



December 2009

Industry agreed measurement

# NATIONAL NEWSPAPERS

## Contents:

Page 3 - Analysis of Average Net Circulation Per Issue
Pages 4-5 - Geographic Circulation Analysis
Pages 6-7 - Analysis of UK/RoI Circulation by Sales Method
Page 8 - Issues excluded or not published
Page 9 - Pre-Paid Non-Postal Subscription Schemes
Page 10 - Month on Month Circulation Comparison
Page 11 - Basic Cover Prices and Subscription Rates
Page 12-13 - Newspaper Editions
Page 14 - Multiple Copy Sales Analysis by Audience Type

## 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 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.

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# UK National Newspapers

## Certified Average Net Circulation Per Issue

### July 2009 to December 2009

29th June 2009 to 3rd January 2010

Average Net Circulation Per Effective Publishing Day							Newspaper Title	Average Net Circulation Jul 09 - Dec 09	Average Net Circulation Jul 08 - Dec 08	Year on Year +/- %
July 2009	August 2009	September 2009	October 2009	November 2009	December 2009	mth/mth +/- %				
<b>National Morning Popular</b>										
1,340,028	1,324,883	1,306,394	1,295,972	1,260,019	1,225,502	-2.74	Daily Mirror	1,295,348	1,416,994	-8.58
343,165	347,302	341,101	339,226	323,051	314,753	-2.57	Daily Record	335,430	372,837	-10.03
887,106	886,814	863,559	836,556	823,476	784,958	-4.68	Daily Star	850,425	726,527	17.05
3,121,407	3,128,501	3,079,451	3,026,556	2,958,502	2,862,935	-3.23	The Sun	3,036,970	3,073,106	-1.18
<b>5,691,706</b>	<b>5,687,500</b>	<b>5,590,505</b>	<b>5,498,310</b>	<b>5,365,048</b>	<b>5,188,148</b>	<b>-3.30</b>	<i>Total of average daily net circulation</i>	<b>5,518,173</b>	<b>5,589,464</b>	<b>-1.28</b>
<b>National Morning Mid Market</b>										
734,045	730,234	712,023	698,008	685,195	677,750	-1.09	Daily Express	707,284	740,647	-4.50
2,178,640	2,171,686	2,159,931	2,157,085	2,148,571	2,113,134	-1.65	Daily Mail	2,156,486	2,201,710	-2.05
<b>2,912,685</b>	<b>2,901,920</b>	<b>2,871,954</b>	<b>2,855,093</b>	<b>2,833,766</b>	<b>2,790,884</b>	<b>-1.51</b>	<i>Total of average daily net circulation</i>	<b>2,863,770</b>	<b>2,942,357</b>	<b>-2.67</b>
<b>National Morning Quality</b>										
818,937	814,087	801,782	767,894	744,151	703,249	-5.50	The Daily Telegraph	778,552	821,788	-5.26
397,600	395,845	408,544	412,854	401,072	400,827	-0.06	Financial Times	402,799	430,795	-6.50
55,962	58,157	57,031	56,365	56,746	55,811	-1.65	The Herald	56,676	62,290	-9.01
328,773	311,387	314,963	311,878	305,240	300,540	-1.54	The Guardian	313,026	345,884	-9.50
189,013	187,837	186,490	187,047	186,557	186,940	0.21	The Independent	187,354	214,597	-12.69
46,175	50,750	47,564	46,096	46,300	44,972	-2.87	The Scotsman	46,964	50,204	-6.45
580,483	576,185	571,506	571,783	563,262	521,535	-7.41	The Times	565,279	619,456	-8.75
<b>2,416,943</b>	<b>2,394,248</b>	<b>2,387,880</b>	<b>2,353,917</b>	<b>2,303,328</b>	<b>2,213,874</b>	<b>-3.88</b>	<i>Total of average daily net circulation</i>	<b>2,350,650</b>	<b>2,545,014</b>	<b>-7.64</b>
<b>11,021,334</b>	<b>10,983,668</b>	<b>10,850,339</b>	<b>10,707,320</b>	<b>10,502,142</b>	<b>10,192,906</b>	<b>-2.94</b>	<i>Overall total of average daily net circulation</i>	<b>10,732,593</b>	<b>11,076,835</b>	<b>-3.11</b>
<b>National Morning Sporting</b>										
62,344	60,363	58,177	57,483	57,456	56,245	-2.11	Racing Post	58,785	62,551	-6.02
<b>National Morning Group</b>										
1,683,193	1,672,185	1,647,495	1,635,198	1,583,070	1,540,255	-2.70	The Daily Mirror / Daily Record	1,630,778	1,789,831	-8.89
<b>National Sunday Popular</b>										
414,533	401,305	384,575	364,667	354,386	353,249	-0.32	Daily Star Sunday	380,383	369,096	3.06
3,104,205	3,120,991	3,129,162	3,064,672	2,923,355	2,791,773	-4.50	News of the World	3,039,130	3,162,430	-3.90
419,076	428,613	413,906	416,634	392,174	386,920	-1.34	Sunday Mail	411,015	462,579	-11.15
1,248,613	1,237,227	1,221,676	1,207,051	1,148,244	1,113,310	-3.04	Sunday Mirror	1,202,458	1,282,037	-6.21
594,759	586,414	563,877	552,163	533,782	532,680	-0.21	The People	563,226	619,788	-9.13
<b>5,781,186</b>	<b>5,774,550</b>	<b>5,713,196</b>	<b>5,605,187</b>	<b>5,351,941</b>	<b>5,177,932</b>	<b>-3.25</b>	<i>Total of average Sunday net circulation</i>	<b>5,596,212</b>	<b>5,895,930</b>	<b>-5.08</b>
<b>National Sunday Mid Market</b>										
645,342	646,861	619,032	614,040	594,517	590,596	-0.66	Sunday Express	618,390	656,514	-5.81
353,727	354,870	350,231	347,782	340,285	334,737	-1.63	Sunday Post	347,326	382,746	-9.25
2,040,939	2,013,742	2,012,741	2,116,114	2,071,526	2,000,473	-3.43	The Mail on Sunday	2,043,013	2,166,248	-5.69
<b>3,040,008</b>	<b>3,015,473</b>	<b>2,982,004</b>	<b>3,077,936</b>	<b>3,006,328</b>	<b>2,925,806</b>	<b>-2.68</b>	<i>Total of average Sunday net circulation</i>	<b>3,008,729</b>	<b>3,205,508</b>	<b>-6.14</b>
<b>National Sunday Quality</b>										
160,395	160,809	156,433	156,805	156,517	155,460	-0.68	Independent on Sunday	157,788	179,315	-12.01
398,330	361,761	385,617	366,918	372,669	351,019	-5.81	The Observer	375,126	436,060	-13.97
56,738	65,000	59,486	59,309	58,595	54,949	-6.22	Scotland on Sunday	59,103	63,566	-7.02
40,506	44,048	42,839	43,454	43,173	40,619	-5.92	Sunday Herald	42,450	44,037	-3.60
602,495	599,131	599,380	588,469	577,201	525,088	-9.03	The Sunday Telegraph	583,421	608,027	-4.05
1,190,936	1,164,831	1,207,141	1,192,464	1,171,457	1,113,195	-4.97	The Sunday Times	1,177,799	1,192,939	-1.27
<b>2,449,400</b>	<b>2,395,580</b>	<b>2,450,896</b>	<b>2,407,419</b>	<b>2,379,612</b>	<b>2,240,330</b>	<b>-5.85</b>	<i>Total of average Sunday net circulation</i>	<b>2,395,687</b>	<b>2,523,944</b>	<b>-5.08</b>
<b>11,270,594</b>	<b>11,185,603</b>	<b>11,146,096</b>	<b>11,090,542</b>	<b>10,737,881</b>	<b>10,344,068</b>	<b>-3.67</b>	<i>Overall total of average Sunday net circulation</i>	<b>11,000,628</b>	<b>11,625,382</b>	<b>-5.37</b>

