215	78,048	198,210	717		Sunday Post	238,938	65,350	169,810	607	3,172
1,842,908	1,548,931	94,475	108,981		The Mail on Sunday	1,684,280	1,416,153	88,553	98,647	80,928
2,660,155	2,106,930	328,619	113,318		Total of average Sunday net circulation	2,385,989	1,896,019	290,391	102,750	96,832
2/000/100	2/100/700	020,017	7.10,010	111/207	National Sunday Quality	2,000,707	1,070,017	270,071	102/100	70,002
123,890	115,597	6,555	1,280	457	Independent on Sunday	113,468	107,594	5,485	_	389
252,050	229,544	16,069	6,437		The Observer	221,305	200,880	14,602	5,824	-
454,324	424,795	16,886	2,762		The Sunday Telegraph	426,945	398,127	16,183	2,711	9,924
935,235		51,516	106,113		The Sunday Times	866,672	681,417	47,423	98,328	39,504
,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	734 000					300,012	001,717	11,723	70,320	37,304
	734,000 1 503 936				•	1 628 300	1 388 019	83 603	106.863	49 817
1,765,499	734,000 1,503,936	91,026	116,592		Total of average Sunday net circulation	1,628,390	1,388,018	83,693	106,863	49,817
				53,944	•	1,628,390 8,010,301	1,388,018 6,534,780	83,693 897,054	106,863 346,173	49,817

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# UK National Newspapers Analysis of UK/Rol Circulation by Type of Sales Method

### June 2013

27th May 2013 to 30th June 2013

	Analysis of LIV	O Dol Average	Not Circulatio	n for June 201		n May 2013 to 30th June 20		Analysis of LIV	O Dol Average	Not Circulation	for lune 201	2
		& Rol Average			12				& Rol Average		1 Ior: June 20	3
UK & Rol		Single Copies	Postal	oorporato	Multiple Copy	Title	UK & Rol		Single Copies	Postal Postal	Corporate	Multiple Copy
Average	& Paid Postal	Subscriptions.	Subscription	Subscription Sales	Circulation		Average	& Paid Postal	Subscriptions.	Subscription	Subscription Sales	Circulation
Circulation	Full Rate	Lesser Rate	Circulation	Suics			Circulation	Full Rate	Lesser Rate	Circulation	Jaics	
						National Morning Popular						
1,028,000	1,027,980	20	-	-	-	Daily Mirror	991,526	961,132	377	-	-	30,017
264,428	262,476	106	-	-	1,846	Daily Record	237,770	235,765	36	-	-	1,969
591,170	587,852	3,318	-	-	-	Daily Star	531,285	528,350	2,935	-	-	-
2,532,861	2,525,195	7,666	-	-	-	The Sun	2,195,341	2,195,219	122	-	-	-
4,416,459	4,403,503	11,110	-	-	1,846	Total of average daily net circulation	3,955,922	3,920,466	3,470	-	-	31,986
						National Morning Mid Market						
584,563	518,689	65,874	-	-	-	Daily Express	504,263	446,556	57,707	-	-	-
1,834,868	1,599,426	90,222	28,237	-	116,983	Daily Mail	1,730,044	1,555,191	62,772	19,843	-	92,238
2,419,431	2,118,115	156,096	28,237		116,983	Total of average daily net circulation	2,234,307	2,001,747	120,479	19,843		92,238
						National Morning Quality						
557,359	241,434	574	315,351	-	-	The Daily Telegraph	530,805	228,808	580	301,417	-	-
92,563	50,149	1,738	8,152	2,521	30,003	Financial Times	82,404	45,099	822	5,448	2,545	28,490
211,511	157,530	4,698	49,283	-	-	The Guardian	187,000	134,232	4,461	48,307	-	-
272,597	200,314	_	7,988	_	64,295		303,009	229,704	-	8,302	_	65,003
89,357	60,094	910	5,563	_		The Independent	72,602	48,315	615	5,137	_	18,535
378,172	257,251	2,083	118,838	_		The Times	370,394	220,848	1,373	129,238	_	18,935
1,601,559	966,772	10,003	505,175	2,521				907,006	7,851	497,849	2,545	130,963
1,001,007	700,112	10,003	505,175	2,321	117,000	Total of average daily net circulation	1,546,214	707,000	7,001	477,047	2,545	130,703
8,437,449	7,488,390	177,209	533,412	2,521	225 017	Overall total of average daily not circula	7,736,443	6,829,219	131,800	517,692	2,545	255,187
0,437,449	7,400,390	177,209	333,412	2,321	230,911	Overall total of average daily net circula	7,730,443	0,029,219	131,000	317,092	2,343	200,107
1 202 420	1 200 457	10/			1.04/	National Morning Group	1 220 207	1 10/ 007	410			21.007
1,292,428	1,290,456	126	10.551	-		The Daily Mirror / Daily Record	1,229,296	1,196,897	413	10.400	-	31,986
361,954	260,408	910	13,551	-	87,085	Independent Group	375,611	278,019	615	13,439	-	83,538
	Analysis of LIV	O Dol Average	Not Circulatio	n for June 201	12			Analysis of LIV	O Dol Average	Not Circulation	for lune 201	2
		& Rol Average			12				& Rol Average		rior. June 20	3
UK & Rol		Single Copies	Postal	Corporate	Multiple Copy	Title	UK & Rol		Single Copies	Postal	Corporate	Multiple Copy
Average		Subscriptions.	Subscription	Subscription Sales	Circulation		Average		Subscriptions.	Subscription	Subscription Sales	Circulation
Circulation	Full Rate	Lesser Rate	Circulation	04.00			Circulation	Full Rate	Lesser Rate	Circulation	04.00	
						National Sunday Popular						
462,174	446,724	15,450	-	-	-	Daily Star Sunday	327,452	316,549	10,903	=	-	-
2,125,687	2,125,687	-	-	-	-	The Sun (Sunday)	1,826,159	1,826,159	-	-	-	-
297,150	294,624	1,829	-	-	697	Sunday Mail	267,596	264,023	2,742	-	-	831
1,043,687	1,041,339	2,348	-	-	-	Sunday Mirror	999,926	966,854	3,048	-	-	30,024
427,969	424,666	3,303	-	-	-	Sunday People	396,259	396,036	223	-	-	-
4,356,667	4,333,040	22,930	-	-	697	Total of average Sunday net circulation	3,817,392	3,769,621	16,916	-	-	30,855
						National Sunday Mid Market						
494,825	479,371	15,454	-	-	-	Sunday Express	439,219	428,316	10,903	-	-	-
263,807	263,725	82	-	-	-	Sunday Post	228,968	228,832	136	-	-	-
1,723,663	1,566,538	24,309	28,961	-	103,855	The Mail on Sunday	1,550,146	1,443,849	6,795	20,978	-	78,524
2,482,295	2,309,634	39,845	28,961	-	103,855	Total of average Sunday net circulation	2,218,333	2,100,997	17,834	20,978		78,524
						National Sunday Quality						
122,107	63,174	224	3,541	-	55,168	Independent on Sunday	111,638	53,025	155	3,456	-	55,002
243,946	208,033	2,603	33,310	_		The Observer	212,376	175,641	4,011	32,724	_	
439,164	128,281	99	310,784	_		The Sunday Telegraph	411,554	114,349	112	297,093	_	_
869,576	726,296	2	143,278			The Sunday Times	798,024	624,648	492	161,722		11,162
1,674,793	1,125,784	2,928	490,913	-		Total of average Sunday net circulation	1,533,592	967,663	4,770	494,995		66,164
1,074,173	1,125,764	2,720	470,713	-	33,100	Total of average Sulluay Hel Circulation	1,000,072	707,003	4,770	474,773	-	00,104
8,513,755	7,768,458		E10-074		1E0 720	Overall total of average Cunday not sing	7 540 217	6.020.204	39,520	515,973		175,543
0,013,705	7,708,458	65,703	519,874		139,720	Overall total of average Sunday net circ	7,569,317	6,838,281	39,320	313,973		173,343

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# UK National Newspapers Analysis of UK/Rol Circulation by Type of Sales Method

