

Paid Newspapers

Republic of Ireland Circulation Certificate

January to June 2016



Setting the standard

Sunday Business Post (Series)

The Sunday Business Post



Key information

Certificate type

Print

Metric type

Circulation

ABC total

31,364 average per issue

Period

4 January 2016 to 3 July 2016

No of issues

24

Primary distribution region

Republic of Ireland

Editions

Republic of Ireland
Northern Ireland

Cover price

€1.20 to €3.00

Format

Newspaper - Broadsheet

Excluded issues

20-Mar, 27-Mar

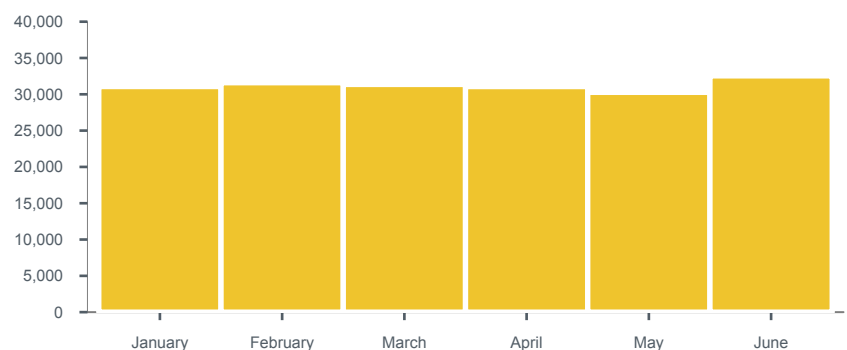
Circulation breakdown

Republic of Ireland	29,425
Northern Ireland	1,939
Other	-
Actively purchased - print	96.3%

Contact details

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Average circulation by ABC month (print)



	Total	%
AVERAGE CIRCULATION PER ISSUE	31,364	100.00
Retail, single copy and subscription sales	30,231	96.39
At full rate	30,231	
Below full rate	-	
Overseas (outside the UK/RoI)	-	
Multiple copy sales	1,133	3.61
Short-term	-	
Non short-term	1,133	
Special edition sales	-	-
Sports edition sales	-	-
Actively Purchased		96.39

Geographic Breakdown

RoI	NI	Other	Total
29,425	1,939	-	31,364

Analysis by Edition

Edition	Total	Retail, Single Copies and Subscription Sales	Multiple copy Sales	Special Edition Sales	Sports Edition Sales
Total Average	31,364	30,231	1,133	-	-
Republic of Ireland	29,436	28,303	1,133	-	-
Northern Ireland	1,928	1,928	-	-	-

Analysis of Average Circulation by Month

	Total Average	January	February	March	April	May	June
Total Average	31,364	31,069	31,592	31,358	31,063	30,269	32,537
Retail & single copy and subscription sales	30,231	29,908	30,523	30,178	29,916	29,146	31,407
Multiple Copy Sales	1,133	1,161	1,069	1,180	1,147	1,123	1,130

Excluded Issues

Issue	Reason	Number	Issue	Reason	Number	Issue	Reason	Number
20-Mar-16	ABC Granted		27-Mar-16	Public Holiday				

Analysis of Multiple Copy Sales

The figures shown in this table are averages per issue

Category	Total		United Kingdom & Republic of Ireland		Other countries	
	Quantity	%	Quantity	%	Quantity	%
Total Average	1,133	100.0	1,133	100.0	-	-
Airside & International Rail	256	22.6	256	22.6	-	-
Hotels	877	77.4	877	77.4	-	-
Trains	-	-	-	-	-	-
Other publication inserts	-	-	-	-	-	-
Voucher redemption	-	-	-	-	-	-
Sports events	-	-	-	-	-	-
Leisure centres	-	-	-	-	-	-
Food/beverage outlets	-	-	-	-	-	-
Others	-	-	-	-	-	-

Technical Information

Published Day	Basic Cover Price (Last Issue)	Format
Monday	-	-
Tuesday	-	-
Wednesday	-	-
Thursday	-	-
Friday	-	-
Saturday	-	-
Sunday	€1.20 to €3.00	Newspaper - Broadsheet

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

Ireland, UK, USA & Mainland Europe.

More Information

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

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

About this certificate

This certificate was issued on 18 August 2016.

The data included is derived from a return of circulation prepared by the publisher: Post Publications Ltd.

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