# UK National Newspapers

## Geographic Circulation Analysis

### December 2009

30th November 2009 to 3rd January 2010

Total	Geographic circulation analysis for: December 2008				Newspaper Title	Total	Geographic circulation analysis for: December 2009			
	England, Wales & N.Ireland	Scot	RoI	Other Countries			England, Wales & N.Ireland	Scot	RoI	Other Countries
<b>National Morning Popular</b>										
1,346,916	1,225,250	28,872	60,969	31,825	Daily Mirror	1,225,502	1,104,603	25,350	59,857	35,692
349,235	16,081	330,316	2,745	93	Daily Record	314,753	12,852	300,892	912	97
725,671	542,766	81,443	91,770	9,692	Daily Star	784,958	608,217	81,457	85,717	9,567
2,899,310	2,399,143	358,507	94,234	47,426	The Sun	2,862,935	2,404,017	340,237	84,974	33,707
<b>5,321,132</b>	<b>4,183,240</b>	<b>799,138</b>	<b>249,718</b>	<b>89,036</b>	<i>Total of average daily net circulation</i>	<b>5,188,148</b>	<b>4,129,689</b>	<b>747,936</b>	<b>231,460</b>	<b>79,063</b>
<b>National Morning Mid Market</b>										
728,296	622,664	72,199	2,951	30,482	Daily Express	677,750	578,039	67,285	3,090	29,336
2,109,517	1,852,439	114,241	49,589	93,248	Daily Mail	2,113,134	1,866,345	113,771	48,048	84,970
<b>2,837,813</b>	<b>2,475,103</b>	<b>186,440</b>	<b>52,540</b>	<b>123,730</b>	<i>Total of average daily net circulation</i>	<b>2,790,884</b>	<b>2,444,384</b>	<b>181,056</b>	<b>51,138</b>	<b>114,306</b>
<b>National Morning Quality</b>										
775,990	710,618	22,143	3,148	40,081	The Daily Telegraph	703,249	638,906	21,397	2,827	40,119
428,518	118,624	5,170	4,477	300,247	Financial Times	400,827	109,288	4,463	3,801	283,275
60,605	258	60,345	-	2	The Herald	55,811	190	55,619	-	2
343,010	284,375	15,671	4,453	38,511	The Guardian	300,540	249,615	14,160	3,962	32,803
200,242	145,878	8,540	1,970	43,854	The Independent	186,940	135,589	7,524	1,200	42,627
47,898	1,085	46,809	-	4	The Scotsman	44,972	1,028	43,941	-	3
600,962	547,111	27,470	3,080	23,301	The Times	521,535	474,794	23,956	2,530	20,255
<b>2,457,225</b>	<b>1,807,949</b>	<b>186,148</b>	<b>17,128</b>	<b>446,000</b>	<i>Total of average daily net circulation</i>	<b>2,213,874</b>	<b>1,609,410</b>	<b>171,060</b>	<b>14,320</b>	<b>419,084</b>
<b>10,616,170</b>	<b>8,466,292</b>	<b>1,171,726</b>	<b>319,386</b>	<b>658,766</b>	<i>Overall total of average daily net circulation</i>	<b>10,192,906</b>	<b>8,183,483</b>	<b>1,100,052</b>	<b>296,918</b>	<b>612,453</b>
<b>National Morning Sporting</b>										
60,629	49,079	3,420	7,694	436	Racing Post	56,245	45,481	3,213	7,065	486
<b>National Morning Group</b>										
1,696,151	1,241,331	359,188	63,714	31,918	The Daily Mirror / Daily Record	1,540,255	1,117,455	326,242	60,769	35,789
Total	Geographic circulation analysis for: December 2008				Newspaper Title	Total	Geographic circulation analysis for: December 2009			
	England, Wales & N.Ireland	Scot	RoI	Other Countries			England, Wales & N.Ireland	Scot	RoI	Other Countries
<b>National Sunday Popular</b>										
342,019	258,629	27,729	48,846	6,815	Daily Star Sunday	353,249	271,821	27,665	47,539	6,224
2,987,730	2,531,753	264,503	135,401	56,073	News of the World	2,791,773	2,362,606	267,871	120,559	40,737
440,088	17,938	414,046	7,804	300	Sunday Mail	386,920	14,186	370,558	2,077	99
1,195,711	1,109,270	24,964	36,400	25,077	Sunday Mirror	1,113,310	1,030,714	21,898	38,521	22,177
592,306	531,912	18,644	24,638	17,112	The People	532,680	482,543	13,905	21,140	15,092
<b>5,557,854</b>	<b>4,449,502</b>	<b>749,886</b>	<b>253,089</b>	<b>105,377</b>	<i>Total of average Sunday net circulation</i>	<b>5,177,932</b>	<b>4,161,870</b>	<b>701,897</b>	<b>229,836</b>	<b>84,329</b>
<b>National Sunday Mid Market</b>										
638,556	558,848	41,373	4,537	33,798	Sunday Express	590,596	517,527	38,102	4,165	30,802
365,591	112,474	251,828	889	400	Sunday Post	334,737	101,865	231,695	798	379
2,003,609	1,697,860	101,216	104,368	100,165	The Mail on Sunday	2,000,473	1,687,176	100,907	113,221	99,169
<b>3,007,756</b>	<b>2,369,182</b>	<b>394,417</b>	<b>109,794</b>	<b>134,363</b>	<i>Total of average Sunday net circulation</i>	<b>2,925,806</b>	<b>2,306,568</b>	<b>370,704</b>	<b>118,184</b>	<b>130,350</b>
<b>National Sunday Quality</b>										
163,545	122,533	7,642	3,764	29,606	Independent on Sunday	155,460	109,926	6,187	1,598	37,749
420,323	350,095	21,182	11,812	37,234	The Observer	351,019	292,117	18,800	8,749	31,353
58,063	3,108	54,925	-	30	Scotland on Sunday	54,949	2,683	52,257	-	9
42,369	157	42,208	-	4	Sunday Herald	40,619	153	40,463	-	3
575,229	527,722	18,844	2,697	25,966	The Sunday Telegraph	525,088	475,011	19,016	2,467	28,594
1,155,589	931,852	67,280	107,939	48,518	The Sunday Times	1,113,195	898,756	63,531	106,616	44,292
<b>2,415,118</b>	<b>1,935,467</b>	<b>212,081</b>	<b>126,212</b>	<b>141,358</b>	<i>Total of average Sunday net circulation</i>	<b>2,240,330</b>	<b>1,778,646</b>	<b>200,254</b>	<b>119,430</b>	<b>142,000</b>
<b>10,980,728</b>	<b>8,754,151</b>	<b>1,356,384</b>	<b>489,095</b>	<b>381,098</b>	<i>Overall total of average Sunday net circulation</i>	<b>10,344,068</b>	<b>8,247,084</b>	<b>1,272,855</b>	<b>467,450</b>	<b>356,679</b>

# UK National Newspapers

## Geographic Circulation Analysis

### July 2009 to December 2009

29th June 2009 to 3rd January 2010

Total	Geographic circulation analysis for: July 2008 to December 2008				Newspaper Title	Total	Geographic circulation analysis for: July 2009 to December 2009			
	England, Wales & N.Ireland	Scot	Rol	Other Countries			England, Wales & N.Ireland	Scot	Rol	Other Countries
<b>National Morning Popular</b>										
1,416,994	1,271,007	30,295	64,427	51,265	Daily Mirror	1,295,348	1,152,594	26,877	63,153	52,724
372,837	18,611	342,653	3,021	8,551	Daily Record	335,430	14,886	309,307	1,209	10,028
726,527	520,559	84,350	97,862	23,757	Daily Star	850,425	651,095	87,559	91,062	20,709
3,073,106	2,495,088	370,783	99,646	107,589	The Sun	3,036,970	2,521,038	356,767	91,781	67,384
<b>5,589,464</b>	<b>4,305,265</b>	<b>828,081</b>	<b>264,956</b>	<b>191,162</b>	<i>Total of average daily net circulation</i>	<b>5,518,173</b>	<b>4,339,613</b>	<b>780,510</b>	<b>247,205</b>	<b>150,845</b>
<b>National Morning Mid Market</b>										
740,647	623,089	73,613	3,361	40,584	Daily Express	707,284	597,502	69,558	3,386	36,838
2,201,710	1,905,885	119,260	54,338	122,227	Daily Mail	2,156,486	1,876,678	116,112	49,090	114,608
<b>2,942,357</b>	<b>2,528,974</b>	<b>192,873</b>	<b>57,699</b>	<b>162,811</b>	<i>Total of average daily net circulation</i>	<b>2,863,770</b>	<b>2,474,180</b>	<b>185,670</b>	<b>52,476</b>	<b>151,446</b>
<b>National Morning Quality</b>										
821,788	746,038	23,819	3,479	48,451	The Daily Telegraph	778,552	702,813	23,571	3,027	49,141
430,795	126,554	5,294	4,768	294,178	Financial Times	402,799	107,824	4,410	3,754	286,811
62,290	396	61,892	-	2	The Herald	56,676	223	56,451	-	2
345,884	284,926	16,213	4,744	40,000	The Guardian	313,026	257,173	15,233	4,189	36,430
214,597	155,149	8,987	2,201	48,260	The Independent	187,354	133,365	7,587	1,287	45,114
50,204	1,146	49,055	-	4	The Scotsman	46,964	1,059	45,901	-	4
619,456	557,032	28,714	3,439	30,269	The Times	565,279	509,302	26,218	2,773	26,985
<b>2,545,014</b>	<b>1,871,241</b>	<b>193,974</b>	<b>18,631</b>	<b>461,164</b>	<i>Total of average daily net circulation</i>	<b>2,350,650</b>	<b>1,711,759</b>	<b>179,371</b>	<b>15,030</b>	<b>444,487</b>
<b>11,076,835</b>	<b>8,705,480</b>	<b>1,214,928</b>	<b>341,286</b>	<b>815,137</b>	<i>Overall total of average daily net circulation</i>	<b>10,732,593</b>	<b>8,525,552</b>	<b>1,145,551</b>	<b>314,711</b>	<b>746,778</b>
<b>National Morning Sporting</b>										
62,551	50,582	3,518	7,969	482	Racing Post	58,785	47,547	3,360	7,383	495
<b>National Morning Group</b>										
1,789,831	1,289,618	372,948	67,448	59,816	The Daily Mirror / Daily Record	1,630,778	1,167,480	336,184	64,362	62,752
<b>National Sunday Popular</b>										
369,096	268,054	29,556	54,830	16,657	Daily Star Sunday	380,383	286,576	28,596	50,964	14,247
3,162,430	2,643,073	273,615	139,321	106,421	News of the World	3,039,130	2,530,028	298,264	133,256	77,582
462,579	20,269	425,459	7,714	9,137	Sunday Mail	411,015	16,558	379,831	3,230	11,396
1,282,037	1,166,851	26,926	38,976	49,284	Sunday Mirror	1,202,458	1,095,182	23,335	39,831	44,111
619,788	545,891	19,186	26,847	27,864	The People	563,226	500,646	15,327	22,085	25,168
<b>5,895,930</b>	<b>4,644,138</b>	<b>774,742</b>	<b>267,688</b>	<b>209,363</b>	<i>Total of average Sunday net circulation</i>	<b>5,596,212</b>	<b>4,428,990</b>	<b>745,353</b>	<b>249,366</b>	<b>172,504</b>
<b>National Sunday Mid Market</b>										
656,514	567,612	42,033	5,115	41,755	Sunday Express	618,390	537,943	39,286	4,607	36,554
382,746	117,754	257,415	929	6,649	Sunday Post	347,326	105,379	236,889	862	4,196
2,166,248	1,811,682	107,638	115,978	130,950	The Mail on Sunday	2,043,013	1,700,739	99,718	111,945	130,611
<b>3,205,508</b>	<b>2,497,048</b>	<b>407,086</b>	<b>122,022</b>	<b>179,354</b>	<i>Total of average Sunday net circulation</i>	<b>3,008,729</b>	<b>2,344,061</b>	<b>375,893</b>	<b>117,414</b>	<b>171,361</b>
<b>National Sunday Quality</b>										
179,315	130,801	8,093	2,870	37,551	Independent on Sunday	157,788	108,956	6,381	1,747	40,702
436,060	362,569	22,520	11,574	39,396	The Observer	375,126	310,863	20,466	9,400	34,396
63,566	3,279	60,256	-	31	Scotland on Sunday	59,103	2,870	56,216	-	17
44,037	275	43,758	-	4	Sunday Herald	42,450	174	42,272	-	4
608,027	553,938	20,347	3,095	30,646	The Sunday Telegraph	583,421	525,704	20,143	2,606	34,968
1,192,939	950,533	68,913	109,999	63,495	The Sunday Times	1,177,799	939,220	67,244	114,413	56,922
<b>2,523,944</b>	<b>2,001,395</b>	<b>223,887</b>	<b>127,538</b>	<b>171,123</b>	<i>Total of average Sunday net circulation</i>	<b>2,395,687</b>	<b>1,887,787</b>	<b>212,722</b>	<b>128,166</b>	<b>167,009</b>
<b>11,625,382</b>	<b>9,142,581</b>	<b>1,405,715</b>	<b>517,248</b>	<b>559,840</b>	<i>Overall total of average Sunday net circulation</i>	<b>11,000,628</b>	<b>8,660,838</b>	<b>1,333,968</b>	<b>494,946</b>	<b>510,874</b>