# January 2013 to June 2013 31st December 2012 to 30th June 2013

Analysis	of UK & Rol A	verage Net Circ	culation for: Ja	nuary 2012 to	June 2012		Analysis	of UK & Rol A	verage Net Circ	culation for: Jar	nuary 2013 to	June 2013
UK & Rol		Single Copies			June 2012		UK & Rol		Single Copies			Sunc 2015
Average		Subscriptions.	Postal	Corporate Subscription	Multiple Copy	Title	Average		Subscriptions.	Postal	Corporate Subscription	Multiple Copy
Ü			Subscription	Sales	Circulation		ŭ			Subscription	Sales	Circulation
Circulation	Full Rate	Lesser Rate	Circulation			National Marning Danular	Circulation	Full Rate	Lesser Rate	Circulation		
1.050.000	1.051.077	227				National Morning Popular	1.007.170	004.227	125			01 711
1,052,302	1,051,966	336	-	-		Daily Mirror	1,006,162	984,326	125	-	-	21,711
270,917	268,184	899	-	-		Daily Record	244,225	242,276	34	-	-	1,915
604,687	567,381	37,306	-	-		Daily Star	529,643	509,937	19,706	-	-	-
2,592,930	2,379,004	213,926	-	-		The Sun	2,261,580	2,259,121	2,459	-	-	-
4,520,836	4,266,535	252,467	•	•	1,834	Total of average daily net circulation	4,041,610	3,995,660	22,324	-	-	23,626
						National Morning Mid Market						
565,170	498,739	66,431	-	-		Daily Express	513,583	454,861	58,722	-	-	-
1,866,453	1,633,070	87,107	28,924	-	117,352	Daily Mail	1,750,603	1,607,056	32,552	20,346	-	90,649
2,431,623	2,131,809	153,538	28,924		117,352	Total of average daily net circulation	2,264,186	2,061,917	91,274	20,346		90,649
						National Morning Quality						
565,113	245,591	718	318,804	-	-	The Daily Telegraph	533,469	228,793	451	304,225	-	-
95,938	48,211	4,055	9,999	2,377	31,296	Financial Times	84,216	42,977	1,352	8,384	2,834	28,669
216,682	160,333	5,646	50,703	-	-	The Guardian	193,916	139,014	3,957	50,945	-	-
267,992	200,064	-	7,420	-	60,508	i	301,802	227,999	-	8,946	-	64,857
99,532	62,489	1,629	5,351	-	30,063	The Independent	74,558	49,210	689	6,437	-	18,222
377,471	254,092	2,436	120,943	-	-	The Times	376,811	223,579	1,507	133,018	-	18,707
1,622,728	970,780	14,484	513,220	2,377	121,867	Total of average daily net circulation	1,564,772	911,572	7,956	511,955	2,834	130,455
8,575,187	7,369,124	420,489	542,144	2,377	241,053	Overall total of average daily net circula	7,870,568	6,969,149	121,554	532,301	2,834	244,730
						National Morning Group						
1,323,219	1,320,150	1,235	-	-	1,834	The Daily Mirror / Daily Record	1,250,387	1,226,602	159	-	-	23,626
367,524	262,553	1,629	12,771	-	90,571	Independent Group	376,360	277,209	689	15,383	-	83,079
367,524	262,553	1,629	12,771	-	90,571	Independent Group	376,360	277,209	689	15,383	-	83,079
		1,629 verage Net Circ		nuary 2012 to .		Independent Group		of UK & Rol A	verage Net Ciro	culation for: Jar	nuary 2013 to .	
	of UK & Rol A		culation for: Jai	-	June 2012			of UK & Rol A		culation for: Jar Pre-Paid Non-	nuary 2013 to Corporate	June 2013
Analysis	of UK & Rol A	verage Net Ciro	culation for: Ja Pre-Paid Non- Postal	Corporate Subscription	June 2012 Multiple Copy		Analysis	of UK & Rol A	verage Net Ciro	culation for: Jar Pre-Paid Non- Postal	Corporate Subscription	June 2013 Multiple Copy
Analysis	of UK & Rol A	verage Net Ciro Single Copies	culation for: Jai	Corporate	June 2012		Analysis UK & Rol	of UK & Rol A	verage Net Ciro Single Copies	culation for: Jar Pre-Paid Non-	Corporate	June 2013
Analysis  UK & Rol  Average	of UK & Rol A Newstrade, & Paid Posta	verage Net Circ Single Copies Subscriptions.	culation for: Jai Pre-Paid Non Postal Subscription	Corporate Subscription	June 2012 Multiple Copy		Analysis  UK & Rol  Average	of UK & Rol A  Newstrade,  & Paid Postal	verage Net Circ Single Copies Subscriptions.	culation for: Jar Pre-Paid Non- Postal Subscription	Corporate Subscription	June 2013 Multiple Copy
Analysis  UK & Rol  Average	of UK & Rol A Newstrade, & Paid Posta	verage Net Circ Single Copies Subscriptions.	culation for: Jai Pre-Paid Non Postal Subscription	Corporate Subscription	June 2012 Multiple Copy Circulation	Title	Analysis  UK & Rol  Average	of UK & Rol A  Newstrade,  & Paid Postal	verage Net Circ Single Copies Subscriptions.	culation for: Jar Pre-Paid Non- Postal Subscription	Corporate Subscription	June 2013 Multiple Copy
Analysis  UK & Rol  Average  Circulation	of UK & Rol A  Newstrade, & Paid Posta  Full Rate	verage Net Circ Single Copies Subscriptions. Lesser Rate	culation for: Jai Pre-Paid Non Postal Subscription	Corporate Subscription	June 2012  Multiple Copy  Circulation	Title  National Sunday Popular	Analysis  UK & Rol  Average  Circulation	of UK & Rol A  Newstrade, & Paid Postal  Full Rate	verage Net Cirr Single Copies Subscriptions. Lesser Rate	culation for: Jar Pre-Paid Non- Postal Subscription	Corporate Subscription	June 2013 Multiple Copy
Analysis  UK & Rol  Average  Circulation	Newstrade, & Paid Posta Full Rate	verage Net Circ Single Copies Subscriptions. Lesser Rate 215,400	culation for: Jai Pre-Paid Non Postal Subscription Circulation	Corporate Subscription Sales	June 2012  Multiple Copy Circulation  - N/A	Title  National Sunday Popular  Daily Star Sunday	Analysis UK & Rol Average Circulation	of UK & Rol A Newstrade, & Paid Postal Full Rate	verage Net Cirr Single Copies Subscriptions. Lesser Rate	culation for: Jar Pre-Paid Non- Postal Subscription	Corporate Subscription	June 2013 Multiple Copy
Analysis UK & Rol Average Circulation 511,825 N/A	Newstrade, & Paid Posta Full Rate 296,425 N/A 314,611	verage Net Circ Single Copies Subscriptions. Lesser Rate 215,400 N/A	culation for: Jai Pre-Paid Non Postal Subscription Circulation	Corporate Subscription Sales	June 2012  Multiple Copy Circulation  N/A 685	Title  National Sunday Popular  Daily Star Sunday  The Sun (Sunday)	Analysis UK & Rol Average Circulation 330,804 1,885,726	of UK & Rol A Newstrade, & Paid Postal Full Rate 318,849 1,885,726	verage Net Circ Single Copies Subscriptions. Lesser Rate	culation for: Jar Pre-Paid Non- Postal Subscription	Corporate Subscription	June 2013  Multiple Copy Circulation
Analysis UK & Rol Average Circulation 511,825 N/A 322,446	Newstrade, & Paid Posta Full Rate 296,425 N/A 314,611	verage Net Circ Single Copies Subscriptions. Lesser Rate 215,400 N/A 7,150	culation for: Jai Pre-Paid Non Postal Subscription Circulation	Corporate Subscription Sales	Multiple Copy Circulation  N/A 685	Title  National Sunday Popular  Daily Star Sunday  The Sun (Sunday)  Sunday Mail	Analysis UK & Rol Average Circulation 330,804 1,885,726 276,722	of UK & Rol A Newstrade, & Paid Postal Full Rate 318,849 1,885,726 274,202	verage Net Circ Single Copies Subscriptions. Lesser Rate 11,955 - 1,763	culation for: Jar Pre-Paid Non- Postal Subscription	Corporate Subscription	June 2013  Multiple Copy Circulation  757
Analysis UK & Rol Average Circulation 511,825 N/A 322,446 1,248,752	of UK & Rol A  Newstrade, & Paid Posta  Full Rate  296,425  N/A 314,611 1,217,842	verage Net Circ Single Copies Subscriptions. Lesser Rate 215,400 N/A 7,150 30,910	culation for: Jai Pre-Paid Non Postal Subscription Circulation	Corporate Subscription Sales	June 2012  Multiple Copy Circulation  - N/A 685	Title  National Sunday Popular  Daily Star Sunday The Sun (Sunday)  Sunday Mail  Sunday Mirror	Analysis  UK & Rol  Average  Circulation  330,804  1,885,726  276,722  1,011,697	of UK & Rol A  Newstrade, & Paid Postal  Full Rate  318,849 1,885,726 274,202 987,152	verage Net Circ Single Copies Subscriptions. Lesser Rate 11,955 - 1,763 3,336	culation for: Jar Pre-Paid Non- Postal Subscription	Corporate Subscription	June 2013  Multiple Copy Circulation  757 21,209
Analysis UK & Rol Average Circulation 511,825 N/A 322,446 1,248,752 530,866	of UK & Rol A Newstrade, & Paid Posta Full Rate 296,425 N/A 314,611 1,217,842 521,785	verage Net Cirr Single Copies Subscriptions. Lesser Rate 215,400 N/A 7,150 30,910 9,081	Pre-Paid Non Postal Subscription Circulation  N/A	Corporate Subscription Sales  N/A	June 2012  Multiple Copy Circulation  - N/A 685	Title  National Sunday Popular  Daily Star Sunday  The Sun (Sunday)  Sunday Mail  Sunday Mirror  Sunday People	Analysis  UK & Rol  Average  Circulation  330,804  1,885,726  276,722  1,011,697  405,325	of UK & Rol A  Newstrade, & Paid Postal  Full Rate  318,849 1,885,726 274,202 987,152 403,590	verage Net Cirr Single Copies Subscriptions. Lesser Rate 11,955 - 1,763 3,336 1,735	culation for: Jar Pre-Paid Non- Postal Subscription	Corporate Subscription Sales	June 2013  Multiple Copy Circulation  757 21,209
Analysis UK & Rol Average Circulation 511,825 N/A 322,446 1,248,752 530,866	of UK & Rol A Newstrade, & Paid Posta Full Rate 296,425 N/A 314,611 1,217,842 521,785	verage Net Cirr Single Copies Subscriptions. Lesser Rate 215,400 N/A 7,150 30,910 9,081	Pre-Paid Non Postal Subscription Circulation  N/A	Corporate Subscription Sales  N/A	June 2012  Multiple Copy Circulation  - N/A 685 685	Title  National Sunday Popular  Daily Star Sunday  The Sun (Sunday)  Sunday Mail  Sunday Mirror  Sunday People  Total of average Sunday net circulation	Analysis  UK & Rol  Average  Circulation  330,804  1,885,726  276,722  1,011,697  405,325	of UK & Rol A  Newstrade, & Paid Postal  Full Rate  318,849 1,885,726 274,202 987,152 403,590	verage Net Cirr Single Copies Subscriptions. Lesser Rate 11,955 - 1,763 3,336 1,735	culation for: Jar Pre-Paid Non- Postal Subscription	Corporate Subscription Sales	June 2013  Multiple Copy Circulation  757 21,209
Analysis UK & Rol Average Circulation  511,825 N/A 322,446 1,248,752 530,866 2,613,889	of UK & Rol A Newstrade, & Paid Posta Full Rate  296,425 N/A 314,611 1,217,842 521,785 2,350,663	verage Net Circ Single Copies Subscriptions. Lesser Rate 215,400 N/A 7,150 30,910 9,081 262,541	Pre-Paid Non Postal Subscription Circulation  N/A	Corporate Subscription Sales  N/A	Multiple Copy Circulation  N/A 685 - 685	Title  National Sunday Popular  Daily Star Sunday  The Sun (Sunday)  Sunday Mail  Sunday Mirror  Sunday People  Total of average Sunday net circulation  National Sunday Mid Market	Analysis UK & Rol Average Circulation  330,804 1,885,726 276,722 1,011,697 405,325 3,910,274	of UK & Rol A Newstrade, & Paid Postal Full Rate  318,849 1,885,726 274,202 987,152 403,590 3,869,519	verage Net Circ Single Copies Subscriptions. Lesser Rate 11,955 - 1,763 3,336 1,735 18,789	culation for: Jar Pre-Paid Non- Postal Subscription	Corporate Subscription Sales	June 2013  Multiple Copy Circulation  757 21,209
Analysis  UK & Rol  Average  Circulation  511,825  N/A  322,446  1,248,752  530,866  2,613,889  519,504	e of UK & Rol A Newstrade, & Paid Posta Full Rate  296,425 N/A 314,611 1,217,842 521,785 2,350,663	verage Net Circ Single Copies Subscriptions. Lesser Rate 215,400 N/A 7,150 30,910 9,081 262,541	Pre-Paid Non Postal Subscription Circulation  N/A	Corporate Subscription Sales  N/A	June 2012  Multiple Copy Circulation  N/A 685 685	Title  National Sunday Popular  Daily Star Sunday The Sun (Sunday) Sunday Mail Sunday Mirror Sunday People  Total of average Sunday net circulation  National Sunday Mid Market Sunday Express	Analysis  UK & Rol  Average  Circulation  330,804  1,885,726  276,722  1,011,697  405,325  3,910,274	of UK & Rol A  Newstrade, & Paid Postal  Full Rate  318,849 1,885,726 274,202 987,152 403,590 3,869,519	verage Net Circ Single Copies Subscriptions. Lesser Rate 11,955 - 1,763 3,336 1,735 18,789	culation for: Jar Pre-Paid Non- Postal Subscription	Corporate Subscription Sales	June 2013  Multiple Copy Circulation  757 21,209
Analysis  UK & Rol  Average  Circulation  511,825  N/A  322,446  1,248,752  530,866  2,613,889  519,504  276,974	e of UK & Rol A Newstrade, & Paid Posta Full Rate  296,425 N/A 314,611 1,217,842 521,785 2,350,663  500,018 276,824	verage Net Cirr Single Copies Subscriptions. Lesser Rate 215,400 N/A 7,150 30,910 9,081 262,541	culation for: Jai Pre-Paid Non Postal Subscription Circulation  N/A	Corporate Subscription Sales  N/A	June 2012  Multiple Copy Circulation  N/A 685  - 685	Title  National Sunday Popular  Daily Star Sunday  The Sun (Sunday)  Sunday Mail  Sunday Mirror  Sunday People  Total of average Sunday net circulation  National Sunday Mid Market  Sunday Express  Sunday Post	Analysis  UK & Rol  Average  Circulation  330,804  1,885,726  276,722  1,011,697  405,325  3,910,274  450,039  235,766	of UK & Rol A  Newstrade, & Paid Postal  Full Rate  318,849 1,885,726 274,202 987,152 403,590 3,869,519  438,213 235,648	verage Net Circ Single Copies Subscriptions. Lesser Rate 11,955 - 1,763 3,336 1,735 18,789 11,826 118	culation for: Jar Pre-Paid Non- Postal Subscription Circulation	Corporate Subscription Sales	June 2013  Multiple Copy Circulation  757 21,209 - 21,966
