



# Standard Certificate of Circulation

For the 26 issues distributed between 2nd January 2006 and 2nd July 2006

**Regional  
Newspapers**

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## Sunday Mercury

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This certificate expires on 31st March 2007 unless ABC has issued a new certificate before that date.

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All data carried in this certificate is derived from a Return of Circulation approved by ABC on: 31st August 2006 on behalf of the publisher: Birmingham Post & Mail Ltd  
The publisher has certified that the data has been reported in accordance with ABC rules. ABC will audit the data and if any material error or omission is found, an audit report will be issued giving details of the error or omission.

For details of audit reports issued or the rules and procedures, please contact ABC.

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# Sunday Mercury

Certificate of Average Net Circulation for the 26 issues distributed between 2nd January 2006 and 2nd July 2006

	NET TOTAL	UK & RoI	OTHER COUNTRIES
<b>TOTAL AVERAGE NET CIRCULATION PER ISSUE</b>	<b>61,053</b>	<b>61,053</b>	<b>-</b>
<b>Newstrade, Single Copy and Subscription Sales TOTAL</b>	<b>60,100</b>	<b>60,100</b>	<b>-</b>
Basic Cover Price	60,060	60,060	-
Below BCP	40	40	-
<b>Regular Multiple Copy / Bulk Sales TOTAL</b>	<b>953</b>	<b>953</b>	<b>-</b>
Not less than 50% of Basic Cover Price	-	-	-
Less than 50% of BCP	953	953	-
<b>Issue Specific Multiple Copy / Bulk Sales TOTAL</b>	<b>-</b>	<b>-</b>	<b>-</b>
Not less than 50% of Basic Cover Price	-	-	-
Less than 50% of BCP	-	-	-
<b>Special Edition Sales TOTAL</b>	<b>-</b>	<b>-</b>	<b>-</b>
Single Copies sold at Basic Cover Price	-	-	-
<b>Sports Edition Sales TOTAL</b>	<b>-</b>	<b>-</b>	<b>-</b>
Single Copies sold at Basic Cover Price	-	-	-
Single Copies sold at less than BCP	-	-	-
Multiple Copy/Bulk Sales at BCP	-	-	-
Multiple Copy/Bulk Sales at less than BCP	-	-	-

Actively Purchased Circulation:	ACTIVELY PURCHASED % OF TOTAL		
	<b>98.4</b>	<b>98.4</b>	<b>0.0</b>

## Publication Format:

Day	Format
Monday	-
Tuesday	-
Wednesday	-
Thursday	-
Friday	-
Saturday	-
Sunday	Tabloid

## Total Average Net Circulation by Audit Month:

January	62,851	July	-
February	62,518	August	-
March	62,087	September	-
April	62,163	October	-
May	60,114	November	-
June	57,271	December	-

**Price:** The Basic Cover Price at the end of the audit period was: £0.80

**Duplication:** Not Applicable

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

Midlands, North & South Wales, North & South Devon, Cornwall, Dorset,

Hampshire, Isle of Wight

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**Excluded Issues:** The following issues have been excluded from this certificate

None

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**Geographical Editions:**

Edition Title	Circulation
Black Country	18,955
Costal	2,453
East Midlands	5,850
First - Birmingham	10,178
Second - Birmingham	23,617

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

None

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## Regular Multiple Copy / Bulk Sales Analysis:

Category	Not less than 50% of BCP		Less than 50% of BCP		Totals	
	Quantity	%	Quantity	%	Quantity	%
<b>Total Average</b>	-	-	<b>953</b>	<b>1.6</b>	<b>953</b>	<b>1.6</b>
Airlines	-	-	594	1.0	594	1.0
Hotels	-	-	303	0.5	303	0.5
Trains	-	-	-	-	-	-
Other Publication Inserts	-	-	-	-	-	-
Voucher Redemption	-	-	-	-	-	-
Sports Events	-	-	-	-	-	-
Leisure Centres	-	-	-	-	-	-
Food / Beverage Outlets	-	-	-	-	-	-
Others	-	-	56	0.1	56	0.1

## Issue Specific Multiple Copy / Bulk Sales Analysis:

Not Applicable