# UK National Newspapers

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

### December 2009

30th November 2009 to 3rd January 2010

Analysis of UK & Rol Average Net Circulation for: December 2008						Newspaper Title	Analysis of UK & Rol Average Net Circulation for: December 2009					
UK & Rol Average Circulation	Newstrade, Single Copies & Paid Postal Subscriptions.		Pre-Paid Non Postal Subscription Circulation	Corporate Subscription Sales	Multiple Copy Circulation		UK & Rol Average Circulation	Newstrade, Single Copies & Paid Postal Subscriptions.		Pre-Paid Non Postal Subscription Circulation	Corporate Subscription Sales	Multiple Copy Circulation
	Full Rate	Lesser Rate						Full Rate	Lesser Rate			
<b>National Morning Popular</b>												
1,315,091	1,262,482	52,609	-	-	-	Daily Mirror	1,189,810	1,189,268	542	-	-	-
349,142	347,082	-	-	-	2,060	Daily Record	314,656	312,681	-	-	-	1,975
715,979	157,963	558,016	-	-	-	Daily Star	775,391	424,561	350,830	-	-	-
2,851,884	2,784,220	67,664	-	-	-	The Sun	2,829,228	1,650,889	1,178,297	42	-	-
<b>5,232,096</b>	<b>4,551,747</b>	<b>678,289</b>	-	-	<b>2,060</b>	<i>Total of average daily net circulation</i>	<b>5,109,085</b>	<b>3,577,399</b>	<b>1,529,669</b>	<b>42</b>	-	<b>1,975</b>
<b>National Morning Mid Market</b>												
697,814	421,982	275,832	-	-	-	Daily Express	648,414	389,134	259,280	-	-	-
2,016,269	1,831,315	84,363	-	-	100,591	Daily Mail	2,028,164	1,779,464	119,937	624	-	128,139
<b>2,714,083</b>	<b>2,253,297</b>	<b>360,195</b>	-	-	<b>100,591</b>	<i>Total of average daily net circulation</i>	<b>2,676,578</b>	<b>2,168,598</b>	<b>379,217</b>	<b>624</b>	-	<b>128,139</b>
<b>National Morning Quality</b>												
735,909	358,542	890	326,395	-	50,082	The Daily Telegraph	663,130	311,243	674	330,008	-	21,205
128,271	81,305	3,821	9,006	4,059	30,080	Financial Times	117,552	65,480	4,346	12,314	2,926	32,486
60,603	57,721	497	2,385	-	-	The Herald	55,809	51,373	357	4,079	-	-
304,499	278,189	11,938	-	-	14,372	The Guardian	267,737	228,186	6,998	32,553	-	-
156,388	117,476	2,643	694	-	35,575	The Independent	144,313	93,534	2,629	4,317	-	43,833
47,894	41,560	164	2,852	-	3,318	The Scotsman	44,969	37,861	51	3,192	-	3,865
577,661	401,111	9,687	111,294	-	55,569	The Times	501,280	364,971	3,548	119,524	-	13,237
<b>2,011,225</b>	<b>1,335,904</b>	<b>29,640</b>	<b>452,626</b>	<b>4,059</b>	<b>188,996</b>	<i>Total of average daily net circulation</i>	<b>1,794,790</b>	<b>1,152,648</b>	<b>18,603</b>	<b>505,987</b>	<b>2,926</b>	<b>114,626</b>
<b>9,957,404</b>	<b>8,140,948</b>	<b>1,068,124</b>	<b>452,626</b>	<b>4,059</b>	<b>291,647</b>	<i>Overall total of average daily net circula</i>	<b>9,580,453</b>	<b>6,898,645</b>	<b>1,927,489</b>	<b>506,653</b>	<b>2,926</b>	<b>244,740</b>
<b>National Morning Sporting</b>												
60,193	60,186	7	-	-	-	Racing Post	55,759	55,744	15	-	-	-
<b>National Morning Group</b>												
1,664,233	1,609,564	52,609	-	-	2,060	The Daily Mirror / Daily Record	1,504,466	1,501,949	542	-	-	1,975
Analysis of UK & Rol Average Net Circulation for: December 2008						Newspaper Title	Analysis of UK & Rol Average Net Circulation for: December 2009					
UK & Rol Average Circulation	Newstrade, Single Copies & Paid Postal Subscriptions.		Pre-Paid Non Postal Subscription Circulation	Corporate Subscription Sales	Multiple Copy Circulation		UK & Rol Average Circulation	Newstrade, Single Copies & Paid Postal Subscriptions.		Pre-Paid Non Postal Subscription Circulation	Corporate Subscription Sales	Multiple Copy Circulation
	Full Rate	Lesser Rate						Full Rate	Lesser Rate			
<b>National Sunday Popular</b>												
335,204	326,194	9,010	-	-	-	Daily Star Sunday	347,025	346,073	952	-	-	-
2,931,657	2,867,899	63,758	-	-	-	News of the World	2,751,036	2,734,419	16,483	134	-	-
439,788	439,028	-	-	-	760	Sunday Mail	386,821	386,034	-	-	-	787
1,170,634	1,138,540	32,094	-	-	-	Sunday Mirror	1,091,133	1,085,787	5,346	-	-	-
575,194	575,013	181	-	-	-	The People	517,588	513,063	4,525	-	-	-
<b>5,452,477</b>	<b>5,346,674</b>	<b>105,043</b>	-	-	<b>760</b>	<i>Total of average Sunday net circulation</i>	<b>5,093,603</b>	<b>5,065,376</b>	<b>27,306</b>	<b>134</b>	-	<b>787</b>
<b>National Sunday Mid Market</b>												
604,758	421,377	183,381	-	-	-	Sunday Express	559,794	336,973	222,821	-	-	-
365,191	365,186	5	-	-	-	Sunday Post	334,358	334,353	5	-	-	-
1,903,444	1,814,026	11,519	-	-	77,899	The Mail on Sunday	1,901,304	1,741,359	43,515	624	-	115,806
<b>2,873,393</b>	<b>2,600,589</b>	<b>194,905</b>	-	-	<b>77,899</b>	<i>Total of average Sunday net circulation</i>	<b>2,795,456</b>	<b>2,412,685</b>	<b>266,341</b>	<b>624</b>	-	<b>115,806</b>
<b>National Sunday Quality</b>												
133,939	90,505	8,764	761	-	33,909	Independent on Sunday	117,711	72,114	265	2,843	-	42,489
383,089	347,991	6,391	559	-	28,148	The Observer	319,666	291,534	5,506	22,626	-	-
58,033	51,724	1,896	2,670	-	1,743	Scotland on Sunday	54,940	47,411	1,813	3,141	-	2,575
42,365	40,035	119	2,211	-	-	Sunday Herald	40,616	36,815	61	3,740	-	-
549,263	176,958	566	321,665	-	50,074	The Sunday Telegraph	496,494	158,950	333	325,171	-	12,040
1,107,071	906,138	66,555	116,720	-	17,658	The Sunday Times	1,068,903	925,674	73	128,819	-	14,337
<b>2,273,760</b>	<b>1,613,351</b>	<b>84,291</b>	<b>444,586</b>	-	<b>131,532</b>	<i>Total of average Sunday net circulation</i>	<b>2,098,330</b>	<b>1,532,498</b>	<b>8,051</b>	<b>486,340</b>	-	<b>71,441</b>
<b>10,599,630</b>	<b>9,560,614</b>	<b>384,239</b>	<b>444,586</b>	-	<b>210,191</b>	<i>Overall total of average Sunday net circ</i>	<b>9,987,389</b>	<b>9,010,559</b>	<b>301,698</b>	<b>487,098</b>	-	<b>188,034</b>