Analysis UK & Rol Average Circulation  511,825 N/A 322,446 1,248,752 530,866 2,613,889  519,504 276,974 1,752,388	s of UK & Rol A Newstrade, & Paid Posta Full Rate  296,425 N/A 314,611 1,217,842 521,785 2,350,663  500,018 276,824 1,608,647	verage Net Cirr Single Copies Subscriptions. Lesser Rate 215,400 N/A 7,150 30,910 9,081 262,541 19,486 150 15,261	culation for: Jai Pre-Paid Non Postal Subscription Circulation - N/A - - - - 28,745	Corporate Subscription Sales  N/A	June 2012  Multiple Copy Circulation  N/A 685  - 685	Title  National Sunday Popular  Daily Star Sunday  The Sun (Sunday)  Sunday Mail  Sunday Mirror  Sunday People  Total of average Sunday net circulation  National Sunday Mid Market  Sunday Express  Sunday Post  The Mail on Sunday	Analysis  UK & Rol  Average  Circulation  330,804  1,885,726 276,722  1,011,697 405,325  3,910,274  450,039 235,766  1,603,352	of UK & Rol A Newstrade, & Paid Postal Full Rate  318,849 1,885,726 274,202 987,152 403,590 3,869,519  438,213 235,648 1,496,219	verage Net Cirr Single Copies Subscriptions. Lesser Rate 11,955 - 1,763 3,336 1,735 18,789 11,826 118 9,833	culation for: Jar Pre-Paid Non- Postal Subscription Circulation  21,090	Corporate Subscription Sales	June 2013  Multiple Copy Circulation  757 21,209 - 21,966 76,210
Analysis UK & Rol Average Circulation  511,825 N/A 322,446 1,248,752 530,866 2,613,889  519,504 276,974 1,752,388	s of UK & Rol A Newstrade, & Paid Posta Full Rate  296,425 N/A 314,611 1,217,842 521,785 2,350,663  500,018 276,824 1,608,647	verage Net Cirr Single Copies Subscriptions. Lesser Rate 215,400 N/A 7,150 30,910 9,081 262,541 19,486 150 15,261	culation for: Jai Pre-Paid Non Postal Subscription Circulation - N/A - - - - 28,745	Corporate Subscription Sales  N/A	Multiple Copy Circulation  N/A 685 - 685 - 99,735	Title  National Sunday Popular  Daily Star Sunday The Sun (Sunday) Sunday Mail Sunday Mirror Sunday People  Total of average Sunday net circulation National Sunday Mid Market Sunday Express Sunday Post The Mail on Sunday  Total of average Sunday net circulation	Analysis  UK & Rol  Average  Circulation  330,804  1,885,726 276,722  1,011,697 405,325  3,910,274  450,039 235,766  1,603,352	of UK & Rol A Newstrade, & Paid Postal Full Rate  318,849 1,885,726 274,202 987,152 403,590 3,869,519  438,213 235,648 1,496,219	verage Net Cirr Single Copies Subscriptions. Lesser Rate 11,955 - 1,763 3,336 1,735 18,789 11,826 118 9,833	culation for: Jar Pre-Paid Non- Postal Subscription Circulation  21,090	Corporate Subscription Sales	June 2013  Multiple Copy Circulation  757 21,209 - 21,966 76,210
Analysis  UK & Rol  Average  Circulation  511,825  N/A  322,446  1,248,752  530,866  2,613,889  519,504  276,974  1,752,388  2,548,866	e of UK & Rol A Newstrade, & Paid Posta Full Rate  296,425 N/A 314,611 1,217,842 521,785 2,350,663  500,018 276,824 1,608,647 2,385,489	verage Net Circ Single Copies Subscriptions. Lesser Rate 215,400 N/A 7,150 30,910 9,081 262,541 19,486 150 15,261 34,897	culation for: Ja Pre-Paid Non Postal Subscription Circulation  N/A  28,745	Corporate Subscription Sales  N/A	June 2012  Multiple Copy Circulation  - N/A 685 - 685 - 99,735 99,735	Title  National Sunday Popular  Daily Star Sunday The Sun (Sunday) Sunday Mail Sunday Mirror Sunday People  Total of average Sunday net circulation  National Sunday Mid Market Sunday Express Sunday Post The Mail on Sunday  Total of average Sunday net circulation National Sunday Quality	Analysis  UK & Rol  Average  Circulation  330,804  1,885,726  276,722  1,011,697  405,325  3,910,274  450,039  235,766  1,603,352  2,289,157	of UK & Rol A  Newstrade, & Paid Postal  Full Rate  318,849 1,885,726 274,202 987,152 403,590 3,869,519  438,213 235,648 1,496,219 2,170,080	verage Net Circ Single Copies Subscriptions. Lesser Rate 11,955 - 1,763 3,336 1,735 18,789 11,826 118 9,833 21,777	Pre-Paid Non-Postal Subscription Circulation  21,090	Corporate Subscription Sales	June 2013  Multiple Copy Circulation  757 21,209 21,966  - 76,210 76,210
Analysis  UK & Rol  Average  Circulation  511,825  N/A  322,446  1,248,752  530,866  2,613,889  519,504  276,974  1,752,388  2,548,866	e of UK & Rol A Newstrade, & Paid Posta Full Rate  296,425 N/A 314,611 1,217,842 521,785 2,350,663  500,018 276,824 1,608,647 2,385,489	verage Net Cirr Single Copies Subscriptions. Lesser Rate 215,400 N/A 7,150 30,910 9,081 262,541 19,486 150 15,261 34,897	culation for: Jai Pre-Paid Non Postal Subscription Circulation  N/A  28,745 28,745 3,640	Corporate Subscription Sales  N/A	June 2012  Multiple Copy Circulation  - N/A 685 99,735 99,735 54,641	Title  National Sunday Popular  Daily Star Sunday The Sun (Sunday) Sunday Mirror Sunday People  Total of average Sunday net circulation  National Sunday Mid Market Sunday Express Sunday Post The Mail on Sunday  Total of average Sunday net circulation  National Sunday Ouality Independent on Sunday	Analysis  UK & Rol  Average  Circulation  330,804  1,885,726 276,722  1,011,697 405,325  3,910,274  450,039 235,766 1,603,352  2,289,157	of UK & Rol A  Newstrade, & Paid Postal  Full Rate  318,849 1,885,726 274,202 987,152 403,590 3,869,519  438,213 235,648 1,496,219 2,170,080	verage Net Circ Single Copies Subscriptions. Lesser Rate 11,955 - 1,763 3,336 1,735 18,789 11,826 118 9,833 21,777	Pre-Paid Non-Postal Subscription Circulation  21,090 21,090	Corporate Subscription Sales	June 2013  Multiple Copy Circulation  757 21,209 21,966  - 76,210 76,210
Analysis  UK & Rol  Average  Circulation  511,825  N/A  322,446  1,248,752  530,866  2,613,889  519,504  276,974  1,752,388  2,548,866  123,433  252,050	of UK & Rol A Newstrade, & Paid Posta Full Rate  296,425 N/A 314,611 1,217,842 521,785 2,350,663  500,018 276,824 1,608,647 2,385,489  64,752 215,656	verage Net Cirr Single Copies Subscriptions. Lesser Rate 215,400 N/A 7,150 30,910 9,081 262,541 19,486 150 15,261 34,897 400 3,241	culation for: Jai Pre-Paid Non Postal Subscription Circulation  N/A  28,745 28,745 3,640 33,153	Corporate Subscription Sales  N/A	June 2012  Multiple Copy Circulation  - N/A 685 685 - 99,735 99,735 54,641	Title  National Sunday Popular  Daily Star Sunday  The Sun (Sunday)  Sunday Mirror  Sunday People  Total of average Sunday net circulation  National Sunday Mid Market  Sunday Post  The Mail on Sunday  Total of average Sunday net circulation  National Sunday Mid Market  Sunday Express  Sunday Post  The Mail on Sunday  Total of average Sunday net circulation  National Sunday Quality  Independent on Sunday  The Observer	Analysis  UK & Rol  Average  Circulation  330,804  1,885,726 276,722  1,011,697 405,325  3,910,274  450,039 235,766  1,603,352  2,289,157  113,079 221,305	of UK & Rol A Newstrade, & Paid Postal Full Rate  318,849 1,885,726 274,202 987,152 403,590 3,869,519  438,213 235,648 1,496,219 2,170,080  54,248 183,979	verage Net Cirr Single Copies Subscriptions. Lesser Rate 11,955 - 1,763 3,336 1,735 18,789 11,826 118 9,833 21,777	Pre-Paid Non-Postal Subscription Circulation  21,090 21,090 3,999 35,262	Corporate Subscription Sales	June 2013  Multiple Copy Circulation
Analysis UK & Rol Average Circulation  511,825 N/A 322,446 1,248,752 530,866 2,613,889  519,504 276,974 1,752,388 2,548,866  123,433 252,050 444,443	s of UK & Rol A Newstrade, & Paid Posta Full Rate  296,425 N/A 314,611 1,217,842 521,785 2,350,663  500,018 276,824 1,608,647 2,385,489  64,752 215,656 130,030	verage Net Circ Single Copies Subscriptions. Lesser Rate 215,400 N/A 7,150 30,910 9,081 262,541 19,486 150 15,261 34,897 400 3,241 173	culation for: Jai Pre-Paid Non Postal Subscription Circulation - N/A - - - 28,745 28,745 3,640 33,153 314,240	Corporate Subscription Sales  N/A	Multiple Copy Circulation  N/A 685  685  99,735  99,735	Title  National Sunday Popular  Daily Star Sunday The Sun (Sunday) Sunday Mail Sunday Mirror Sunday People  Total of average Sunday net circulation National Sunday Mid Market Sunday Express Sunday Post The Mail on Sunday Total of average Sunday net circulation National Sunday Ouality Independent on Sunday The Observer The Sunday Telegraph	Analysis  UK & Rol  Average  Circulation  330,804  1,885,726 276,722  1,011,697 405,325  3,910,274  450,039 235,766  1,603,352  2,289,157  113,079 221,305 417,021	of UK & Rol A  Newstrade, & Paid Postal  Full Rate  318,849 1,885,726 274,202 987,152 403,590 3,869,519  438,213 235,648 1,496,219 2,170,080  54,248 183,979 116,995	verage Net Circ Single Copies Subscriptions. Lesser Rate 11,955 - 1,763 3,336 1,735 18,789 11,826 118 9,833 21,777 179 2,064 102	Pre-Paid Non-Postal Subscription Circulation  21,090 21,090 3,999 35,262 299,924	Corporate Subscription Sales	June 2013  Multiple Copy Circulation
Analysis UK & Rol Average Circulation  511,825 N/A 322,446 1,248,752 530,866 2,613,889  519,504 276,974 1,752,388 2,548,866  123,433 252,050 444,443 891,629	Newstrade, Paid Posta Full Rate  296,425 N/A 314,611 1,217,842 521,785 2,350,663  500,018 276,824 1,608,647 2,385,489  64,752 215,656 130,030 747,692	verage Net Circ Single Copies Subscriptions. Lesser Rate 215,400 N/A 7,150 30,910 9,081 262,541 19,486 150 15,261 34,897 400 3,241 173 36	culation for: Ja Pre-Paid Non Postal Subscription Circulation  N/A  28,745  28,745  3,640  33,153  314,240  143,901	Corporate Subscription Sales  - N/A	Multiple Copy Circulation  N/A 685  685  99,735  99,735	Title  National Sunday Popular  Daily Star Sunday The Sun (Sunday) Sunday Mail Sunday Mirror Sunday People  Total of average Sunday net circulation National Sunday Mid Market Sunday Express Sunday Post The Mail on Sunday  Total of average Sunday net circulation National Sunday Ouality Independent on Sunday The Observer The Sunday Telegraph The Sunday Times	Analysis  UK & Rol  Average  Circulation  330,804  1,885,726 276,722  1,011,697 405,325  3,910,274  450,039 235,766 1,603,352  2,289,157  113,079 221,305 417,021 827,168	of UK & Rol A  Newstrade, & Paid Postal  Full Rate  318,849 1,885,726 274,202 987,152 403,590 3,869,519  438,213 235,648 1,496,219 2,170,080  54,248 183,979 116,995 649,044	verage Net Circ Single Copies Subscriptions. Lesser Rate 11,955 - 1,763 3,336 1,735 18,789 11,826 118 9,833 21,777 179 2,064 102 485	Pre-Paid Non-Postal Subscription Circulation  21,090 21,090 3,999 35,262 299,924 166,813	Corporate Subscription Sales	June 2013  Multiple Copy Circulation  757 21,209 - 21,966  76,210 76,210 54,653 10,826
Analysis UK & Rol Average Circulation  511,825 N/A 322,446 1,248,752 530,866 2,613,889  519,504 276,974 1,752,388 2,548,866  123,433 252,050 444,443 891,629	s of UK & Rol A Newstrade, & Paid Posta Full Rate  296,425 N/A 314,611 1,217,842 521,785 2,350,663  500,018 276,824 1,608,647 2,385,489  64,752 215,656 130,030 747,692 1,158,130	verage Net Circ Single Copies Subscriptions. Lesser Rate 215,400 N/A 7,150 30,910 9,081 262,541 19,486 150 15,261 34,897 400 3,241 173 36	culation for: Ja Pre-Paid Non Postal Subscription Circulation  N/A  28,745  28,745  3,640  33,153  314,240  143,901	Corporate Subscription Sales  - N/A	June 2012  Multiple Copy Circulation  - N/A 685 685 99,735 99,735 54,641	Title  National Sunday Popular  Daily Star Sunday The Sun (Sunday) Sunday Mail Sunday Mirror Sunday People  Total of average Sunday net circulation National Sunday Mid Market Sunday Express Sunday Post The Mail on Sunday  Total of average Sunday net circulation National Sunday Ouality Independent on Sunday The Observer The Sunday Telegraph The Sunday Times	Analysis  UK & Rol  Average  Circulation  330,804  1,885,726 276,722  1,011,697 405,325  3,910,274  450,039 235,766  1,603,352  2,289,157  113,079 221,305 417,021 827,168  1,578,573	of UK & Rol A  Newstrade, & Paid Postal  Full Rate  318,849 1,885,726 274,202 987,152 403,590 3,869,519  438,213 235,648 1,496,219 2,170,080  54,248 183,979 116,995 649,044	verage Net Circ Single Copies Subscriptions. Lesser Rate 11,955 - 1,763 3,336 1,735 18,789 11,826 118 9,833 21,777 179 2,064 102 485	Pre-Paid Non-Postal Subscription Circulation  21,090 21,090 3,999 35,262 299,924 166,813	Corporate Subscription Sales	June 2013  Multiple Copy Circulation  757 21,209 - 21,966  76,210 76,210 54,653 10,826

