



# Standard Certificate of Circulation

For the 146 issues distributed between 1st July 2002 and 29th December 2002

**Regional  
Newspapers**

---

## Belfast Telegraph - Evening

### Contents

---

- 2 Analysis of Circulation
- 3 Supporting Data
- 4 Supporting Data

---

This certificate expires on 30th September 2003 unless ABC has issued a new certificate before that date.

**Issued by**  
ABC Ltd  
Saxon House, 211 High Street  
Berkhamsted  
Hertfordshire HP4 1AD  
United Kingdom

Tel: +44 (0) 1442 870800  
Fax: +44 (0) 1442 200700  
Net: [www.abc.org.uk](http://www.abc.org.uk)  
Email: [abcpost@abc.org.uk](mailto:abcpost@abc.org.uk)

All data carried in this certificate is derived from a Return of Circulation approved by: PricewaterhouseCoopers and is authorised for issue by the ABC Council on: 20th February 2003

The Audit Bureau of Circulations cannot accept responsibility for mistakes or omissions although every care is taken to ensure that the information is correct. This certificate is the **copyright** property of the publisher and the Audit Bureau of Circulations Ltd.

**Published by**  
Belfast Telegraph Newspapers Ltd.  
124-144 Royal Avenue  
Belfast  
BT1 1EB

Tel:  
Fax:  
Net:  
email:



# Belfast Telegraph - Evening

Certificate of Average Net Circulation for the 146 issues distributed between 1st July 2002 and 29th December 2002

	NET TOTAL	UK & RoI	OTHER COUNTRIES
<b>TOTAL AVERAGE NET CIRCULATION PER ISSUE</b>	109, 629	109, 571	58
<b>Newstrade, Single Copy and Subscription Sales TOTAL</b>	96, 164	96, 106	58
Basic Cover Price	87, 763	87, 705	58
Below Basic cover Price	8, 401	8, 401	-
<b>Regular Multiple Copy / Bulk Sales TOTAL</b>	7, 880	7, 880	-
Not less than 50% of Basic Cover Price	139	139	-
Less than 50% of Basic Cover Price	7, 741	7, 741	-
<b>Issue Specific Multiple Copy / Bulk Sales TOTAL</b>	2, 289	2, 289	-
Not less than 50% of Basic Cover Price	-	-	-
Less than 50% of Basic Cover Price	2, 289	2, 289	-
<b>Special Edition Sales TOTAL</b>	1, 171	1, 171	-
Single Copies sold at Basic Cover Price	228	228	-
Single Copies sold at Below Basic cover Price	-	-	-
Bulk Sales sold at not less than 50% of Basic Cover Price	-	-	-
Bulk Sales sold at less than 50% of Basic Cover Price	943	943	-
<b>Sports Edition Sales TOTAL</b>	2, 125	2, 125	-
Single Copies sold at Basic Cover Price	1, 892	1, 892	-
Single Copies sold at Below Basic cover Price	233	233	-
Bulk Sales sold at not less than 50% of Basic Cover Price	-	-	-
Bulk Sales sold at less than 50% of Basic Cover Price	-	-	-

	ACTIVELY PURCHASED % OF TOTAL		
<b>Actively Purchased Circulation</b>	89. 9	89. 9	100. 0

<b>Free Circulation - THIS CIRCULATION IS NOT INCLUDED IN THE TOTAL AVERAGE NET CIRCULATION</b>			
	-	-	-
Controlled Free - individually requested in writing	-	-	-
Non-controlled Free - individually requested in writing	-	-	-

## Total Average Net Circulation by audit month:

January	-	July	104, 497
February	-	August	106, 965
March	-	September	113, 727
April	-	October	113, 512
May	-	November	109, 422
June	-	December	108, 368

**Price:** The basic cover price at the end of the audit period was: £0.30 to £0.45

**Duplication:** Not Applicable

# Belfast Telegraph - Evening

Certificate of Average Net Circulation for the 146 issues distributed between 1st July 2002 and 29th December 2002

## Geographical Region(s) served by the publication:

Northern Ireland, Republic of Ireland and the rest of the UK in that order.

## Excluded Issues:

 The following issues have been excluded from this certificate

12/07/2002 Public Holiday	13/07/2002 Public Holiday	15/07/2002 Public Holiday	26/08/2002 Public Holiday
23/12/2002 Xmas/New Year	24/12/2002 Xmas/New Year	25/12/2002 Not Published	26/12/2002 Xmas/New Year
27/12/2002 Xmas/New Year	28/12/2002 Xmas/New Year		

## Geographical Editions

Edition Title	Circulation
Evening	93,215
North West	8,000
Ireland Saturday Night	2,125
Saturday Morning Extra	5,118
Nostalgia	50
Eleven Plus	398
Show Bands	644
The Way We Were	39
Star Guide	40

## Special Editions:

 The following is a list of special editions that have been included in this certificate.