# UK National Newspapers

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

### July 2009 to December 2009

29th June 2009 to 3rd January 2010

Analysis of UK & Rol Average Net Circulation for: July 2008 to December 2008						Analysis of UK & Rol Average Net Circulation for: July 2009 to December 2009						
UK & Rol Average Circulation	Newstrade, Single Copies & Paid Postal Subscriptions.		Pre-Paid Non Postal Subscription Circulation	Corporate Subscription Sales	Multiple Copy Circulation	Newspaper Title	UK & Rol Average Circulation	Newstrade, Single Copies & Paid Postal Subscriptions.		Pre-Paid Non Postal Subscription Circulation	Corporate Subscription Sales	Multiple Copy Circulation
	Full Rate	Lesser Rate						Full Rate	Lesser Rate			
<b>National Morning Popular</b>												
1,365,729	1,311,143	54,586	-	-	-	Daily Mirror	1,242,624	1,241,251	1,373	-	-	-
364,286	362,207	-	-	-	2,079	Daily Record	325,402	323,371	23	-	-	2,008
702,770	486,591	216,179	-	-	-	Daily Star	829,716	569,478	260,238	-	-	-
2,965,517	1,622,940	1,342,577	-	-	-	The Sun	2,969,586	1,629,286	1,340,269	31	-	-
<b>5,398,302</b>	<b>3,782,881</b>	<b>1,613,342</b>	-	-	<b>2,079</b>	<i>Total of average daily net circulation</i>	<b>5,367,328</b>	<b>3,763,386</b>	<b>1,601,903</b>	<b>31</b>	-	<b>2,008</b>
<b>National Morning Mid Market</b>												
700,063	557,160	142,903	-	-	-	Daily Express	670,446	383,921	286,525	-	-	-
2,079,483	1,881,851	90,613	-	-	107,019	Daily Mail	2,041,878	1,773,609	137,809	356	-	130,104
<b>2,779,546</b>	<b>2,439,011</b>	<b>233,516</b>	-	-	<b>107,019</b>	<i>Total of average daily net circulation</i>	<b>2,712,324</b>	<b>2,157,530</b>	<b>424,334</b>	<b>356</b>	-	<b>130,104</b>
<b>National Morning Quality</b>												
773,337	372,123	824	325,249	-	75,141	The Daily Telegraph	729,411	327,315	962	329,818	-	71,316
136,617	83,519	3,523	9,333	4,075	36,167	Financial Times	115,988	66,727	3,512	11,437	3,007	31,305
62,288	59,801	530	1,957	-	-	The Herald	56,674	52,463	352	3,859	-	-
305,884	282,355	8,828	-	-	14,701	The Guardian	276,596	233,027	10,415	31,295	-	1,859
166,337	125,474	2,021	698	-	38,144	The Independent	142,240	95,833	2,797	3,540	-	40,070
50,200	43,964	187	2,526	-	3,523	The Scotsman	46,960	39,467	155	3,317	-	4,021
589,187	419,414	9,802	106,508	-	53,463	The Times	538,294	368,378	3,706	123,325	-	42,885
<b>2,083,850</b>	<b>1,386,650</b>	<b>25,715</b>	<b>446,271</b>	<b>4,075</b>	<b>221,139</b>	<i>Total of average daily net circulation</i>	<b>1,906,163</b>	<b>1,183,210</b>	<b>21,899</b>	<b>506,591</b>	<b>3,007</b>	<b>191,456</b>
<b>10,261,698</b>	<b>7,608,542</b>	<b>1,872,573</b>	<b>446,271</b>	<b>4,075</b>	<b>330,237</b>	<i>Overall total of average daily net circula</i>	<b>9,985,815</b>	<b>7,104,126</b>	<b>2,048,136</b>	<b>506,978</b>	<b>3,007</b>	<b>323,568</b>
<b>National Morning Sporting</b>												
62,069	61,971	1	-	-	97	Racing Post	58,290	58,265	6	-	-	19
<b>National Morning Group</b>												
1,730,015	1,673,350	54,586	-	-	2,079	The Daily Mirror / Daily Record	1,568,026	1,564,622	1,396	-	-	2,008
Analysis of UK & Rol Average Net Circulation for: July 2008 to December 2008						Analysis of UK & Rol Average Net Circulation for: July 2009 to December 2009						
UK & Rol Average Circulation	Newstrade, Single Copies & Paid Postal Subscriptions.		Pre-Paid Non Postal Subscription Circulation	Corporate Subscription Sales	Multiple Copy Circulation	Newspaper Title	UK & Rol Average Circulation	Newstrade, Single Copies & Paid Postal Subscriptions.		Pre-Paid Non Postal Subscription Circulation	Corporate Subscription Sales	Multiple Copy Circulation
	Full Rate	Lesser Rate						Full Rate	Lesser Rate			
<b>National Sunday Popular</b>												
352,439	349,965	2,474	-	-	-	Daily Star Sunday	366,136	365,760	376	-	-	-
3,056,009	3,018,286	37,723	-	-	-	News of the World	2,961,548	2,689,382	272,062	104	-	-
453,442	452,682	-	-	-	760	Sunday Mail	399,619	398,861	-	-	-	758
1,232,753	1,182,138	50,615	-	-	-	Sunday Mirror	1,158,347	1,155,295	3,052	-	-	-
591,924	591,895	29	-	-	-	The People	538,058	535,186	2,872	-	-	-
<b>5,686,567</b>	<b>5,594,966</b>	<b>90,841</b>	-	-	<b>760</b>	<i>Total of average Sunday net circulation</i>	<b>5,423,708</b>	<b>5,144,484</b>	<b>278,362</b>	<b>104</b>	-	<b>758</b>
<b>National Sunday Mid Market</b>												
614,759	550,496	64,263	-	-	-	Sunday Express	581,836	331,007	250,829	-	-	-
376,097	376,093	4	-	-	-	Sunday Post	343,130	343,054	76	-	-	-
2,035,298	1,919,321	11,584	-	-	104,393	The Mail on Sunday	1,912,402	1,734,944	60,501	350	-	116,607
<b>3,026,154</b>	<b>2,845,910</b>	<b>75,851</b>	-	-	<b>104,393</b>	<i>Total of average Sunday net circulation</i>	<b>2,837,368</b>	<b>2,409,005</b>	<b>311,406</b>	<b>350</b>	-	<b>116,607</b>
<b>National Sunday Quality</b>												
141,764	101,870	2,584	703	-	36,607	Independent on Sunday	117,086	75,683	385	2,531	-	38,487
396,664	363,773	4,063	497	-	28,331	The Observer	340,730	307,824	8,253	22,122	-	2,531
63,535	54,022	5,199	2,431	-	1,883	Scotland on Sunday	59,086	49,632	3,612	3,361	-	2,481
44,033	36,005	6,154	1,874	-	-	Sunday Herald	42,446	10,701	28,033	3,712	-	-
577,381	194,423	552	320,517	-	61,889	The Sunday Telegraph	548,453	168,798	712	325,056	-	53,887
1,129,444	930,852	68,577	108,431	-	21,584	The Sunday Times	1,120,877	975,801	95	127,752	-	17,229
<b>2,352,821</b>	<b>1,680,945</b>	<b>87,129</b>	<b>434,453</b>	-	<b>150,294</b>	<i>Total of average Sunday net circulation</i>	<b>2,228,678</b>	<b>1,588,439</b>	<b>41,090</b>	<b>484,534</b>	-	<b>114,615</b>
<b>11,065,542</b>	<b>10,121,821</b>	<b>253,821</b>	<b>434,453</b>	-	<b>255,447</b>	<i>Overall total of average Sunday net circ</i>	<b>10,489,754</b>	<b>9,141,928</b>	<b>630,858</b>	<b>484,988</b>	-	<b>231,980</b>

# UK National Newspapers

## Excluded Issues and Issues not Published

### December 2009

30th November 2009 to 3rd January 2010

Newspaper Title	Number of available days for publishing in Dec 09	Number of actual issues included in ABC figures for Dec 09	Issues not published on available days during Dec 09	Issues excluded owing to a National Bank Holiday Dec 09	Issues Excluded by way of an Official ABC Exclusion Note or covered by the industry agreed Christmas and New Year trading period*. Dec 09
<b>National Morning Popular</b>					
Daily Mirror	30	22	25-Dec	28-Dec, 1-Jan	24-Dec [XN], 26-Dec [XN], 29-Dec [XN], 30-Dec [XN], 31-Dec [XN]
Daily Record	30	23	25-Dec	28-Dec, 1-Jan	24-Dec [XN], 26-Dec [XN], 29-Dec [XN], 30-Dec [XN]
Daily Star	30	21	25-Dec	28-Dec, 1-Jan	24-Dec [XN], 26-Dec [XN], 29-Dec [XN], 30-Dec [XN], 31-Dec [XN], 2-Jan [XN]
The Sun	30	22	25-Dec	28-Dec, 1-Jan	24-Dec [XN], 26-Dec [XN], 29-Dec [XN], 30-Dec [XN], 31-Dec [XN]
<b>National Morning Mid Market</b>					
Daily Express	30	25	25-Dec	28-Dec, 1-Jan	26-Dec [XN], 29-Dec [XN]
Daily Mail	30	22	25-Dec	28-Dec, 1-Jan	24-Dec [XN], 26-Dec [XN], 29-Dec [XN], 30-Dec [XN], 31-Dec [XN]
<b>National Morning Quality</b>					
The Daily Telegraph	30	22	25-Dec	28-Dec, 1-Jan	24-Dec [XN], 26-Dec [XN], 29-Dec [XN], 30-Dec [XN], 31-Dec [XN]
Financial Times	30	22	25-Dec, 26-Dec, 1-Jan	28-Dec	24-Dec [XN], 29-Dec [XN], 30-Dec [XN], 31-Dec [XN]
The Herald	30	22	25-Dec, 1-Jan	28-Dec	24-Dec [XN], 26-Dec [XN], 29-Dec [XN], 30-Dec [XN], 2-Jan [XN]
The Guardian	30	22	25-Dec, 26-Dec	28-Dec, 1-Jan	24-Dec [XN], 29-Dec [XN], 30-Dec [XN], 31-Dec [XN]
The Independent	30	24	25-Dec	28-Dec, 01-Jan	29-Dec [XN], 30-Dec [XN], 31-Dec [XN]
The Scotsman	30	24	25-Dec	28-Dec, 1-Jan	26-Dec [XN], 29-Dec [XN], 30-Dec [XN]
The Times	30	23	25-Dec	28-Dec, 1-Jan	26-Dec [XN], 29-Dec [XN], 30-Dec [XN], 31-Dec [XN]
<b>National Morning Sporting</b>					
Racing Post	30	25	25-Dec	None	23-Dec [DD], 29-Dec [XN], 30-Dec [XN], 31-Dec [XN]

Newspaper Title	Number of available days for publishing in Dec 09	Number of actual issues included in ABC figures for Dec 09	Issues not published on available days during Dec 09	Issues excluded owing to a National Bank Holiday Dec 09	Issues Excluded by way of an Official ABC Exclusion Note or covered by the industry agreed Christmas and New Year trading period*. Dec 09
<b>National Sunday Popular</b>					
Daily Star Sunday	5	4	None	None	3-Jan [XN]
News of the World	5	3	None	None	27-Dec [XN], 3-Jan [XN]
Sunday Mail	5	3	None	None	27-Dec [XN], 3-Jan [XN]
Sunday Mirror	5	3	None	None	27-Dec [XN], 3-Jan [XN]
The People	5	3	None	None	27-Dec [XN], 3-Jan [XN]
<b>National Sunday Mid Market</b>					
Sunday Express	5	5	None	None	None
Sunday Post	5	4	None	None	27-Dec [XN]
The Mail on Sunday	5	3	None	None	27-Dec [XN], 3-Jan [XN]
<b>National Sunday Quality</b>					
Independent on Sunday	5	4	None	None	3-Jan [XN]
The Observer	5	3	None	None	27-Dec [XN], 3-Jan [XN]
Scotland on Sunday	5	3	None	None	27-Dec [XN], 3-Jan [XN]
Sunday Herald	5	3	None	None	27-Dec [XN], 3-Jan [XN]
The Sunday Telegraph	5	4	None	None	27-Dec [XN]
The Sunday Times	5	3	None	None	27-Dec [XN], 3-Jan [XN]