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# UK National Newspapers Excluded Issues and Issues not Published

### **June 2013**

27th May 2013 to 30th June 2013

Title	Number of available days for publishing this month	Number of actual issues included in ABC figures this month	Issues excluded from this period Including the reason for exclusion and the UK & Rol circulation for the excluded issue Note - additional circulation information for excluded issues is published on the ABC certificate
National Morning Popular			
Daily Mirror	30	29	27-May Public Holiday 920,902
Daily Record	30	29	27-May Public Holiday 226,820
Daily Star	30	29	27-May Public Holiday 456,764
The Sun	30	29	27-May Public Holiday 1,916,884
National Morning Mid Market			
Daily Express	30	29	27-May Public Holiday 460,702
Daily Mail	30	29	27-May Public Holiday 1,441,112
National Morning Quality			
The Daily Telegraph	30	29	27-May Public Holiday 465,474
Financial Times	30	29	27-May Public Holiday 61,342
The Guardian	30	29	27-May Public Holiday 147,650
i	25	24	27-May Public Holiday 264,646
The Independent	30	29	27-May Public Holiday 64,050
The Times	30	29	27-May Public Holiday 316,399
National Sunday Popular			
Daily Star Sunday	5	5	None
The Sun (Sunday)	5	5	None
Sunday Mail	5	5	None
Sunday Mirror	5	5	None
Sunday People	5	5	None
National Sunday Mid Market			
Sunday Express	5	5	None
Sunday Post	5	5	None
The Mail on Sunday	5	5	None
National Sunday Quality			
Independent on Sunday	5	5	None
The Observer	5	5	None
The Sunday Telegraph	5	5	None
The Sunday Times	5	5	None

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# UK National Newspapers Analysis of Pre-Paid Non-Postal Subscription Sales