Special Edition Title	Cover Date	Cover Price	Quantity
Nostalgia	10/ 08/ 2002	£0. 50	7, 374
Eleven Plus	14/ 09/ 2002	£0. 50	58, 108
Showbands	12/ 10/ 2002	£0. 50	93, 939
The Way We Were	16/ 11/ 2002	£0. 50	5, 760
Star Guide	07/ 12/ 2002	£0. 50	5, 758

**Controlled Free Circulation:** Not Applicable

# Belfast Telegraph - Evening

Certificate of Average Net Circulation for the 146 issues distributed between 1st July 2002 and 29th December 2002

## Regular Multiple Copy / Bulk Sales analysis:

Category	Not less than 50% of Basic Cover Price		Less than 50% of Basic Cover Price		Totals	
	Quantity	%	Quantity	%	Quantity	%
Airlines	-	-	3,034	2.8	3,034	2.8
Hotels	112	0.1	1,359	1.2	1,471	1.3
Businesses	27	0.0	3,347	3.1	3,374	3.1
Others	-	-	1	-	1	-
Total Average	139	0.1	7,741	7.1	7,880	7.2

## Issue Specific Multiple Copy / Bulk Sales analysis:

Issue Date	Quantity Sold	As % of Average	Edition Type	Issue Date	Quantity Sold	As % of Average	Edition Type
01/07/02	1,000	0.9	Normal	04/10/02	10,500	9.6	Normal
02/07/02	2,000	1.8	Normal	08/10/02	500	0.5	Normal
03/07/02	2,000	1.8	Normal	09/10/02	500	0.5	Normal
04/07/02	2,000	1.8	Normal	10/10/02	500	0.5	Normal
05/07/02	2,500	2.3	Normal	11/10/02	500	0.5	Normal
06/07/02	5,000	4.6	Normal	15/10/02	5,000	4.6	Normal
07/07/02	1,000	0.9	Normal	16/10/02	5,000	4.6	Normal
08/07/02	1,000	0.9	Normal	18/10/02	5,000	4.6	Normal
09/07/02	1,000	0.9	Normal	21/10/02	50,531	46.1	Special
10/07/02	1,000	0.9	Normal	23/10/02	5,000	4.6	Normal
11/07/02	1,000	0.9	Normal	24/10/02	5,000	4.6	Normal
16/07/02	4,000	3.7	Normal	26/10/02	3,000	2.7	Normal
17/07/02	1,000	0.9	Normal	04/11/02	400	0.4	Normal
18/07/02	1,000	0.9	Normal	05/11/02	400	0.4	Normal
19/07/02	2,000	1.8	Normal	07/11/02	300	0.3	Normal
20/07/02	3,000	2.7	Normal	11/11/02	87,119	79.5	Special
22/07/02	1,500	1.4	Normal	11/11/02	400	0.4	Normal
23/07/02	1,500	1.4	Normal	12/11/02	400	0.4	Normal
24/07/02	5,000	4.6	Normal	13/11/02	100	0.1	Normal
25/07/02	10,500	9.6	Normal	19/11/02	300	0.3	Normal
26/07/02	16,000	14.6	Normal	06/12/02	5,000	4.6	Normal
29/07/02	2,000	1.8	Normal	07/12/02	5,000	4.6	Normal
30/07/02	7,000	6.4	Normal	09/12/02	5,000	4.6	Normal
31/07/02	2,000	1.8	Normal	10/12/02	5,000	4.6	Normal
03/08/02	10,000	9.1	Normal				
05/08/02	1,000	0.9	Normal				
06/08/02	1,000	0.9	Normal				
07/08/02	1,000	0.9	Normal				
09/08/02	50	0.1	Normal				
10/08/02	50	0.1	Normal				
17/08/02	16,000	14.6	Normal				
19/08/02	3,000	2.7	Normal				
20/08/02	11,000	10.0	Normal				
21/08/02	6,000	5.5	Normal				
23/08/02	25,200	23.0	Normal				
24/08/02	29,500	26.9	Normal				
27/08/02	4,000	3.7	Normal				
31/08/02	10,000	9.1	Normal				
06/09/02	7,000	6.4	Normal				
07/09/02	6,000	5.5	Normal				
09/09/02	7,000	6.4	Normal				
10/09/02	7,000	6.4	Normal				
11/09/02	7,500	6.8	Normal				
13/09/02	8,000	7.3	Normal				
14/09/02	6,000	5.5	Normal				
19/09/02	2,000	1.8	Normal				
21/09/02	6,000	5.5	Normal				
23/09/02	5,000	4.6	Normal				
24/09/02	2,000	1.8	Normal				
27/09/02	3,000	2.7	Normal				
28/09/02	3,000	2.7	Normal				
01/10/02	8,000	7.3	Normal				