# UK National Newspapers

## Analysis of Pre-Paid Non-Postal Subscription Sales

### December 2009

30th November 2009 to 3rd January 2010

	Publications involved in the scheme	Issues involved in the scheme	Duration of the scheme	Cost of the scheme
<b>National Morning Popular</b>				
Daily Mirror	None	None	None	None
Daily Record	None	None	None	None
Daily Star	None	None	None	None
The Sun	The Sun/The News of the World	Saturday/Sunday/Monday	38/42 weeks	£2.17 per week
<b>National Morning Mid-Market</b>				
Daily Express	None	None	None	None
Daily Mail	Daily Mail / The Mail on Sunday	Monday - Sunday	26 Weeks	£3.08, £3.41, £3.39, £3.60, £4.32 per week
	Daily Mail	Monday - Friday	26 Weeks	£1.85 per week
	Daily Mail/The Mail on Sunday	Saturday - Sunday	26 Weeks	£1.69 per week
	Daily Mail/The Mail on Sunday	Monday - Sunday	13 Weeks	£2.30, £3.46, £3.85, £4.61 per week
	Daily Mail	Monday - Friday	13 Weeks	£2.00 per week
	Daily Mail/The Mail on Sunday	Saturday - Sunday	13 Weeks	£1.76 per week
<b>National Morning Quality</b>				
The Daily Telegraph	The Daily Telegraph / The Sunday Telegraph	Monday to Sunday	52 weeks	£1.50, £2.00, £2.50, £2.65, £3.00, £3.35, £3.50, £4.25, £4.30, £4.45, £5.00, £5.35 per week
	The Daily Telegraph / The Sunday Telegraph	Monday to Sunday	26/52 weeks	£3.20, £3.75, £4.00, £4.20, £4.60, £4.70, £4.90, £5.30, £5.60, £5.90 per week
Financial Times	Financial Times	Saturday	13/52	£1.80, £2.00 per week
	Financial Times	Monday to Saturday	4 weeks	£0.25 per week
	Financial Times	Monday to Saturday	13 weeks	£2.50 per week
	Financial Times	Monday to Saturday	13/48/52 weeks	£3.00, £5.00, £6.00, £7.00 per week
	Financial Times	Monday to Saturday	12/13/48/52 weeks	£4.00 per week
The Herald	The Herald / Sunday Herald	Monday to Sunday	52 weeks	£4.70, £5.30 per week
The Guardian	The Guardian	Monday to Saturday	Quarterly	£67.28
	The Guardian / The Observer	Monday to Sunday	Quarterly	£77.17
	The Guardian / The Observer	Saturday & Sunday	Quarterly	£40.56
The Independent	The Independent / Independent on Sunday	Saturday to Sunday	24/52 weeks	£2.80 per week
	The Independent	Monday to Saturday	24/52 weeks	£2.50 per week
	The Independent / Independent on Sunday	Monday to Sunday	24/52 weeks	£5.00 per week
	The Independent	Monday-Saturday	4 weeks	£1.00 per week
The Scotsman	The Scotsman/Scotland on Sunday	Monday to Sunday	13 weeks	£2.00, £2.30, £2.40, £2.50, £4.69 per week
	The Scotsman/Scotland on Sunday	Saturday and Sunday	13 weeks	£1.00, £1.40, £1.50 per week
				£1.50, £2.00, £2.50, £2.75, £3.00, £3.25, £3.50, £3.75, £4.00, £4.50, £5.00, £5.50, £6.00, £6.50 per week
The Times	The Times / The Sunday Times	Monday to Sunday	12/24/48 weeks	
<b>National Morning Sporting</b>				
Racing Post	None	None	None	None
<b>National Sunday Popular</b>				
Daily Star Sunday	None	None	None	None
News of the World	The Sun/The News of the World	Saturday/Sunday/Monday	38/42 weeks	£2.17 per week
Sunday Mail	None	None	None	None
Sunday Mirror	None	None	None	None
The People	None	None	None	None
<b>National Sunday Mid-Market</b>				
Sunday Express	None	None	None	None
Sunday Post	None	None	None	None
The Mail on Sunday	Daily Mail / The Mail on Sunday	Monday - Sunday	26 Weeks	£3.08, £3.41, £3.39, £3.60, £4.32 per week
	Daily Mail / The Mail on Sunday	Monday - Sunday	13 Weeks	£2.30, £3.46, £3.85, £4.61 per week
	Daily Mail / The Mail on Sunday	Saturday - Sunday	13 Weeks	£1.76 per week
	Daily Mail / The Mail on Sunday	Saturday - Sunday	26 Weeks	£1.69 per week
<b>National Sunday Quality</b>				
Independent on Sunday	The Independent / Independent on Sunday	Saturday to Sunday	24/52 weeks	£2.80 per week
	The Independent / Independent on Sunday	Monday to Sunday	24/52 weeks	£5.00 per week
The Observer	The Observer	Sunday	52 weeks	£55.00 per week
	The Observer / The Guardian	Monday to Sunday	Quarterly	£77.17 per week
	The Observer / The Guardian	Saturday & Sunday	Quarterly	£40.56 per week
Scotland on Sunday	The Scotsman/Scotland on Sunday	Monday to Sunday	13 weeks	£2.00, £2.30, £2.40, £2.50, £4.69 per week
	The Scotsman/Scotland on Sunday	Saturday and Sunday	13 weeks	£1.00, £1.40, £1.50 per week
Sunday Herald	The Herald / Sunday Herald	Monday to Sunday	52 weeks	£4.70, £5.30 per week
The Sunday Telegraph	The Daily Telegraph / The Sunday Telegraph	Monday to Sunday	52 weeks	£1.50, £2.00, £2.50, £2.65, £3.00, £3.35, £3.50, £4.25, £4.30, £4.45, £5.00, £5.35 per week
	The Daily Telegraph / The Sunday Telegraph	Monday to Sunday	26/52 weeks	£3.20, £3.75, £4.00, £4.20, £4.60, £4.70, £4.90, £5.30, £5.60, £5.90 per week
				£1.50, £2.00, £2.50, £2.75, £3.00, £3.25, £3.50, £3.75, £4.00, £4.50, £5.00, £5.50, £6.00, £6.50 per week
The Sunday Times	The Times / The Sunday Times	Monday to Sunday	12/24/48 weeks	
	The Sunday Times	Sunday	12/24/48 weeks	£1.60, £1.80 per week

# UK National Newspapers

## Circulation Comparison by Month

### December 2009

30th November 2009 to 3rd January 2010

Newspaper Title	Average Net Circulation Per Effective Publishing Day and Percentage Change Against Prior Periods.				
	Current month Dec 09	Last Month Nov 09	mth/mth +/- %	Last Year Dec 08	Yr/Yr +/- %
<b>National Morning Popular</b>					
Daily Mirror	1,225,502	1,260,019	-2.74	1,346,916	-9.01
Daily Record	314,753	323,051	-2.57	349,235	-9.87
Daily Star	784,958	823,476	-4.68	725,671	8.17
The Sun	2,862,935	2,958,502	-3.23	2,899,310	-1.25
<i>Total of average daily net circulation</i>	<b>5,188,148</b>	<b>5,365,048</b>	<b>-3.30</b>	<b>5,321,132</b>	<b>-2.50</b>
<b>National Morning Mid Market</b>					
Daily Express	677,750	685,195	-1.09	728,296	-6.94
Daily Mail	2,113,134	2,148,571	-1.65	2,109,517	0.17
<i>Total of average daily net circulation</i>	<b>2,790,884</b>	<b>2,833,766</b>	<b>-1.51</b>	<b>2,837,813</b>	<b>-1.65</b>
<b>National Morning Quality</b>					
The Daily Telegraph	703,249	744,151	-5.50	775,990	-9.37
Financial Times	400,827	401,072	-0.06	428,518	-6.46
The Herald	55,811	56,746	-1.65	60,605	-7.91
The Guardian	300,540	305,240	-1.54	343,010	-12.38
The Independent	186,940	186,557	0.21	200,242	-6.64
The Scotsman	44,972	46,300	-2.87	47,898	-6.11
The Times	521,535	563,262	-7.41	600,962	-13.22
<i>Total of average daily net circulation</i>	<b>2,213,874</b>	<b>2,303,328</b>	<b>-3.88</b>	<b>2,457,225</b>	<b>-9.90</b>
<i>Overall total of average daily net circulation</i>	<b>10,192,906</b>	<b>10,502,142</b>	<b>-2.94</b>	<b>10,616,170</b>	<b>-3.99</b>
<b>National Morning Sporting</b>					
Racing Post	56,245	57,456	-2.11	60,629	-7.23
<b>National Morning Group</b>					
The Daily Mirror / Daily Record	1,540,255	1,583,070	-2.70	1,696,151	-9.19
<b>National Sunday Popular</b>					
Daily Star Sunday	353,249	354,386	-0.32	342,019	3.28
News of the World	2,791,773	2,923,355	-4.50	2,987,730	-6.56
Sunday Mail	386,920	392,174	-1.34	440,088	-12.08
Sunday Mirror	1,113,310	1,148,244	-3.04	1,195,711	-6.89
The People	532,680	533,782	-0.21	592,306	-10.07
<i>Total of average Sunday net circulation</i>	<b>5,177,932</b>	<b>5,351,941</b>	<b>-3.25</b>	<b>5,557,854</b>	<b>-6.84</b>
<b>National Sunday Mid Market</b>					
Sunday Express	590,596	594,517	-0.66	638,556	-7.51
Sunday Post	334,737	340,285	-1.63	365,591	-8.44
The Mail on Sunday	2,000,473	2,071,526	-3.43	2,003,609	-0.16
<i>Total of average Sunday net circulation</i>	<b>2,925,806</b>	<b>3,006,328</b>	<b>-2.68</b>	<b>3,007,756</b>	<b>-2.72</b>
<b>National Sunday Quality</b>					
Independent on Sunday	155,460	156,517	-0.68	163,545	-4.94
The Observer	351,019	372,669	-5.81	420,323	-16.49
Scotland on Sunday	54,949	58,595	-6.22	58,063	-5.36
Sunday Herald	40,619	43,173	-5.92	42,369	-4.13
The Sunday Telegraph	525,088	577,201	-9.03	575,229	-8.72
The Sunday Times	1,113,195	1,171,457	-4.97	1,155,589	-3.67
<i>Total of average Sunday net circulation</i>	<b>2,240,330</b>	<b>2,379,612</b>	<b>-5.85</b>	<b>2,415,118</b>	<b>-7.24</b>
<i>Overall total of average Sunday net circulation</i>	<b>10,344,068</b>	<b>10,737,881</b>	<b>-3.67</b>	<b>10,980,728</b>	<b>-5.80</b>