### June 2013

27th May 2013 to 30th June 2013

		Trining Zolo to com su		
Title	Publications involved in the scheme	Issues involved in the scheme	Scheme duration	Scheme cost
National Morning Popular				
Daily Mirror	None	None	None	None
Daily Record	None	None	None	None
•				
Daily Star	None	None	None	None
Γhe Sun	None	None	None	None
National Morning Mid-Market				
Daily Express	None	None	None	None
Daily Mail	Daily Mail / The Mail on Sunday	Monday to Sunday	26 Weeks	£3.92, £4.41, £4.63 per week
Daily Mail	•	* *	13 Weeks	
	Daily Mail /The Mail on Sunday	Monday to Sunday		£3.92, £4.12, £4.41, £4.63 per week
	Daily Mail / The Mail on Sunday	Monday to Sunday	8 Weeks	£3.92, £4.12 per week
	Daily Mail / The Mail on Sunday	Monday to Sunday	52 Weeks	£3.41, £3.60 per week
National Morning Quality				
				02.00.02.00.04.00.04.00.05.00.05.00.05.00.05.00.05.00.05.00
The Daily Telegraph	The Daily Telegraph / The Sunday Telegraph	Monday to Sunday	26/52 weeks	£3.00, £3.50, £4.00, £4.20, £4.50, £5.00, £5.30, £5.50, £5.60, £5.90, £6.00, £6.25, £6.50, £6.60, £7.00 per week
	The Daily Telegraph / The Sunday Telegraph	Monday to Sunday	52 weeks	£4.45, £4.60, £4.70, £4.90 per week
	The Daily Telegraph / The Sunday Telegraph	Monday to Sunday	13 weeks	£2.31 per week
Financial Times	Financial Times	Monday to Saturday	13/52 weeks	£3.00, £4.50, £4.75, £5.00, £5.50, £6.00, £6.50, £7.00, £7.50, £8.00, £8.5
indicidi fillics	Financial Fines	Worlday to Saturday	13/32 WCCK3	£9.00, £10.00, £11.00, £12.00, £13.00, £14.00, £15.00 per week
	Financial Times	Saturday	13/52 weeks	£2.00, £2.10, £2.30, £3.00, £4.60, £7.30, £9.60 per week
he Guardian	The Guardian	Monday to Saturday	Annual	£467.48
	The Guardian + digital	Monday to Saturday	Annual	£519.48
	The Guardian / The Observer	* *		£389.48
		Saturday & Sunday	Annual	
	The Guardian / The Observer + digital	Monday to Sunday	Annual	£259.48, £467.48
	The Guardian / The Observer + digital	Saturday & Sunday	Annual	£311.48
	i	Monday to Friday	52 weeks	£35.00
	i	Monday to Friday	26 weeks	£20.00
	i / i on Saturday	Monday to Saturday	52 weeks	£45.00
	•	* *		
	i / i on Saturday	Monday to Saturday	26 weeks	£25.00
he Independent	The Independent / Independent on Sunday	Saturday & Sunday	24/52 weeks	£2.80 per week
	The Independent	Monday to Saturday	24/52 weeks	£4.50 per week
	The Independent / Independent on Sunday	Monday to Sunday	24/52 weeks	£5.00 per week
	The Independent	Monday to Saturday	4 weeks	£1.00 per week
	The Independent / Independent on Sunday	Monday to Sunday	4 weeks	£3.30 per week
'h - T'		, ,		
he Times	The Times	Monday to Friday	12/52 weeks	£4.00 per week
	The Times	Monday to Saturday	12/52 weeks	£5.00 per week
	The Times / The Sunday Times	Monday to Sunday	12/52 weeks	£6.00 per week, £8.00 per week
	The Times / The Sunday Times	Saturday and Sunday	12/52 weeks	£4.00 per week
lational Sunday Popular				
Daily Star Sunday	None	None	None	None
he Sun (Sunday)	None	None	None	None
unday Mail	None	None	None	None
Sunday Mirror	Mono			
Sunday People	None	None	None	None
, ,	None	None None	None None	None None
, ,				
ational Sunday Mid-Market				
lational Sunday Mid-Market unday Express	None	None	None	None
lational Sunday Mid-Market unday Express unday Post	None None	None None None	None None	None None
lational Sunday Mid-Market unday Express unday Post	None None Daily Mail / The Mail on Sunday	None None None Monday to Sunday	None None None 8 Weeks	None None £3.92, £4.12 per week
lational Sunday Mid-Market sunday Express sunday Post	None None Daily Mail / The Mail on Sunday Daily Mail/The Mail on Sunday	None None None Monday to Sunday Monday to Sunday	None None 8 Weeks 13 Weeks	None None £3.92, £4.12 per week £3.92, £4.12, £4.41, £4.63 per week
Alational Sunday Mid-Market Sunday Express Sunday Post	None  None  Daily Mail / The Mail on Sunday Daily Mail/The Mail on Sunday Daily Mail/The Mail on Sunday	None None None Monday to Sunday Monday to Sunday Monday to Sunday	None None 8 Weeks 13 Weeks 26 Weeks	None  None £3.92, £4.12 per week £3.92, £4.12, £4.41, £4.63 per week £3.92, £4.41, £4.63 per week
Alational Sunday Mid-Market Sunday Express Sunday Post	None None Daily Mail / The Mail on Sunday Daily Mail/The Mail on Sunday	None None None Monday to Sunday Monday to Sunday	None None 8 Weeks 13 Weeks	None None £3.92, £4.12 per week £3.92, £4.12, £4.41, £4.63 per week
lational Sunday Mid-Market sunday Express sunday Post	None  None  Daily Mail / The Mail on Sunday Daily Mail/The Mail on Sunday Daily Mail/The Mail on Sunday	None None None Monday to Sunday Monday to Sunday Monday to Sunday	None None 8 Weeks 13 Weeks 26 Weeks	None  None £3.92, £4.12 per week £3.92, £4.12, £4.41, £4.63 per week £3.92, £4.41, £4.63 per week
lational Sunday Mid-Market unday Express unday Post he Mail on Sunday	None  None  None  Daily Mail / The Mail on Sunday Daily Mail/The Mail on Sunday Daily Mail / The Mail on Sunday Daily Mail / The Mail on Sunday	None None None Monday to Sunday	None None 8 Weeks 13 Weeks 26 Weeks 52 Weeks	None  None  £3.92, £4.12 per week  £3.92, £4.12, £4.41, £4.63 per week  £3.92, £4.41, £4.63 per week  £3.41, £3.60 per week
lational Sunday Mid-Market sunday Express sunday Post the Mail on Sunday	None  None  None  Daily Mail / The Mail on Sunday  Daily Mail/The Mail on Sunday  Daily Mail / The Mail on Sunday  Daily Mail / The Mail on Sunday  The Mail on Sunday	None None Monday to Sunday Monday to Sunday Monday to Sunday Monday to Sunday Sunday Sunday	None None 8 Weeks 13 Weeks 26 Weeks 52 Weeks 26 Weeks	None  None  £3.92, £4.12 per week £3.92, £4.12, £4.41, £4.63 per week £3.92, £4.41, £4.63 per week £3.41, £3.60 per week £0.75 per week
lational Sunday Mid-Market sunday Express sunday Post the Mail on Sunday	None  None  None  Daily Mail / The Mail on Sunday  Daily Mail/The Mail on Sunday  Daily Mail / The Mail on Sunday  Daily Mail / The Mail on Sunday  The Mail on Sunday  The Independent / Independent on Sunday	None  None  None  Monday to Sunday  Monday to Sunday  Monday to Sunday  Monday to Sunday  Sunday  Sunday  Saturday & Sunday	None None 8 Weeks 13 Weeks 26 Weeks 52 Weeks 26 Weeks	None  None  £3.92, £4.12 per week £3.92, £4.12, £4.41, £4.63 per week £3.92, £4.41, £4.63 per week £3.41, £3.60 per week £0.75 per week £2.80 per week
lational Sunday Mid-Market unday Express unday Post he Mail on Sunday	None  None  Daily Mail / The Mail on Sunday Daily Mail/The Mail on Sunday Daily Mail / The Mail on Sunday Daily Mail / The Mail on Sunday The Mail on Sunday The Mail on Sunday The Independent / Independent on Sunday The Independent / Independent on Sunday	None  None  None  Monday to Sunday  Monday to Sunday  Monday to Sunday  Monday to Sunday  Sunday  Sunday  Saturday & Sunday  Monday to Sunday	None None 8 Weeks 13 Weeks 26 Weeks 52 Weeks 26 Weeks 24/52 weeks	None  None  £3.92, £4.12 per week £3.92, £4.12, £4.41, £4.63 per week £3.92, £4.41, £4.63 per week £3.41, £3.60 per week £0.75 per week £2.80 per week £5.00 per week
lational Sunday Mid-Market unday Express unday Post he Mail on Sunday	None  None  None  Daily Mail / The Mail on Sunday  Daily Mail/The Mail on Sunday  Daily Mail / The Mail on Sunday  Daily Mail / The Mail on Sunday  The Mail on Sunday  The Independent / Independent on Sunday	None  None  None  Monday to Sunday  Monday to Sunday  Monday to Sunday  Monday to Sunday  Sunday  Sunday  Saturday & Sunday	None None 8 Weeks 13 Weeks 26 Weeks 52 Weeks 26 Weeks	None  None  £3.92, £4.12 per week £3.92, £4.12, £4.41, £4.63 per week £3.92, £4.41, £4.63 per week £3.41, £3.60 per week £0.75 per week £2.80 per week
lational Sunday Mid-Market unday Express unday Post he Mail on Sunday lational Sunday Quality dependent on Sunday	None  None  Daily Mail / The Mail on Sunday Daily Mail/The Mail on Sunday Daily Mail / The Mail on Sunday Daily Mail / The Mail on Sunday The Mail on Sunday The Mail on Sunday The Independent / Independent on Sunday The Independent / Independent on Sunday	None  None  None  Monday to Sunday  Monday to Sunday  Monday to Sunday  Monday to Sunday  Sunday  Sunday  Saturday & Sunday  Monday to Sunday	None None 8 Weeks 13 Weeks 26 Weeks 52 Weeks 26 Weeks 24/52 weeks	None  None  £3.92, £4.12 per week £3.92, £4.12, £4.41, £4.63 per week £3.92, £4.41, £4.63 per week £3.41, £3.60 per week £0.75 per week £2.80 per week £5.00 per week
Jational Sunday Mid-Market Sunday Express Sunday Post The Mail on Sunday Jational Sunday Quality Independent on Sunday	None  None  Daily Mail / The Mail on Sunday Daily Mail/The Mail on Sunday Daily Mail / The Mail on Sunday Daily Mail / The Mail on Sunday Daily Mail / The Mail on Sunday The Mail on Sunday The Independent / Independent on Sunday The Independent / Independent on Sunday The Independent / Independent on Sunday	None  None  None  Monday to Sunday  Monday to Sunday  Monday to Sunday  Monday to Sunday  Sunday  Sunday  Saturday & Sunday  Monday to Sunday	None None 8 Weeks 13 Weeks 26 Weeks 52 Weeks 26 Weeks 24/52 weeks 4 weeks	None  None  £3.92, £4.12 per week £3.92, £4.12, £4.41, £4.63 per week £3.92, £4.41, £4.63 per week £3.41, £3.60 per week £0.75 per week £2.80 per week £3.30 per week
Jational Sunday Mid-Market Sunday Express Sunday Post The Mail on Sunday Jational Sunday Quality Independent on Sunday	None  None  Daily Mail / The Mail on Sunday The Mail on Sunday The Mail on Sunday The Independent / Independent on Sunday The Observer / The Guardian + digital The Observer / The Guardian + digital	None  None  None  Monday to Sunday  Monday to Sunday  Monday to Sunday  Monday to Sunday  Sunday  Sunday  Saturday & Sunday  Monday to Sunday  Saturday & Sunday  Monday to Sunday  Saturday & Sunday  Saturday & Sunday	None None 8 Weeks 13 Weeks 26 Weeks 52 Weeks 26 Weeks 24/52 weeks 4 weeks Annual Annual	None  None  £3.92, £4.12 per week £3.92, £4.12, £4.41, £4.63 per week £3.92, £4.41, £4.63 per week £3.41, £3.60 per week £0.75 per week £5.00 per week £5.00 per week £5.00 per week £3.30 per week £3.30 per week
National Sunday Mid-Market Sunday Express Sunday Post The Mail on Sunday National Sunday Quality Independent on Sunday	None  None  Daily Mail / The Mail on Sunday The Mail on Sunday The Independent / Independent on Sunday The Observer / The Guardian + digital The Observer / The Guardian + digital The Observer / The Guardian	None  None  None  Monday to Sunday  Monday to Sunday  Monday to Sunday  Monday to Sunday  Sunday  Sunday  Saturday & Sunday  Monday to Sunday  Monday to Sunday  Monday to Sunday  Monday to Sunday  Saturday & Sunday  Monday to Sunday  Saturday & Sunday  Saturday & Sunday  Saturday & Sunday	None None 8 Weeks 13 Weeks 26 Weeks 52 Weeks 24/52 weeks 4 weeks Annual Annual Annual	None  None  £3.92, £4.12 per week £3.92, £4.12, £4.41, £4.63 per week £3.92, £4.41, £4.63 per week £3.41, £3.60 per week £0.75 per week £5.00 per week £5.00 per week £5.00 per week £3.30 per week £3.30 per week £3.30 per week
National Sunday Mid-Market Sunday Express Sunday Post The Mail on Sunday National Sunday Quality Independent on Sunday	None  None  Daily Mail / The Mail on Sunday The Mail on Sunday The Mail on Sunday The Independent / Independent on Sunday The Observer / The Guardian + digital The Observer / The Guardian + digital	None  None  None  Monday to Sunday  Monday to Sunday  Monday to Sunday  Monday to Sunday  Sunday  Sunday  Saturday & Sunday  Monday to Sunday  Saturday & Sunday  Monday to Sunday  Saturday & Sunday  Saturday & Sunday	None None 8 Weeks 13 Weeks 26 Weeks 52 Weeks 26 Weeks 24/52 weeks 4 weeks Annual Annual	None  None  £3.92, £4.12 per week £3.92, £4.12, £4.41, £4.63 per week £3.92, £4.41, £4.63 per week £3.41, £3.60 per week £0.75 per week £5.00 per week £5.00 per week £5.00 per week £3.30 per week £3.30 per week £3.31.48
National Sunday Mid-Market Sunday Express Sunday Post The Mail on Sunday National Sunday Quality Independent on Sunday	None  None  Daily Mail / The Mail on Sunday The Mail on Sunday  The Independent / Independent on Sunday The Independent / Independent on Sunday The Independent / Independent on Sunday The Independent / Independent on Sunday The Observer / The Guardian + digital The Observer / The Guardian + digital The Observer / The Guardian The Observer / The Guardian	None  None  None  Monday to Sunday  Monday to Sunday  Monday to Sunday  Monday to Sunday  Sunday  Sunday  Saturday & Sunday  Monday to Sunday  Monday to Sunday  Monday to Sunday  Monday to Sunday  Saturday & Sunday  Saturday & Sunday  Saturday & Sunday  Saturday & Sunday  Sunday  Sunday	None  None  None  8 Weeks 13 Weeks 26 Weeks 52 Weeks 26 Weeks 4 Weeks Annual Annual Annual Annual Annual	None  None  8.392, £4.12 per week  8.392, £4.12, £4.41, £4.63 per week  8.392, £4.41, £4.63 per week  8.341, £3.60 per week  8.341, £3.60 per week  8.30 per week  8.30 per week  8.30 per week  8.330 per week  8.330 per week  8.330 per week  8.331.48  8.339.48  8.334.8
National Sunday Mid-Market Sunday Express Sunday Post The Mail on Sunday National Sunday Quality Independent on Sunday	None  None  Daily Mail / The Mail on Sunday The Mail on Sunday The Independent / Independent on Sunday The Observer / The Guardian + digital The Observer / The Guardian + digital The Observer / The Guardian	None  None  None  Monday to Sunday  Monday to Sunday  Monday to Sunday  Monday to Sunday  Sunday  Sunday  Saturday & Sunday  Monday to Sunday  Monday to Sunday  Monday to Sunday  Monday to Sunday  Saturday & Sunday  Monday to Sunday  Saturday & Sunday  Saturday & Sunday  Saturday & Sunday	None None 8 Weeks 13 Weeks 26 Weeks 52 Weeks 24/52 weeks 4 weeks Annual Annual Annual	None  None  8.392, £4.12 per week  8.392, £4.12, £4.41, £4.63 per week  8.392, £4.41, £4.63 per week  8.341, £3.60 per week  8.341, £3.60 per week  8.30 per week  8.30 per week  8.30 per week  8.330 per week  8.330 per week  8.330 per week  8.331.48  8.339.48  8.334.8
National Sunday Mid-Market Sunday Express Sunday Post The Mail on Sunday National Sunday Quality Independent on Sunday	None  None  Daily Mail / The Mail on Sunday The Mail on Sunday The Mail on Sunday The Independent / Independent on Sunday The Independent / Independent on Sunday The Independent / Independent on Sunday The Observer / The Guardian + digital The Observer / The Guardian	None  None  None  Monday to Sunday  Monday to Sunday  Monday to Sunday  Monday to Sunday  Sunday  Sunday  Saturday & Sunday  Monday to Sunday  Monday to Sunday  Monday to Sunday  Monday to Sunday  Saturday & Sunday  Saturday & Sunday  Saturday & Sunday  Saturday & Sunday  Sunday  Monday to Sunday  Sunday	None None 8 Weeks 13 Weeks 26 Weeks 52 Weeks 24/52 weeks 4 weeks Annual Annual Annual Annual 26/52 weeks	None  None  £3.92, £4.12 per week £3.92, £4.12, £4.41, £4.63 per week £3.92, £4.41, £4.63 per week £3.41, £3.60 per week £0.75 per week £2.80 per week £3.30 per week £3.30 per week £3.30 per week £259.48, £467.48 £311.48 £389.48 £233.48 £3.00, £3.50, £4.00, £4.20, £4.50, £5.00, £5.30, £5.50, £5.60, £5.90, £6.60, £6.50, £6.60, £7.00 per week
Jational Sunday Mid-Market Sunday Express Sunday Post The Mail on Sunday  Jational Sunday Quality Independent on Sunday	None  None  Daily Mail / The Mail on Sunday The Mail on Sunday  The Independent / Independent on Sunday The Independent / Independent on Sunday The Independent / Independent on Sunday The Observer / The Guardian + digital The Observer / The Guardian + digital The Observer / The Guardian The Observer / The Sunday Telegraph The Daily Telegraph / The Sunday Telegraph	None  None  None  Monday to Sunday  Monday to Sunday  Monday to Sunday  Monday to Sunday  Sunday  Saturday & Sunday  Monday to Sunday  Monday to Sunday  Monday to Sunday  Monday to Sunday  Saturday & Sunday  Saturday & Sunday  Saturday & Sunday  Saturday & Sunday  Sunday  Sunday  Monday to Sunday  Sunday  Monday to Sunday	None  None  None  8 Weeks  13 Weeks  26 Weeks  52 Weeks  24/52 weeks  4 weeks  Annual  Annual  Annual  Annual  26/52 weeks  52 weeks	None  None  £3.92, £4.12 per week £3.92, £4.12, £4.41, £4.63 per week £3.92, £4.41, £4.63 per week £3.41, £3.60 per week £0.75 per week £2.80 per week £5.00 per week £5.00 per week £3.30 per week £3.30 per week £259.48, £467.48 £311.48 £389.48 £233.48 £3.00, £3.50, £4.00, £4.20, £4.50, £5.00, £5.30, £5.50, £5.60, £5.90, £6.05, £6.50, £6.60, £7.00 per week £4.45, £4.60, £4.70, £4.90 per week
National Sunday Mid-Market Sunday Express Sunday Post The Mail on Sunday National Sunday Quality Independent on Sunday The Observer The Sunday Telegraph	None  None  Daily Mail / The Mail on Sunday The Mail on Sunday  The Independent / Independent on Sunday The Independent / Independent on Sunday The Independent / Independent on Sunday The Observer / The Guardian + digital The Observer / The Guardian + digital The Observer / The Guardian The Observer  The Daily Telegraph / The Sunday Telegraph The Daily Telegraph / The Sunday Telegraph	None  None  None  Monday to Sunday  Monday to Sunday  Monday to Sunday  Monday to Sunday  Sunday  Saturday & Sunday  Monday to Sunday  Saturday & Sunday  Saturday & Sunday  Saturday & Sunday  Sunday  Monday to Sunday	None  None  None  8 Weeks  13 Weeks  26 Weeks  52 Weeks  24/52 weeks  4 weeks  Annual  Annual  Annual  Annual  26/52 weeks  52 weeks  13 weeks	None  None  £3.92, £4.12 per week £3.92, £4.12, £4.41, £4.63 per week £3.92, £4.41, £4.63 per week £3.41, £3.60 per week £0.75 per week £2.80 per week £2.80 per week £3.30 per week £3.30 per week £3.30 per week £259.48, £467.48 £311.48 £389.48 £233.48 £3.00, £3.50, £4.00, £4.20, £4.50, £5.00, £5.30, £5.50, £5.60, £5.90, £6.00, £6.25, £6.50, £6.60, £7.00 per week £4.45, £4.60, £4.70, £4.90 per week £2.31 per week
National Sunday Mid-Market Sunday Express Sunday Post The Mail on Sunday  National Sunday Quality Independent on Sunday  The Observer  The Sunday Telegraph	None  None  Daily Mail / The Mail on Sunday The Mail on Sunday  The Independent / Independent on Sunday The Independent / Independent on Sunday The Independent / Independent on Sunday The Observer / The Guardian + digital The Observer / The Guardian + digital The Observer / The Guardian The Observer  The Daily Telegraph / The Sunday Telegraph The Times / The Sunday Times	None  None  None  Monday to Sunday  Monday to Sunday  Monday to Sunday  Monday to Sunday  Sunday  Saturday & Sunday  Monday to Sunday  Saturday & Sunday  Saturday & Sunday  Saturday & Sunday  Sunday  Monday to Sunday	None None 8 Weeks 13 Weeks 26 Weeks 52 Weeks 26 Weeks 24/52 weeks 4 weeks Annual Annual Annual Annual 26/52 weeks 52 weeks 13 weeks 12/52 weeks	None  None  £3.92, £4.12 per week £3.92, £4.12, £4.41, £4.63 per week £3.92, £4.41, £4.63 per week £3.41, £3.60 per week £0.75 per week £2.80 per week £5.00 per week £5.00 per week £3.30 per week £259.48, £467.48 £311.48 £389.48 £233.48 £3.00, £3.50, £4.00, £4.20, £4.50, £5.00, £5.30, £5.50, £5.60, £5.90, £6.025, £6.50, £6.60, £7.00 per week £4.45, £4.60, £4.70, £4.90 per week £2.31 per week £6.00 per week, £8.00 per week
National Sunday Mid-Market Sunday Express Sunday Post The Mail on Sunday  National Sunday Quality Independent on Sunday  The Observer  The Sunday Telegraph  The Sunday Times	None  None  Daily Mail / The Mail on Sunday The Mail on Sunday  The Independent / Independent on Sunday The Independent / Independent on Sunday The Independent / Independent on Sunday The Observer / The Guardian + digital The Observer / The Guardian + digital The Observer / The Guardian The Observer  The Daily Telegraph / The Sunday Telegraph The Daily Telegraph / The Sunday Telegraph	None  None  None  Monday to Sunday  Monday to Sunday  Monday to Sunday  Monday to Sunday  Sunday  Saturday & Sunday  Monday to Sunday  Saturday & Sunday  Saturday & Sunday  Saturday & Sunday  Sunday  Monday to Sunday	None  None  None  8 Weeks  13 Weeks  26 Weeks  52 Weeks  24/52 weeks  4 weeks  Annual  Annual  Annual  Annual  26/52 weeks  52 weeks  13 weeks	None  None  £3.92, £4.12 per week £3.92, £4.12, £4.41, £4.63 per week £3.92, £4.41, £4.63 per week £3.41, £3.60 per week £0.75 per week £2.80 per week £2.80 per week £3.30 per week £3.30 per week £3.30 per week £259.48, £467.48 £311.48 £389.48 £233.48 £3.00, £3.50, £4.00, £4.20, £4.50, £5.00, £5.30, £5.50, £5.60, £5.90, £6.00, £6.25, £6.50, £6.60, £7.00 per week £4.45, £4.60, £4.70, £4.90 per week £2.31 per week

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# UK National Newspapers Circulation Comparison by Month

## June 2013

27th May 2013 to 30th June 2013

Till	Average N	let Circulation Per Effective P	ublishing Day and Perd	centage Change Against Prior Peri	ods.
Fitle	Current month	Last Month	mth/mth	Last Year	Yr/Yr
	Jun 13	May 13	+/- %	Jun 12	+/- %
National Morning Popular					
Daily Mirror	1,038,753	1,041,289	-0.24	1,081,330	-3.94
Daily Record	252,626	255,238	-1.02	279,324	-9.56
Daily Star	540,849	534,813	1.13	602,296	-10.20
The Sun	2,243,903	2,269,238	-1.12	2,583,552	-13.15
Total of average daily net circulation	4,076,131	4,100,578	-0.60	4,546,502	-10.35
National Morning Mid Market					
Daily Express	522,264	525,235	-0.57	602,482	-13.31
Daily Mail	1,806,569	1,787,558	1.06	1,939,635	-6.86
Total of average daily net circulation	2,328,833	2,312,793	0.69	2,542,117	-8.39
National Morning Quality					
The Daily Telegraph	547,106	545,579	0.28	573,674	-4.63
Financial Times	258,488	256,655	0.71	297,225	-13.03
The Guardian	187,000	192,376	-2.79	211,511	-11.59
	303,009	306,578	-1.16	272,597	11.16
The Independent	73,060	75,089	-2.70	90,001	-18.82
The Times	390,941	394,982	-1.02	400,120	-2.29
Total of average daily net circulation	1,759,604	1,771,259	-0.66	1,845,128	-4.64
Overall total of average daily net circulation	8,164,568	8,184,630	-0.25	8,933,747	-8.61
National Morning Group					
The Daily Mirror / Daily Record	1,291,379	1,296,527	-0.40	1,360,654	-5.09
ndependent Group	376,069	381,667	-1.47	362,598	3.72
	Average N	let Circulation Per Effective P	ublishing Day and Perd	centage Change Against Prior Peri	ods.
Title	Current month	Last Month	mth/mth	Last Year	Yr/Yr
	Jun 13	May 13	+/- %	Jun 12	+/- %
National Sunday Popular					
Daily Star Sunday	335,864	329,669	1.88	473,352	-29.05
Fhe Sun (Sunday)	1,875,220	1,867,980	0.39	2,189,924	-14.37
Sunday Mail	284,051	288,736	-1.62	313,698	-9.45
Sunday Mirror	1,037,542	1,029,210	0.81	1,088,499	-4.68
Sunday People	415,075	415,539	-0.11	450,097	-7.78
Total of average Sunday net circulation	3,947,752	3,931,134	0.42	4,515,570	-12.57
National Sunday Mid Market					
Sunday Express	455,901	462,812	-1.49	512,843	-11.10
Sunday Post	244,257	232,412	5.10	279,120	-12.49
The Mail on Sunday	1,638,049	1,680,069	-2.50	1,824,393	-10.21
Total of average Sunday net circulation	2,338,207	2,375,293	-1.56	2,616,356	-10.63
National Sunday Quality		2,313,273	1.30	2,010,000	-10.03
	111,986	113,082	-0.97	122 500	-8.65
ndependent on Sunday				122,588	
The Observer	212,376	222,723	-4.65	243,946	-12.94
The Sunday Telegraph	422,590	420,742	0.44	450,276	-6.15
The Sunday Times	840,201	842,810	-0.31	915,969	-8.27
Total of average Sunday net circulation	1,587,153	1,599,357	-0.76	1,732,779	-8.40
Overall total of average Complex and almost the		7.005.704	0.41	0.044.705	_11_10_
Overall total of average Sunday net circulation	7,873,112	7,905,784	-0.41	8,864,705	-11.19

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## **UK National Newspapers**

### Basic Cover Prices & Subscription Rates

### June 2013

27th May 2013 to 30th June 2013

			Zitii way 201	3 to 30th Jun	e 2013			
Title	Country			Paid Postal Subscription Prices Annualised				
THE	Country	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	(BAR's)
National Morning Popular								(5/11/3)
Daily Mirror	United Kingdom	£0.50	£0.50	£0.50	£0.50	£0.50	£0.70	£387.00
	Republic of Ireland	€1.00	€1.00	€1.00	€1.00	€1.00	€1.10	£577.00
Daily Record	United Kingdom	£0.45	£0.45	£0.45	£0.45	£0.45	£0.75	-
	Republic of Ireland	€1.25	€1.25	€1.25	€1.25	€1.25	€1.25	-
Daily Star	United Kingdom	£0.35	£0.35	£0.35	£0.35	£0.35	£0.55	-
	Republic of Ireland	€1.40	€1.40	€1.40	€1.40	€1.40	€1.40	
The Sun	United Kingdom	£0.40	£0.40	£0.40	£0.40	£0.40	£0.60	£487.00
National Marning Mid Market	Republic of Ireland	€1.00	€1.00	€1.00	€1.00	€1.00	€1.00	£513.00
National Morning Mid-Market Daily Express	United Kingdom	£0.50	£0.50	£0.50	£0.50	£0.50	£0.80	
Daily Expless	Republic of Ireland	€0.75	€0.75	€0.75	€0.75	€0.75	€1.00	
Daily Mail	United Kingdom	£0.60	£0.60	£0.60	£0.60	£0.60	£0.90	£419.00 to £479.00
, ···	Republic of Ireland	€1.00	€1.00	€1.00	€1.00	€1.00	€1.30	£705.00 to £790.00
National Morning Quality								
The Daily Telegraph	United Kingdom	£1.20	£1.20	£1.20	£1.20	£1.20	£2.00	-
	Republic of Ireland	€1.30	€1.30	€1.30	€1.30	€1.30	€2.00	-
Financial Times	United Kingdom	£2.50	£2.50	£2.50	£2.50	£2.50	£3.00	£572.00
	Republic of Ireland	€3.00	€3.00	€3.00	€3.00	€3.00	€3.50	€757.22
The Guardian	United Kingdom	£1.40	£1.40	£1.40	£1.40	£1.40	£2.30	£156.00
	Republic of Ireland	€1.40	€1.40	€1.40	€1.40	€1.40	€2.30	£227.00 to £908.00
	United Kingdom	£0.20	£0.20	£0.20	£0.20	£0.20	-	-
	Republic of Ireland	€0.30	€0.30	€0.30	€0.30	€0.30	-	
The Independent	United Kingdom	£1.20	£1.20	£1.20	£1.20	£1.20	£1.60	£363.48
The Times	Republic of Ireland	€1.20	€1.20	€1.20	€1.20	€1.20	€1.80	£363.48 to £465.40
The Times	United Kingdom Republic of Ireland	£1.00 €0.90	£1.00 €0.90	£1.00 €0.90	£1.00 €0.90	£1.00 €0.90	£1.50 €1.35	£114.00 to £710.00 £150.00 to £976.00
	Republic of Ireland	CO.70	CO.70	CO.70	CO.70	CO.70	C1.33	£130.00 t0 £770.00
			Basic C	over Prices at the en	nd of the current AE	C Month.		Paid Postal Subscription Prices
Title	Country			Sun	dav			Annualised
N. II					,			(BAR's)
National Sunday Popular	United Kinadom			£1.	00			
Daily Star Sunday	United Kingdom Republic of Ireland			€1.	.00			-
The Sun (Sunday)	United Kingdom Republic of Ireland			£0. €1.				£170.00 £198.00
Sunday Mail	United Kingdom			£1.	40			-
C   N°	Republic of Ireland			€1.				
Sunday Mirror	United Kingdom			£1. €1.				£89.00 to £107.00
Sunday People	Republic of Ireland United Kingdom			£1.				£125.00 to £132.00 £107.00
Sulluay Feople	Republic of Ireland			€1.				£132.00
National Sunday Mid-Market	•							
Sunday Express	United Kingdom			£1.	.35			-
	Republic of Ireland			€1.	.40			-
Sunday Post	United Kingdom			£1.	.30			£80.00
	Republic of Ireland			€1.				£140.00
The Mail on Sunday	United Kingdom			£1.				£107.00 to £189.00
N. I. C. L. C	Republic of Ireland			€2.	.20			£200.00 to £287.00
National Sunday Quality	United Minarian				00			12/2.40
Independent on Sunday	United Kingdom			£2.				£363.48
The Observer	Republic of Ireland United Kingdom			€2. £2.				£363.48 to £465.40 £156.00
THE ODSERVER	Republic of Ireland			€2.				£156.00 £211.00
The Sunday Telegraph	United Kingdom			£2.				LZ11.UU
Sunua roisgraph	Republic of Ireland			€2.				
The Sunday Times	United Kingdom			£2.				£376.00 to £481.00
•	Republic of Ireland			€2.				£388.00 to £501.00

# UK National Newspapers - Newspaper Editions June 2013 - 27th May 2013 to 30th June 2013

Title	Overall	England,	England,	England,	England,	England,	England,	Scotland	Scotland	Scotland		Scotland	Scotland	Rol	Rol		Rol	Rol		Other
	Total	Wales &	Wales &	Wales &	Wales &	Wales &	Wales &	Total	Full	Lesser		Corporate	Multiple	Total	Full		Pre-Paid	Corporate		Countries
Edition Name	Average	N.Ireland	N.Ireland	N.Ireland	N.Ireland	N.Ireland	N.Ireland	Average	Rate	Rate		Subscription	Сору	Average	Rate		Non-Postal	Subscription		
	Net	Total	Full	Lesser	Pre-Paid	Corporate	Multiple	Net	Circulation	Circulation		Sales	Sales	Net	Circulation		Subscription	Sales		Total
	Circulation	Average Net	Rate	Rate	Non-Postal	Subscription	Сору	Circulation						Circulation			Sales			Average Net
		Circulation	Circulation	Circulation	Subscriptions	Sales	Sales													Circulation
National Morning Popular																				
Daily Mirror	1,038,752	918,394	888,000	377	-		30,017	19,767	19,767	-		-		53,364	53,364		-	-	-	47,227
Main Edition	891,440	871,673	841,279	377	-		30,017	19,767	19,767			-								
Republic of Ireland Edition	53,364				-							-		53,364	53,364					
Overseas Edition	47,227				-			-				-								47,227
Northern Ireland Edition	46,721	46,721	46,721					-												
Daily Record	252,626	8,775	8,775	-	-	-	-	228,515	226,510	36	-	-	1,969	480	480	-	-	-	-	14,856
Main Edition	237,797	8,775	8,775	-	-		-	228,515	226,510	36	-	-	1,969	480	480	-		-	-	27
European Edition	14,829	-	-	-	-	-	-	-				-		-				-		14,829
Daily Star	540,849	422,485	421,576	909			-	50,226	49,971	255	-		-	58,574	56,803	1,771			-	9,564
Main Edition	476,364	416,574	415,665	909	-			50,226	49,971	255		-		-						9,564
Republic of Ireland Edition	64,485	5,911	5,911	-	-			-				-		58,574	56,803	1,771				-
The Sun	2,243,903	1,868,086	1,867,969	117	-	-		263,512	263,507	5	-	-	-	63,743	63,743	-	-	-	-	48,562
Main Edition	2,131,598	1,868,086	1,867,969	117	-	-	-	263,512	263,507	5	-	-	-	-	-	-	-	-	-	-
Republic of Ireland Edition	63,743	-	-	-	-	-	-	-	-	-	-	-	-	63,743	63,743	-	-	-	-	-
Overseas Edition	48,562	-	-	-	-		-	-	-	-	-	-	-	-	-	-		-	-	48,562
National Morning Mid-Market																				
Daily Express	522,264	446,851	443,636	3,215	-	-	-	54,492	-	54,492	-	-	-	2,920	2,920	-	-	-	-	18,001
Daily Mail	1,806,569	1,576,568	1,415,190	55,558	18,988	-	86,832	102,927	96,491	3,379	855	-	2,202	50,549	43,510	3,835	-	-	3,204	76,525
Main Edition	1,678,524	1,575,597	1,414,219	55,558	18,988	-	86,832	102,927	96,491	3,379	855	-	2,202	-	-	-	-	-	-	-
Foreign Edition	76,525	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	76,525
Irish Edition	51,520	971	971	-	-		-	-	-	-	-	-	-	50,549	43,510	3,835		-	3,204	-
National Morning Quality																				
The Daily Telegraph	547,106	509,272	215,738	580	292,954	-	-	18,650	10,187	-	8,463	-	-	2,883	2,883	-	-	-	-	16,301
Financial Times	258,489	77,227	40,462	801	5,192	2,545	28,227	2,591	2,267	8	256	-	60	2,586	2,370	13	-	-	203	176,085
Europe Edition	91,409	12	12	-	-		-	-	-	-	-	-	-	-	-	-		-	-	91,397
UK & Eire Edition	82,438	77,215	40,450	801	5,192	2,545	28,227	2,591	2,267	8	256	-	60	2,586	2,370	13	-	-	203	46
US Edition	49,986	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	49,986
Asia Edition	34,656	-		-	-		-	-				-		-						34,656
The Guardian	187,000	173,344	123,656	4,125	45,563			10,623	7,592	287	2,744	-		3,033	2,984	49				
i	303,009	283,147	212,705	-	8,008	-	62,434	18,985	16,122		294	-	2,569	877	877	-		-	-	-
The Independent	73,060	69,544	45,540	587	4,975		18,442	3,058	2,775	28	162		93	-	-			-		458
The Times	390,940	349,583	204,050	1,310	125,863	-	18,360	18,668	14,655	63	3,375	-	575	2,143	2,143	-		-	-	20,546
Main Edition	368,251	349,583	204,050	1,310	125,863	-	18,360	18,668	14,655	63	3,375	-	575	-	-	-	-	-	-	-
Overseas Edition	13,457	-			-	-	-	-		-		-		-	-		-	-		13,457
Middle East / Asia Edition	7,089	-			-	-	-	-		-		-		-	-		-	-		7,089
Republic of Ireland Edition	2,143	-		-	-	-		-			-	-		2,143	2,143		-			-