# UK National Newspapers

## Basic Cover Prices & Subscription Rates

### December 2009

30th November 2009 to 3rd January 2010

Newspaper Title	Country	Basic Cover Prices at the end of the current ABC Month.						Paid Postal Subscription Prices Annualised (BAR's)
		Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
<b>National Morning Popular</b>								
Daily Mirror	United Kingdom	£0.45	£0.45	£0.45	£0.45	£0.45	£0.65	£387.00
	Republic of Ireland	€1.00	€1.00	€1.00	€1.00	€1.00	€1.00	£577.00
Daily Record	United Kingdom	£0.40	£0.40	£0.40	£0.40	£0.40	£0.65	-
	Republic of Ireland	€1.20	€1.20	€1.20	€1.20	€1.20	€1.20	-
Daily Star	United Kingdom	£0.25	£0.25	£0.25	£0.25	£0.25	£0.40	-
	Republic of Ireland	€1.40	€1.40	€1.40	€1.40	€1.40	€1.40	-
The Sun	United Kingdom	£0.30	£0.30	£0.30	£0.30	£0.30	£0.60	£122.20 to £385.00
	Republic of Ireland	€1.00	€1.00	€1.00	€1.00	€1.00	€1.00	£435.00
<b>National Morning Mid-Market</b>								
Daily Express	United Kingdom	£0.40	£0.40	£0.40	£0.40	£0.40	£0.70	-
	Republic of Ireland	€0.75	€0.75	€0.75	€0.75	€0.75	€1.00	-
Daily Mail	United Kingdom	£0.50	£0.50	£0.50	£0.50	£0.50	£0.80	£234.00 to £318.24
	Republic of Ireland	€1.00	€1.00	€1.00	€1.00	€1.00	€1.00	£374.40 to £486.72
<b>National Morning Quality</b>								
The Daily Telegraph	United Kingdom	£1.00	£1.00	£1.00	£1.00	£1.00	£1.80	-
	Republic of Ireland	€1.20	€1.20	€1.20	€1.20	€1.20	€1.80	-
Financial Times	United Kingdom	£2.00	£2.00	£2.00	£2.00	£2.00	£2.50	£416.00
	Republic of Ireland	€2.50	€2.50	€2.50	€2.50	€2.50	€2.80	£430.00
The Herald	United Kingdom	£0.80	£0.80	£0.80	£0.80	£0.80	£1.30	£145.60 to £728.00
	Republic of Ireland	-	-	-	-	-	-	-
The Guardian	United Kingdom	£1.00	£1.00	£1.00	£1.00	£1.00	£1.90	£156.00 to £624.00
	Republic of Ireland	€1.00	€1.00	€1.00	€1.00	€1.00	€1.80	£227.00 to £908.00
The Independent	United Kingdom	£1.00	£1.00	£1.00	£1.00	£1.00	£1.60	£363.48
	Republic of Ireland	€1.00	€1.00	€1.00	€1.00	€1.00	€1.80	£363.48 to £465.40
The Scotsman	United Kingdom	£0.75	£0.75	£0.75	£0.75	£0.75	£1.00	£699.40
	Republic of Ireland	-	-	-	-	-	-	£699.40
The Times	United Kingdom	£0.90	£0.90	£0.90	£0.90	£0.90	£1.50	£286.00 to £550.00
	Republic of Ireland	€0.95	€0.95	€0.95	€0.95	€0.95	€1.40	£828.00
<b>National Morning Sporting</b>								
Racing Post	United Kingdom	£1.70	£1.70	£1.70	£1.70	£1.70	£1.90	£649.00
	Republic of Ireland	€2.50	€2.50	€2.50	€2.50	€2.50	€2.60	£731.00

Newspaper Title	Country	Basic Cover Prices at the end of the current ABC Month.						Paid Postal Subscription Prices Annualised (BAR's)
		Sunday						
<b>National Sunday Popular</b>								
Daily Star Sunday	United Kingdom							-
	Republic of Ireland							-
News of the World	United Kingdom							£49.40 to £121.00
	Republic of Ireland							£152.00
Sunday Mail	United Kingdom							-
	Republic of Ireland							-
Sunday Mirror	United Kingdom							£89.00 to £107.00
	Republic of Ireland							£125.00 to £132.00
The People	United Kingdom							£107.00
	Republic of Ireland							£132.00
<b>National Sunday Mid-Market</b>								
Sunday Express	United Kingdom							-
	Republic of Ireland							-
Sunday Post	United Kingdom							£71.29
	Republic of Ireland							£127.40
The Mail on Sunday	United Kingdom							£65.52 to £132.60
	Republic of Ireland							£88.92 to £154.44
<b>National Sunday Quality</b>								
Independent on Sunday	United Kingdom							£363.48
	Republic of Ireland							£363.48 to £465.40
The Observer	United Kingdom							£156.00
	Republic of Ireland							£211.00
Scotland on Sunday	United Kingdom							£171.60
	Republic of Ireland							£171.60
Sunday Herald	United Kingdom							£208.00
	Republic of Ireland							-
The Sunday Telegraph	United Kingdom							-
	Republic of Ireland							-
The Sunday Times	United Kingdom							£104.00 to £385.00
	Republic of Ireland							£424.00

# UK National Newspapers - Newspaper Editions

December 2009 - 30th November 2009 to 3rd January 2010

Newspaper Title	Overall Total Average Net Circulation	England, Wales & N. Ireland Total Average Net Circulation	England, Wales & N. Ireland Full Rate Circulation	England, Wales & N. Ireland Lesser Rate Circulation	England, Wales & N. Ireland Pre-Paid Non-Postal Subscriptions	England, Wales & N. Ireland Corporate Subscription Sales	England, Wales & N. Ireland 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	RoI Total Average Net Circulation	RoI Full Rate Circulation	RoI Lesser Rate Circulation	RoI Pre-Paid Non-Postal Subscription Sales	RoI Corporate Subscription Sales	RoI Multiple Copy Sales	Other Countries Total Average Net Circulation
<b>National Morning Popular</b>																				
Daily Mirror	1,225,502	1,104,603	1,104,061	542	-	-	-	25,350	25,350	-	-	-	-	59,857	59,857	-	-	-	-	35,692
Main Edition	1,074,743	1,049,393	1,048,851	542	-	-	-	25,350	25,350	-	-	-	-	-	-	-	-	-	-	-
Republic of Ireland Edition	59,857	-	-	-	-	-	-	-	-	-	-	-	-	59,857	59,857	-	-	-	-	-
Northern Ireland Edition	55,210	55,210	55,210	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Overseas Edition	35,692	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	35,692
Daily Record	314,753	12,852	12,852	-	-	-	-	300,892	298,917	-	-	-	1,975	912	912	-	-	-	-	97
Main Edition	314,753	12,852	12,852	-	-	-	-	300,892	298,917	-	-	-	1,975	912	912	-	-	-	-	97
Daily Star	784,959	608,218	258,202	350,016	-	-	-	81,457	81,457	-	-	-	-	85,717	84,903	814	-	-	-	9,567
Main Edition	692,748	601,724	251,708	350,016	-	-	-	81,457	81,457	-	-	-	-	-	-	-	-	-	-	9,567
Republic of Ireland Edition	92,211	6,494	6,494	-	-	-	-	-	-	-	-	-	-	85,717	84,903	814	-	-	-	-
The Sun	2,862,935	2,404,017	1,225,726	1,178,249	42	-	-	340,237	340,189	48	-	-	-	84,974	84,974	-	-	-	-	33,707
Main Edition	2,437,724	2,404,017	1,225,726	1,178,249	42	-	-	-	-	-	-	-	-	-	-	-	-	-	-	33,707
Scottish Edition	340,237	-	-	-	-	-	-	340,237	340,189	48	-	-	-	-	-	-	-	-	-	-
Irish Edition	84,974	-	-	-	-	-	-	-	-	-	-	-	-	84,974	84,974	-	-	-	-	-
<b>National Morning Mid-Market</b>																				
Daily Express	677,750	578,039	386,044	191,995	-	-	-	67,285	-	67,285	-	-	-	3,090	3,090	-	-	-	-	29,336
All Editions	677,750	578,039	386,044	191,995	-	-	-	67,285	-	67,285	-	-	-	3,090	3,090	-	-	-	-	29,336
Daily Mail	2,113,134	1,866,345	1,705,303	35,505	613	-	124,924	113,771	26,452	84,432	11	-	2,876	48,048	47,709	-	-	-	339	84,970
Main Edition	1,979,176	1,865,405	1,704,363	35,505	613	-	124,924	113,771	26,452	84,432	11	-	2,876	-	-	-	-	-	-	-
Overseas Edition	84,970	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	84,970
Irish Edition	48,988	940	940	-	-	-	-	-	-	-	-	-	-	48,048	47,709	-	-	-	339	-
<b>National Morning Quality</b>																				
The Daily Telegraph	703,249	638,906	297,053	674	321,223	-	19,956	21,397	11,363	-	8,785	-	1,249	2,827	2,827	-	-	-	-	40,119
All Editions	703,249	638,906	297,053	674	321,223	-	19,956	21,397	11,363	-	8,785	-	1,249	2,827	2,827	-	-	-	-	40,119
Financial Times	400,828	109,288	58,695	3,934	11,660	2,926	32,073	4,463	3,322	318	654	-	169	3,801	3,463	94	-	-	244	283,276
US Edition	130,523	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	130,523
UK and Eire Edition	117,606	109,272	58,679	3,934	11,660	2,926	32,073	4,463	3,322	318	654	-	169	3,801	3,463	94	-	-	244	70
Europe Edition	115,247	16	16	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	115,231
Asia Edition	37,452	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	37,452
The Herald	55,811	190	190	-	-	-	-	55,619	51,183	357	4,079	-	-	-	-	-	-	-	-	2
All Editions	55,811	190	190	-	-	-	-	55,619	51,183	357	4,079	-	-	-	-	-	-	-	-	2
The Guardian	300,540	249,615	212,374	6,410	30,831	-	-	14,160	11,978	460	1,722	-	-	3,962	3,834	128	-	-	-	32,803
Main Edition	268,220	249,615	212,374	6,410	30,831	-	-	14,160	11,978	460	1,722	-	-	3,962	3,834	128	-	-	-	483
European Edition	32,320	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	32,320
The Independent	186,940	135,589	87,585	2,589	4,179	-	-	41,236	7,524	4,749	40	138	-	2,597	1,200	1,200	-	-	-	42,627
All Editions	186,940	135,589	87,585	2,589	4,179	-	-	41,236	7,524	4,749	40	138	-	2,597	1,200	1,200	-	-	-	42,627
The Scotsman	44,972	1,028	986	-	-	-	-	42	43,941	36,875	51	3,192	-	3,823	-	-	-	-	-	3
All Editions	44,972	1,028	986	-	-	-	-	42	43,941	36,875	51	3,192	-	3,823	-	-	-	-	-	3
The Times	521,535	474,794	341,403	3,538	116,616	-	-	13,237	23,956	21,038	10	2,908	-	2,530	2,530	-	-	-	-	20,255
Main Edition	498,750	474,794	341,403	3,538	116,616	-	-	13,237	23,956	21,038	10	2,908	-	-	-	-	-	-	-	-
Overseas Edition	20,255	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	20,255
Irish Edition	2,530	-	-	-	-	-	-	-	-	-	-	-	-	2,530	2,530	-	-	-	-	-
<b>National Morning Sporting</b>																				
Racing Post	56,245	45,481	45,466	15	-	-	-	3,213	3,213	-	-	-	-	7,065	7,065	-	-	-	-	486
Main Edition	49,180	45,481	45,466	15	-	-	-	3,213	3,213	-	-	-	-	-	-	-	-	-	-	486
Republic of Ireland Edition	7,065	-	-	-	-	-	-	-	-	-	-	-	-	7,065	7,065	-	-	-	-	-