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# UK National Newspapers - Newspaper Editions June 2013 - 27th May 2013 to 30th June 2013

Title Overall Folian Ame Foliand Name Foliand Folian Average National Sunday Popular Folian Sunday Popular Folian Foliand Foliand Folian Folian Foliand Foliand Folian Folian Foliand Fo
Edition Name Average N.Ireland N.Ire
Net Total Full Lesser Pre-Paid Corporate Multiple Net Circulation Circulation Sales Sales Sales Net Circulation Circulation Sales Sales Sales Sales Net Circulation Subscription Sales Sales Average Net Circulation Sales Sal
Circulation Average Net Rate Rate Non-Postal Subscription Copy Circulation Cir
Circulation Circulation Circulation Subscriptions Sales Sales Circulation Circ
Oricatation Oricatation Substitutions Substitutions Substitutions
National Sunday Popular
Daily Slar Sunday 335,864 277,014 267,501 9,513 27,814 26,424 1,390 22,624 22,624 8,41
The Sun (Sunday) 1,875,220 1,577,410 1,577,410 191,364 191,364 57,385 57,385 49,06
Main Edition 1,768,774 1,577,410 1,577,410 191,364 191,364
Republic of Ireland Edition 57,385 57,385 57,385
Overseas Edition 49,061
Sunday Mail 284,051 8,826 8,826 257,796 254,223 2,742 831 974 974 16,45
Main Edition 267,609 8,826 8,826 257,796 254,223 2,742 831 974 974 1
European Edition 16,442
Sunday Mirror 1,037,542 940,502 908,840 1,638 30,024 20,331 18,921 1,410 39,093 39,093 37,61
Main Edition 922,955 902,624 870,962 1,638 30,024 20,331 18,921 1,410
Republic of Ireland Edition 39,093 39,093 39,093
Northern Ireland Edition 37,878 37,878 37,878
Overseas Edition 37,616
Sunday People 415,076 369,790 369,567 223 10,499 10,499 15,971 15,971 18,81
Main Edition 370,430 359,931 359,708 223 10,499 10,499
Overseas Edition 18,816
Republic of Ireland Edition 15,971 15,971 15,971
Northern Ireland Edition 9,859 9,859 9,859
National Sunday Mid-Market
Sunday Express 455,901 403,772 394,259 9,513 31,856 30,466 1,390 3,591 3,591 16,68
Sunday Post 244,257 63,247 63,199 48 165,130 165,044 86 591 589 2 15,28
The Mail on Sunday 1,638,049 1,369,689 1,270,473 6,795 20,146 - 72,275 85,008 81,772 - 832 - 2,404 95,449 91,604 3,845 87,90
Main Edition 1,447,910 1,362,902 1,270,473 8 20,146 - 72,275 85,008 81,772 - 832 - 2,404
The Irish Mail on Sunday 102,236 6,787 - 6,787 95,449 91,604 3,845
Foreign Edition 87,903
National Sunday Quality
Independent on Sunday 111,986 106,323 50,033 153 3,359 - 52,778 5,315 2,992 2 97 - 2,224 34
The Observer 212,376 192,823 158,488 3,749 30,586 13,875 11,475 262 2,138 5,678 5,678
The Sunday Telegraph 422,590 392,348 103,484 112 288,752 16,399 8,058 - 8,341 2,807 2,807 11,03
The Sunday Times 840,201 659,757 490,666 489 157,440 - 11,162 45,450 41,165 3 4,282 92,817 92,817 42,17
Main Edition 705,207 659,757 490,666 489 157,440 - 11,162 45,450 41,165 3 4,282
Republic of Ireland Edition 92,817 92,817 92,817
Overseas Edition 34,558
Middle East/Asia Edition 7,619

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# **UK National Newspapers**Multiple Copy Sales Analysis by Audience Type

### June 2013

27th May 2013 to 30th June 2013

T'11	U	nited Kingdom 8	& Republic of I	reland Multiple	Copy Sales A	nalysis - Avera	nge Net Circulati	ion Per Effecti	ve Publishing D	ay
Title	Total	Airside / Int'l Rail	Hotels	Trains	Other Publications Insert	Voucher Redemption	Sports Event	Leisure Centres	Food / Beverage Outlets	Others
National Morning Popular					IIISEII				Onners	
Daily Mirror	30,017	30,017	-	-	-	-	-	-	-	-
Daily Record	1,969	1,969	-	-	-	-	-	-	-	-
Daily Star	-	-	-	-	-	-	-	-	-	-
The Sun	-	-	-	-	-	-	-	-	-	-
Total of average daily multiple copy sales	31,986	31,986			-	-				
National Morning Mid Market										
Daily Express	-	-	-	-	-	-	-	-	-	-
Daily Mail	92,238	88,846	1,097	-	-	-	-	-	-	2,295
Total of average daily multiple copy sales	92,238	88,846	1,097	-	-	-		-	-	2,295
National Morning Quality										
The Daily Telegraph		-	-	-	-	-	-	-	-	-
Financial Times	28,489	18,906	4,958	1,668	-	-	=	47	-	2,910
The Guardian	-	-	-	-	-	-	-	-	-	-
i	65,003	35,210	28,264	-	-	-	-	-	833	696
The Independent	18,535	8,249	9,440	-	-	-	-	-	-	846
The Times	18,935	5,591	6,726	5,987	-	-	=	-	-	631
Total of average daily multiple copy sales	130,962	67,956	49,388	7,655	-	-		47	833	5,083
Overall total of average multiple copy sales	255,186	188,788	50,485	7,655				47	833	7,378
National Morning Group										
The Daily Mirror / Daily Record	31,986	31,986	-	-	-	-	-	-	-	-
Independent Group	83,538	43,459	37,704	-	-	-	-	-	833	1,542
	11	nited Kinadom I	2. Danuhlic of I	roland Multiple	Conv Salos A	nalysis - Ayora	nge Net Circulati	ion Dar Effacti	va Duhlishina D	lav
Titlo	U	nited Kingdom 8	& Republic of I	reland Multiple	e Copy Sales A	ınalysis - Avera	nge Net Circulati	ion Per Effecti	ve Publishing D	ay
Title	U	Airside / Int'l	& Republic of I	reland Multiple Trains	Other Publications	Voucher	nge Net Circulati	Leisure	ve Publishing D Food / Beverage	Others
					Other				Food /	
National Sunday Popular		Airside / Int'l			Other Publications	Voucher		Leisure	Food / Beverage	
National Sunday Popular Daily Star Sunday		Airside / Int'l			Other Publications	Voucher		Leisure	Food / Beverage	
National Sunday Popular Daily Star Sunday The Sun (Sunday)	Total -	Airside / Int'l Rail			Other Publications	Voucher		Leisure	Food / Beverage	
National Sunday Popular Daily Star Sunday The Sun (Sunday) Sunday Mail	Total	Airside / Int'l Rail			Other Publications	Voucher		Leisure	Food / Beverage	
National Sunday Popular Daily Star Sunday The Sun (Sunday) Sunday Mail Sunday Mirror	Total 831 30,024	Airside / Int'l Rail	Hotels		Other Publications	Voucher		Leisure	Food / Beverage	
National Sunday Popular Daily Star Sunday The Sun (Sunday) Sunday Mail Sunday Mirror Sunday People	Total 831 - 30,024	Airside / Int'l Rail	Hotels		Other Publications Insert	Voucher	Sports Event	Leisure	Food / Beverage Outlets	
National Sunday Popular  Daily Star Sunday  The Sun (Sunday)  Sunday Mail  Sunday Mirror  Sunday People  Total of average Sunday multiple copy sales	Total 831 30,024	Airside / Int'l Rail	Hotels		Other Publications	Voucher		Leisure	Food / Beverage	
National Sunday Popular Daily Star Sunday The Sun (Sunday) Sunday Mail Sunday Mirror Sunday People Total of average Sunday multiple copy sales National Sunday Mid Market	Total 831 - 30,024	Airside / Int'l Rail	Hotels		Other Publications Insert	Voucher	Sports Event	Leisure	Food / Beverage Outlets	
National Sunday Popular Daily Star Sunday The Sun (Sunday) Sunday Mail Sunday Mirror Sunday People Total of average Sunday multiple copy sales National Sunday Mid Market Sunday Express	Total 831 - 30,024	Airside / Int'l Rail	Hotels		Other Publications Insert	Voucher	Sports Event	Leisure	Food / Beverage Outlets	
National Sunday Popular  Daily Star Sunday The Sun (Sunday) Sunday Mail Sunday Mirror Sunday People Total of average Sunday multiple copy sales National Sunday Mid Market Sunday Post	Total 831 - 30,024	Airside / Int'l Rail	Hotels		Other Publications Insert	Voucher	Sports Event	Leisure	Food / Beverage Outlets	Others
National Sunday Popular  Daily Star Sunday The Sun (Sunday) Sunday Mail Sunday Mirror Sunday People Total of average Sunday multiple copy sales National Sunday Mid Market Sunday Express Sunday Post The Mail on Sunday	Total  831 - 30,024 30,855 78,525	Airside / Int'l Rail	Hotels 1,152		Other Publications Insert	Voucher	Sports Event	Leisure	Food / Beverage Outlets	Others
National Sunday Popular  Daily Star Sunday The Sun (Sunday) Sunday Mail Sunday Mirror Sunday People Total of average Sunday multiple copy sales National Sunday Mid Market Sunday Express Sunday Post The Mail on Sunday Total of average Sunday multiple copy sales	Total 831 - 30,024	Airside / Int'l Rail	Hotels		Other Publications Insert	Voucher	Sports Event	Leisure	Food / Beverage Outlets	Others
National Sunday Popular  Daily Star Sunday The Sun (Sunday) Sunday Mail Sunday Mirror Sunday People Total of average Sunday multiple copy sales National Sunday Mid Market Sunday Express Sunday Post The Mail on Sunday Total of average Sunday multiple copy sales National Sunday Quality	Total	Airside / Int'l Rail	Hotels 1,152 1,152	Trains	Other Publications Insert	Voucher	Sports Event	Leisure	Food / Beverage Outlets	Others 2,470
National Sunday Popular  Daily Star Sunday The Sun (Sunday) Sunday Mail Sunday Mirror Sunday People Total of average Sunday multiple copy sales National Sunday Mid Market Sunday Express Sunday Post The Mail on Sunday Total of average Sunday multiple copy sales National Sunday Quality Independent on Sunday	Total  831 - 30,024 30,855 78,525	Airside / Int'l Rail	Hotels 1,152	Trains	Other Publications Insert	Voucher	Sports Event	Leisure	Food / Beverage Outlets	Others 2,470
National Sunday Popular  Daily Star Sunday The Sun (Sunday) Sunday Mail Sunday Mirror Sunday People Total of average Sunday multiple copy sales National Sunday Mid Market Sunday Express Sunday Post The Mail on Sunday Total of average Sunday multiple copy sales National Sunday Total of average Sunday multiple copy sales National Sunday Total of average Sunday multiple copy sales National Sunday Quality Independent on Sunday The Observer	Total	Airside / Int'l Rail	Hotels 1,152 1,152	Trains	Other Publications Insert	Voucher	Sports Event	Leisure	Food / Beverage Outlets	Others
National Sunday Popular  Daily Star Sunday The Sun (Sunday) Sunday Mail Sunday Mirror Sunday People Total of average Sunday multiple copy sales National Sunday Mid Market Sunday Express Sunday Post The Mail on Sunday Total of average Sunday multiple copy sales National Sunday Total of average Sunday multiple copy sales National Sunday Total of average Sunday multiple copy sales National Sunday Quality Independent on Sunday The Observer The Sunday Telegraph	Total	Airside / Int'l Rail	Hotels 1,152 1,152 31,582	Trains	Other Publications Insert	Voucher	Sports Event	Leisure	Food / Beverage Outlets	Others
National Sunday Popular  Daily Star Sunday The Sun (Sunday) Sunday Mail Sunday Mirror Sunday People  Total of average Sunday multiple copy sales National Sunday Mid Market Sunday Express Sunday Post The Mail on Sunday Total of average Sunday multiple copy sales National Sunday Total of average Sunday multiple copy sales National Sunday Total of average Sunday multiple copy sales National Sunday Quality Independent on Sunday The Observer The Sunday Telegraph The Sunday Times	Total	Airside / Int'l Rail	Hotels  1,152 1,152 31,582 5,131	Trains	Other Publications Insert	Voucher	Sports Event	Leisure	Food / Beverage Outlets	Others
National Sunday Popular  Daily Star Sunday The Sun (Sunday) Sunday Mail Sunday Mirror Sunday People Total of average Sunday multiple copy sales National Sunday Mid Market Sunday Express Sunday Post The Mail on Sunday Total of average Sunday multiple copy sales National Sunday Total of average Sunday multiple copy sales National Sunday Total of average Sunday multiple copy sales National Sunday Quality Independent on Sunday The Observer The Sunday Telegraph	Total	Airside / Int'l Rail	Hotels 1,152 1,152 31,582	Trains	Other Publications Insert	Voucher	Sports Event	Leisure	Food / Beverage Outlets	Others
National Sunday Popular  Daily Star Sunday The Sun (Sunday) Sunday Mail Sunday Mirror Sunday People  Total of average Sunday multiple copy sales National Sunday Mid Market Sunday Express Sunday Post The Mail on Sunday Total of average Sunday multiple copy sales National Sunday Total of average Sunday multiple copy sales National Sunday Total of average Sunday multiple copy sales National Sunday Quality Independent on Sunday The Observer The Sunday Telegraph The Sunday Times	Total	Airside / Int'l Rail	Hotels  1,152 1,152 31,582 5,131	Trains	Other Publications Insert	Voucher	Sports Event	Leisure	Food / Beverage Outlets	Others