# UK National Newspapers - Newspaper Editions

December 2009 - 30th November 2009 to 3rd January 2010

Newspaper Title	Overall Total Average Net Circulation	England, Wales & N.Ireland Total Average Net Circulation	England, Wales & N.Ireland Full Rate Circulation	England, Wales & N.Ireland Lesser Rate Circulation	England, Wales & N.Ireland Pre-Paid Non-Postal Subscriptions	England, Wales & N.Ireland Corporate Subscription Sales	England, Wales & N.Ireland 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	RoI Total Average Net Circulation	RoI Full Rate Circulation	RoI Lesser Rate Circulation	RoI Pre-Paid Non-Postal Subscription Sales	RoI Corporate Subscription Sales	RoI Multiple Copy Sales	Other Countries Total Average Net Circulation
<b>National Sunday Popular</b>																				
Daily Star Sunday	353,250	271,822	270,870	952	-	-	-	27,665	27,665	-	-	-	-	47,539	47,539	-	-	-	-	6,224
Main Edition	300,949	267,060	266,108	952	-	-	-	27,665	27,665	-	-	-	-	-	-	-	-	-	-	6,224
Republic of Ireland Edition	52,301	4,762	4,762	-	-	-	-	-	-	-	-	-	-	47,539	47,539	-	-	-	-	-
News of the World	2,791,773	2,362,606	2,355,717	6,755	134	-	-	267,871	258,143	9,728	-	-	-	120,559	120,559	-	-	-	-	40,737
Main Edition	2,671,214	2,362,606	2,355,717	6,755	134	-	-	267,871	258,143	9,728	-	-	-	-	-	-	-	-	-	40,737
Irish Edition	120,559	-	-	-	-	-	-	-	-	-	-	-	-	120,559	120,559	-	-	-	-	-
Sunday Mail	386,920	14,186	14,186	-	-	-	-	370,558	369,771	-	-	-	787	2,077	2,077	-	-	-	-	99
Main Edition	386,920	14,186	14,186	-	-	-	-	370,558	369,771	-	-	-	787	2,077	2,077	-	-	-	-	99
Sunday Mirror	1,113,310	1,030,714	1,025,369	5,345	-	-	-	21,898	21,897	1	-	-	-	38,521	38,521	-	-	-	-	22,177
Main Edition	1,016,328	994,430	989,086	5,344	-	-	-	21,898	21,897	1	-	-	-	-	-	-	-	-	-	-
Republic of Ireland Edition	38,521	-	-	-	-	-	-	-	-	-	-	-	-	38,521	38,521	-	-	-	-	-
Northern Ireland Edition	36,284	36,284	36,283	1	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Overseas Edition	22,177	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	22,177
The People	532,680	482,543	478,018	4,525	-	-	-	13,905	13,905	-	-	-	-	21,140	21,140	-	-	-	-	15,092
Main Edition	483,154	469,249	464,724	4,525	-	-	-	13,905	13,905	-	-	-	-	-	-	-	-	-	-	-
Republic of Ireland Edition	21,140	-	-	-	-	-	-	-	-	-	-	-	-	21,140	21,140	-	-	-	-	-
Overseas Edition	15,092	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	15,092
Northern Ireland Edition	13,294	13,294	13,294	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
<b>National Sunday Mid-Market</b>																				
Sunday Express	590,596	517,527	309,844	207,683	-	-	-	38,102	22,964	15,138	-	-	-	4,165	4,165	-	-	-	-	30,802
All Editions	590,596	517,527	309,844	207,683	-	-	-	38,102	22,964	15,138	-	-	-	4,165	4,165	-	-	-	-	30,802
Sunday Post	334,737	101,865	101,865	-	-	-	-	231,695	231,690	5	-	-	-	798	798	-	-	-	-	379
All Editions	334,737	101,865	101,865	-	-	-	-	231,695	231,690	5	-	-	-	798	798	-	-	-	-	379
The Mail on Sunday	2,000,473	1,687,176	1,532,511	41,458	612	-	112,595	100,907	96,015	2,057	12	-	2,823	113,221	112,833	-	-	-	388	99,169
Main Edition	1,779,491	1,678,584	1,532,511	32,866	612	-	112,595	100,907	96,015	2,057	12	-	2,823	-	-	-	-	-	-	-
Irish Edition	121,813	8,592	-	8,592	-	-	-	-	-	-	-	-	-	113,221	112,833	-	-	-	388	-
Overseas Edition	99,169	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	99,169
<b>National Sunday Quality</b>																				
Independent on Sunday	155,460	109,926	66,971	262	2,805	-	39,888	6,187	3,545	3	38	-	2,601	1,598	1,598	-	-	-	-	37,749
All Editions	155,460	109,926	66,971	262	2,805	-	39,888	6,187	3,545	3	38	-	2,601	1,598	1,598	-	-	-	-	37,749
The Observer	351,018	292,117	265,643	5,179	21,295	-	-	18,800	17,168	301	1,331	-	-	8,749	8,723	26	-	-	-	31,352
Main Edition	321,271	292,117	265,643	5,179	21,295	-	-	18,800	17,168	301	1,331	-	-	8,749	8,723	26	-	-	-	1,605
European Edition	29,747	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	29,747
Scotland on Sunday	54,949	2,683	2,683	-	-	-	-	52,257	44,728	1,813	3,141	-	2,575	-	-	-	-	-	-	9
All Editions	54,949	2,683	2,683	-	-	-	-	52,257	44,728	1,813	3,141	-	2,575	-	-	-	-	-	-	9
Sunday Herald	40,619	153	153	-	-	-	-	40,463	36,662	61	3,740	-	-	-	-	-	-	-	-	3
All Editions	40,619	153	153	-	-	-	-	40,463	36,662	61	3,740	-	-	-	-	-	-	-	-	3
The Sunday Telegraph	525,088	475,011	147,255	333	316,512	-	10,911	19,016	9,228	-	8,659	-	1,129	2,467	2,467	-	-	-	-	28,594
All Editions	525,088	475,011	147,255	333	316,512	-	10,911	19,016	9,228	-	8,659	-	1,129	2,467	2,467	-	-	-	-	28,594
The Sunday Times	1,113,195	898,756	758,664	73	125,682	-	14,337	63,531	60,394	-	3,137	-	-	106,616	106,616	-	-	-	-	44,292
Main Edition	962,287	898,756	758,664	73	125,682	-	14,337	63,531	60,394	-	3,137	-	-	-	-	-	-	-	-	-
Irish Edition	106,616	-	-	-	-	-	-	-	-	-	-	-	-	106,616	106,616	-	-	-	-	-
Overseas Edition	44,292	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	44,292

# UK National Newspapers

## Multiple Copy Sales Analysis by Audience Type

### December 2009

30th November 2009 to 3rd January 2010

Newspaper Title	United Kingdom & Republic of Ireland Multiple Copy Sales Analysis - Average Net Circulation Per Effective Publishing Day									
	Total	Airlines	Hotels	Trains	Other Publications Insert	Voucher Redemption	Sports Event	Leisure Centres	Food / Beverage Outlets	Others
<b>National Morning Popular</b>										
Daily Mirror	-	-	-	-	-	-	-	-	-	-
Daily Record	1,975	1,965	-	-	-	-	-	-	-	10
Daily Star	-	-	-	-	-	-	-	-	-	-
The Sun	-	-	-	-	-	-	-	-	-	-
<i>Total of average daily multiple copy sales</i>	<b>1,975</b>	<b>1,965</b>	-	-	-	-	-	-	-	<b>10</b>
<b>National Morning Mid Market</b>										
Daily Express	-	-	-	-	-	-	-	-	-	-
Daily Mail	128,139	109,749	1,857	598	-	-	-	11,593	-	4,342
<i>Total of average daily multiple copy sales</i>	<b>128,139</b>	<b>109,749</b>	<b>1,857</b>	<b>598</b>	-	-	-	<b>11,593</b>	-	<b>4,342</b>
<b>National Morning Quality</b>										
The Daily Telegraph	21,205	9,762	10,480	963	-	-	-	-	-	-
Financial Times	32,486	19,245	4,981	2,902	-	-	-	828	25	4,505
The Herald	-	-	-	-	-	-	-	-	-	-
The Guardian	-	-	-	-	-	-	-	-	-	-
The Independent	43,833	4,457	32,521	3,809	-	-	-	1,175	823	1,048
The Scotsman	3,864	1,146	1,665	883	-	-	-	-	-	170
The Times	13,237	11,330	-	1,907	-	-	-	-	-	-
<i>Total of average daily multiple copy sales</i>	<b>114,625</b>	<b>45,940</b>	<b>49,647</b>	<b>10,464</b>	-	-	-	<b>2,003</b>	<b>848</b>	<b>5,723</b>
<i>Overall total of average multiple copy sales</i>	<b>244,739</b>	<b>157,654</b>	<b>51,504</b>	<b>11,062</b>	-	-	-	<b>13,596</b>	<b>848</b>	<b>10,075</b>
<b>National Morning Sporting</b>										
Racing Post	-	-	-	-	-	-	-	-	-	-
<b>National Morning Group</b>										
The Daily Mirror / Daily Record	1,975	1,965	-	-	-	-	-	-	-	10
<b>National Sunday Popular</b>										
Daily Star Sunday	-	-	-	-	-	-	-	-	-	-
News of the World	-	-	-	-	-	-	-	-	-	-
Sunday Mail	787	777	-	-	-	-	-	-	-	10
Sunday Mirror	-	-	-	-	-	-	-	-	-	-
The People	-	-	-	-	-	-	-	-	-	-
<i>Total of average Sunday multiple copy sales</i>	<b>787</b>	<b>777</b>	-	-	-	-	-	-	-	<b>10</b>
<b>National Sunday Mid Market</b>										
Sunday Express	-	-	-	-	-	-	-	-	-	-
Sunday Post	-	-	-	-	-	-	-	-	-	-
The Mail on Sunday	115,807	100,764	2,039	527	-	-	-	9,790	-	2,687
<i>Total of average Sunday multiple copy sales</i>	<b>115,807</b>	<b>100,764</b>	<b>2,039</b>	<b>527</b>	-	-	-	<b>9,790</b>	-	<b>2,687</b>
<b>National Sunday Quality</b>										
Independent on Sunday	42,489	8,517	28,482	2,857	-	-	-	1,175	798	660
The Observer	-	-	-	-	-	-	-	-	-	-
Scotland on Sunday	2,575	1,436	929	100	-	-	-	-	-	110
Sunday Herald	-	-	-	-	-	-	-	-	-	-
The Sunday Telegraph	12,041	1,317	9,866	858	-	-	-	-	-	-
The Sunday Times	14,337	10,025	2,560	1,752	-	-	-	-	-	-
<i>Total of average Sunday multiple copy sales</i>	<b>71,442</b>	<b>21,295</b>	<b>41,837</b>	<b>5,567</b>	-	-	-	<b>1,175</b>	<b>798</b>	<b>770</b>
<i>Overall total of average Sunday multiple copy sales</i>	<b>188,036</b>	<b>122,836</b>	<b>43,876</b>	<b>6,094</b>	-	-	-	<b>10,965</b>	<b>798</b>	<b>3,467</b>

# UK National Newspapers

## Annual Average Net Circulation Per Issue

### January 2009 to December 2009

29th December 2008 to 3rd January 2010

Newspaper Title	Average Net Circulation Per Effective Publishing Day and Percentage Change Against Prior Year.		
	Current Year January 2009 to December 2009	Last January 2008 to December 2008	Yr/Yr +/- %
<b>National Morning Popular</b>			
Daily Mirror	1,314,384	1,451,428	-9.44
Daily Record	343,804	383,310	-10.31
Daily Star	835,940	726,615	15.05
The Sun	3,029,663	3,096,412	-2.16
<i>Total of average daily net circulation</i>	<b>5,523,792</b>	<b>5,657,765</b>	<b>-2.37</b>
<b>National Morning Mid Market</b>			
Daily Express	716,116	739,307	-3.14
Daily Mail	2,169,171	2,245,963	-3.42
<i>Total of average daily net circulation</i>	<b>2,885,287</b>	<b>2,985,270</b>	<b>-3.35</b>
<b>National Morning Quality</b>			
The Daily Telegraph	785,623	846,029	-7.14
Financial Times	411,217	439,874	-6.51
The Guardian	327,071	351,030	-6.83
The Herald	57,921	64,227	-9.82
The Independent	196,178	229,114	-14.38
The Scotsman	47,813	51,579	-7.30
The Times	581,751	619,753	-6.13
<i>Total of average daily net circulation</i>	<b>2,407,573</b>	<b>2,601,606</b>	<b>-7.46</b>
<i>Overall total of average daily net circulation</i>	<b>10,816,652</b>	<b>11,244,641</b>	<b>-3.81</b>
<b>National Morning Sporting</b>			
Racing Post	61,231	66,151	-7.44
<b>National Morning Group</b>			
The Daily Mirror / Daily Record	1,658,188	1,834,738	-9.62

Newspaper Title	Average Net Circulation Per Effective Publishing Day and Percentage Change Against Prior Periods.		
	Current Year January 2009 to December 2009	Last January 2008 to December 2008	Yr/Yr +/- %
<b>National Sunday Popular</b>			
Daily Star Sunday	373,233	369,252	1.08
News of the World	3,016,915	3,184,310	-5.26
Sunday Mail	422,718	473,672	-10.76
Sunday Mirror	1,216,158	1,313,403	-7.40
The People	574,101	636,206	-9.76
<i>Total of average Sunday net circulation</i>	<b>5,603,125</b>	<b>5,976,844</b>	<b>-6.25</b>
<b>National Sunday Mid Market</b>			
Sunday Express	628,305	667,539	-5.88
Sunday Post	353,686	391,928	-9.76
The Mail on Sunday	2,056,003	2,203,173	-6.68
<i>Total of average Sunday net circulation</i>	<b>3,037,994</b>	<b>3,262,640</b>	<b>-6.89</b>
<b>National Sunday Quality</b>			
Independent on Sunday	163,459	198,863	-17.80
The Observer	397,446	443,905	-10.47
Scotland on Sunday	60,802	66,351	-8.36
Sunday Herald	41,446	46,142	-10.18
The Sunday Telegraph	588,892	620,414	-5.08
The Sunday Times	1,195,825	1,193,190	0.22
<i>Total of average Sunday net circulation</i>	<b>2,447,870</b>	<b>2,568,865</b>	<b>-4.71</b>
<i>Overall total of average Sunday net circulation</i>	<b>11,088,989</b>	<b>11,808,348</b>	<b>-6.09</b>

# UK National Newspapers

## Supplementary certified information covering the periods:

30 November 2009 to 20 December 2009

21 December 2009 to 03 January 2010

Newspaper Title	Average	Average	Yr/Yr %	Average	Average	Yr/Yr %
	24-Nov-2008 to 21-Dec-2008	30-Nov-2009 to 20-Dec-2009	2009 against 2008	22-Dec-2008 to 28-Dec-2008	21-Dec-2009 to 03-Jan-2010	2009 against 2008
<b>National Morning Popular</b>						
The Mirror	1,344,855	1,224,744	-8.9%	1,355,541	1,197,627	-11.6%
Daily Record	349,613	315,798	-9.7%	343,595	307,524	-10.5%
Daily Star	730,384	793,667	8.7%	640,645	687,286	7.3%
Sun	2,913,579	2,879,232	-1.2%	2,756,661	2,670,520	-3.1%
<i>Total of average daily net sale</i>	<b>5,338,431</b>	<b>5,213,441</b>	<b>-2.3%</b>	<b>5,096,442</b>	<b>4,862,957</b>	<b>-4.6%</b>
<b>National Morning Mid Market</b>						
Daily Express	726,751	673,733	-7.3%	745,028	677,653	-9.0%
Daily Mail	2,073,906	2,104,900	1.5%	1,595,655	1,937,876	21.4%
<i>Total of average daily net sale</i>	<b>2,800,657</b>	<b>2,778,633</b>	<b>-0.8%</b>	<b>2,340,683</b>	<b>2,615,529</b>	<b>11.7%</b>
<b>National Morning Quality</b>						
Daily Telegraph	729,730	701,225	-3.9%	736,137	815,452	10.8%
Financial Times	423,038	403,199	-4.7%	411,688	373,780	-9.2%
Guardian	341,370	296,418	-13.2%	350,011	296,843	-15.2%
The Herald	60,906	56,298	-7.6%	58,438	52,009	-11.0%
Independent	200,260	185,512	-7.4%	200,142	203,120	1.5%
The Scotsman	48,034	45,170	-6.0%	46,474	43,234	-7.0%
Times	602,664	521,523	-13.5%	588,548	509,839	-13.4%
<i>Total of average daily net sale</i>	<b>2,406,002</b>	<b>2,209,345</b>	<b>-8.2%</b>	<b>2,391,438</b>	<b>2,294,277</b>	<b>-4.1%</b>
<i>Overall total of average daily net sale</i>	<b>10,545,090</b>	<b>10,201,419</b>	<b>-3.3%</b>	<b>9,828,563</b>	<b>9,772,763</b>	<b>-0.6%</b>
<b>National Morning Sporting</b>						
Racing Post	58,472	53,996	-7.7%	70,982	59,158	-16.7%
<b>National Morning Group</b>						
The Mirror/Daily Record	1,694,468	1,540,542	-9.1%	1,699,136	1,505,151	-11.4%
<b>National Sunday Popular</b>						
Daily Star Sunday	340,457	346,727	1.8%	348,270	355,522	2.1%
News of the World	2,987,729	2,791,773	-6.6%	2,687,906	2,611,082	-2.9%
Sunday Mail	440,087	386,920	-12.1%	440,509	365,619	-17.0%
Sunday Mirror	1,195,712	1,113,311	-6.9%	1,152,871	1,102,095	-4.4%
The People	592,305	532,680	-10.1%	565,834	505,491	-10.7%
<i>Total of average Sunday net sale</i>	<b>5,556,290</b>	<b>5,171,411</b>	<b>-6.9%</b>	<b>5,195,390</b>	<b>4,939,809</b>	<b>-4.9%</b>
<b>National Sunday Mid Market</b>						
Sunday Express	637,851	580,909	-8.9%	641,375	605,126	-5.7%
Sunday Post	366,051	335,325	-8.4%	363,751	329,939	-9.3%
Mail on Sunday	2,014,698	2,000,474	-0.7%	1,880,260	1,834,957	-2.4%
<i>Total of average Sunday net sale</i>	<b>3,018,600</b>	<b>2,916,708</b>	<b>-3.4%</b>	<b>2,885,386</b>	<b>2,770,022</b>	<b>-4.0%</b>
<b>National Sunday Quality</b>						
Independent on Sunday	163,544	153,545	-6.1%	156,518	157,923	0.9%
The Observer	420,322	351,018	-16.5%	385,639	318,805	-17.3%
Scotland on Sunday	58,062	54,949	-5.4%	52,501	46,047	-12.3%
Sunday Herald	42,369	40,620	-4.1%	39,516	36,368	-8.0%
The Sunday Telegraph	575,229	525,669	-8.6%	572,763	519,671	-9.3%
The Sunday Times	1,155,589	1,113,194	-3.7%	1,038,844	1,049,780	1.1%
<i>Total of average Sunday net sale</i>	<b>2,415,115</b>	<b>2,238,995</b>	<b>-7.3%</b>	<b>2,245,781</b>	<b>2,128,594</b>	<b>-5.2%</b>
<i>Overall total of average Sunday net sale</i>	<b>10,990,005</b>	<b>10,327,114</b>	<b>-6.0%</b>	<b>10,326,557</b>	<b>9,838,425</b>	<b>-4.7%</b>