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# UK National Newspapers - UK & Rol Circulation June 2013 - 27th May 2013 to 30th June 2013

									•											
Title		UK & Rol Total Average Net Circulation	England, Wales, Northern Ireland Total Average Net Circulation	England, Wales, NI Full Rate Circulation	England, Wales, NI Lesser Rate Circulation	England, Wales, NI Pre-Paid Non-Postal Subscription Sales	England, Wales, NI Corporate Subscription Sales	England, Wales, NI Multiple Copy Sales	Scotland Total Average Net Circulation	Scotland Full Rate Circulation	Scotland Lesser Rate Circulation	Scotland Pre-Paid Non-Postal Subscription Sales	Scotland Corporate Subscription Sales	Scotland Multiple Copy Sales	Rol Total Average Net Circulation	Rol Full Rate Circulation	Rol Lesser Rate Circulation	Rol Pre-Paid Non-Postal Subscription Sales	Rol Corporate Subscription Sales	Rol Multiple Copy Sales
National Morning Popu	ılar																			
	Monday to Saturday	991,526	918,395	888,001	377	-		30,017	19,767	19,767			-	-	53,364	53,364	-	-	-	-
Daily Mirror	Monday to Friday	949,083	878,765	848,372	377			30,016	19,310	19,310					51,008	51,008		-		-
	Saturday  Nacidada Saturday	1,195,256	1,108,617	1,078,217	377	-	-	30,023	21,965	21,965	-	-		10/0	64,674	64,674		-		-
Daily Record	Monday to Saturday Monday to Friday	237,770 230,573	8,775 8,829	8,775 8,829	-	-		-	228,515 221,271	226,510 219,096	36	-	-	1,969 2,175	480 473	480 473		-		-
	Saturday	272,314	8,518	8,518					263,286	262,098	211			977	510	510				
Daily Star	Monday to Saturday	531,285	422,485	421,576	909				50,226	49,971	255				58,574	56,803	1,771			-
	Monday to Friday	536,450	428,223	428,223	-				52,351	52,351					55,876	54,225	1,651			
	Saturday	506,493	394,943	389,670	5,273	-	-		40,021	38,545	1,476				71,529	69,177	2,352			
The Sun	Monday to Saturday	2,195,341	1,868,086	1,867,969	117	-	-	•	263,512	263,507	5		•		63,743	63,743		-	-	•
	Monday to Friday Saturday	2,120,444 2,554,841	1,802,682 2,182,023	1,802,558 2,181,943	124 80	-	-	•	258,903 285,629	258,898 285,626	5		-		58,859 87,189	58,859 87,189		-		•
		2,004,041	2,102,023	2,101,943	00	-			200,029	200,020	3				07,109	07,109				
National Morning Mid-M	Market																			
Daily Express	Monday to Saturday	504,263	446,851	443,636	3,215		-		54,492		54,492	-			2,920	2,920	-		-	-
	Monday to Friday	488,268	432,073	431,167	906	-	-		53,387		53,387	-	-		2,808	2,808	-	-	-	-
	Saturday Saturday	581,035	517,782	503,486	14,296	10.000		- 07.022	59,798	0/ 401	59,798	-		2 202	3,455	3,455	2.025			2 204
Daily Mail	Monday to Saturday Monday to Friday	1,730,044 1,588,921	1,576,568 1,442,463	1,415,190 1,269,530	55,558 67,110	18,988 18,989		86,832 86,834	102,927 96,492	96,491 89,239	3,379 4,081	855 855		2,202 2,317	50,549 49,966	43,510 42,703	3,835 4,214	-		3,204 3,049
	Saturday	2,407,429	2,220,274	2,114,359	105	18,988		86,822	133,808	131,297	6	855		1,650	53,347	47,383	2,016			3,948
National Morning Quali	,								•						·					
National Morning Quan																				
The Daily Telegraph	Monday to Saturday	530,805	509,272	215,738	580	292,954	-		18,650	10,187		8,463			2,883	2,883			-	
	Monday to Friday Saturday	495,904 698,319	476,214 667,945	182,872 373,493	656 212	292,686 294,240			17,346 24,903	8,891 16,403		8,455 8,500			2,344 5,471	2,344 5,471				
Financial Times	Monday to Saturday	82,404	77,227	40,462	801	5,192	2,545	28,227	2,591	2,267	8	256		60	2,586	2,370	13			203
	Monday to Friday	77,004	72,536	34,084	877	5,091	3,021	29,463	2,221	1,892	10	253		66	2,247	2,027	16			204
	Saturday	108,324	99,742	71,076	432	5,678	262	22,294	4,369	4,067	-	272	-	30	4,213	4,019	-	-	-	194
The Guardian	Monday to Saturday	187,000	173,344	123,656	4,125	45,563			10,623	7,592	287	2,744			3,033	2,984	49			-
	Monday to Friday	154,665	143,755	94,306	4,646	44,803	-		8,776	5,753	326	2,697				2,075	59			-
	Saturday  Monday to Friday	342,204 303,009	315,370 283,147	264,538 212,705	1,625	49,207 8,008		62,434	19,490 18,985	16,420 16,122	98	2,972 294		2,569	7,344 877	7,344 877				
i	Saturday	303,009 N/A	283,147 N/A	212,705 N/A	N/A	8,008 N/A	N/A	02,434 N/A	18,985 N/A	10,122 N/A	N/A	294 N/A	N/A	2,569 N/A	N/A	N/A	N/A		N/A	N/A
The Independent	Monday to Saturday	72,602	69,544	45,540	587	4,975	-	18,442	3,058	2,775	28	162	-	93	-	-	-	-	-	-
	Monday to Friday	66,980	64,241	39,902	650	4,949		18,740	2,739	2,454	30	161	-	94		-		-		-
	Saturday	99,599	95,002	72,599	288	5,101		17,014	4,597	4,318	18	171	-	90		-	-	-	-	-
	Monday to Saturday	370,394	349,583	204,050	1,310	125,863	-	18,360	18,668	14,655	63	3,375	-	575	2,143	2,143	-	-	-	-
The Times	Monday to Friday	350,353	330,839	184,381	1,419	125,250		19,789	17,487	13,346	73	3,373	•	695	2,027	2,027	-	-	-	-
	Saturday	466,589	439,552	298,459	790	128,805	-	11,498	24,338	20,938	16	3,384			2,699	2,699		-		

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# UK National Newspapers Indices of daily circulation for daily newspapers

## January 2013 to June 2013 31st December 2012 to 30th June 2013

Title	Geography	Monday	Tuesday	Wednesday	Thursday	Friday
National Morning Popular						
Daily Mirror	United Kingdom	99.5%	99.5%	99.5%	101.0%	100.4%
	England, Wales, N.Ireland	99.5%	99.5%	99.5%	101.0%	100.5%
	Scotland	100.0%	99.5%	100.1%	100.9%	99.5%
	Republic of Ireland	98.0%	97.7%	98.3%	101.1%	104.8%
aily Record	United Kingdom	99.6%	101.8%	98.6%	100.0%	100.0%
	England, Wales, N.Ireland	104.6%	102.2%	97.0%	98.7%	97.5%
	Scotland	99.4%	101.8%	98.7%	100.0%	100.1%
	Republic of Ireland	100.3%	101.3%	98.4%	98.7%	101.4%
aily Star	United Kingdom	99.8%	99.6%	99.7%	100.7%	100.3%
	England, Wales, N.Ireland	99.9%	99.5%	99.7%	100.6%	100.4%
	Scotland	99.3%	100.4%	99.8%	101.0%	99.4%
	Republic of Ireland	103.9%	100.2%	96.8%	97.9%	101.2%
ne Sun	United Kingdom	105.3%	99.7%	99.6%	99.5%	95.9%
	England, Wales, N.Ireland	105.3%	99.6%	99.5%	99.6%	96.0%
	Scotland	105.3%	100.2%	99.8%	99.4%	95.3%
ation of Baronina Baid Barolina	Republic of Ireland	103.9%	97.8%	99.0%	100.1%	99.2%
ational Morning Mid Market aily Express	United Kingdom	99.7%	99.7%	100.2%	99.6%	100.8%
uny Express	England, Wales, N.Ireland	99.7%	99.8%	100.2%	99.6%	100.7%
	Scotland	99.9%	99.3%	100.2%	99.3%	100.7%
	Republic of Ireland	97.4%	99.3%	100.5%	97.8%	105.0%
aily Mail	United Kingdom	98.3%	101.7%	100.6%	100.1%	99.3%
ally iviali	· · · · · · · · · · · · · · · · · · ·	98.3%	101.7%	100.6%	100.1%	99.3%
	England, Wales, N.Ireland Scotland	99.1%	102.0%	99.4%	99.7%	99.8%
	Republic of Ireland	96.0%	102.0%	98.6%	98.7%	99.5%
ational Morning Quality	Republic of fletalid	70.076	107.270	70.070	70.770	77.370
ne Daily Telegraph	United Kingdom	99.6%	99.3%	99.3%	100.6%	101.2%
ie bully relegiable	England, Wales, N.Ireland	99.6%	99.3%	99.4%	100.6%	101.2%
	Scotland	99.0%	99.4%	98.9%	100.7%	102.0%
	Republic of Ireland	97.7%	99.7%	99.3%	100.7%	102.7%
nancial Times	United Kingdom	109.5%	95.7%	96.8%	97.1%	100.8%
nanciai filites	England, Wales, N.Ireland	109.6%	95.7%	96.8%	97.0%	100.8%
	Scotland	106.8%	95.9%	96.7%	98.8%	100.8%
	Republic of Ireland	104.1%	96.1%	97.7%	98.2%	103.9%
he Guardian	United Kingdom	101.2%	98.6%	98.6%	98.1%	103.5%
ne Guardian	England, Wales, N.Ireland	101.2%	98.6%	98.7%	98.1%	103.4%
	Scotland	100.5%	97.7%	97.1%	98.2%	105.4%
	Republic of Ireland	95.1%	96.1%	94.5%	98.0%	116.3%
	United Kingdom	98.3%	100.6%	100.0%	100.7%	100.4%
	<del>o</del>				100.7%	
	England, Wales, N.Ireland Scotland	98.4% 97.3%	100.6% 100.9%	100.0% 100.2%	100.7%	100.4% 100.4%
	Republic of Ireland	93.0%	95.3%	100.2%	101.2%	100.4%
no Indopondent	United Kingdom	95.2%	95.3%	101.3%	101.8%	108.7%
ne Independent	•					
	England, Wales, N.Ireland	95.1%	99.7%	100.0%	101.4%	103.8%
	Scotland	97.6%	98.5%	98.7%	99.8%	105.4%
Ti	Republic of Ireland	0.0%	0.0%	0.0%	0.0%	0.0%
he Times	United Kingdom	102.9%	99.3%	99.4%	100.6%	97.8%
	England, Wales, N.Ireland	102.9%	99.3%	99.4%	100.6%	97.8%
	Scotland	101.9%	99.9%	99.4%	100.7%	98.1%
	Republic of Ireland	99.3%	100.4%	100.3%	101.0%	99.1%

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