



June 2010

Industry agreed measurement

ISLAND OF IRELAND REPORT

Published by

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The Island of Ireland Report - Jun 2010

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Notes

- 1 The circulation figures may include copies sold or distributed in the Republic of Ireland/Northern Ireland, the rest of United Kingdom and other countries.
- 2 Some publications have chosen to report a geographic breakdown of their circulation. These are indicated by 'Geo'. The geographic breakdown is included as part of the certificate, available on the website www.abc.org.uk or www.abcireland.ie
- 3 B2B magazines either report to ABC annually to December, or annually to June each year. This publication contains two separate reports, one for each reporting schedule.
- 4 More details on circulation figures can be accessed on our website www.abc.org.uk or www.abcireland.ie
- 5 Titles appear in Section 1 where they are in membership of ABC. If the title has either not reported data for this period, or is not yet due to report data, no figure will show.
- 6 Where a title is listed as Certificate Pending this advises that data has been received by ABC, but the certification process is not yet complete.
- 7 Where a title is listed as Not Reported this advises that data has not yet been received by ABC, from the publisher.

Total Average Net Circulation or Daily Unique Browsers by Title

Newspaper Paid - Republic of Ireland		
Anglo Celt Ltd	The Anglo Celt	12,419
Champion Publications Ltd	Sligo Champion	9,944
Clare Champion Ltd	Clare Champion	-
Clare College News Ltd	The Clare People	-
Connacht Tribune Ltd	Connacht Sentinel	5,311
Connacht Tribune Ltd	Connacht Tribune	22,136
The Herald Printing & Publishing Ltd	The Tuam Herald	9,064
Independent Newspapers Ireland	The Argus	9,785
Independent Newspapers Ireland	Bray People	4,247
Independent Newspapers Ireland	Carlow People	4,014
Independent Newspapers Ireland	The Corkman	7,196
Independent Newspapers Ireland	Drogheda Independent	7,587
Independent Newspapers Ireland	Drogheda Independent Group	21,211
Independent Newspapers Ireland	Dublin - Evening Herald	67,657
Independent Newspapers Ireland	Dublin - Irish Independent - Morning	144,896
Independent Newspapers Ireland	Enniscorthy Guardian	6,888
Independent Newspapers Ireland	Fingal Independent	3,839
Independent Newspapers Ireland	The Kerryman	20,600
Independent Newspapers Ireland	New Ross Standard	5,877
Independent Newspapers Ireland	People Newspaper Group	43,199
Independent Newspapers Ireland	Sunday Independent	265,455
Independent Newspapers Ireland	Weekend Herald	40,933
Independent Newspapers Ireland	Wexford People	11,497
Independent Newspapers Ireland	Wicklow People	10,676
Irish Examiner Publications (Cork) Ltd	Cork - Evening Echo	22,288
Irish Examiner Publications (Cork) Ltd	Irish Examiner - Morning	46,687
Irish Times Ltd	Dublin - Irish Times - Morning	105,742
Johnston Press Ireland	Dundalk Democrat	5,849
Johnston Press Ireland	Kilkenny People	13,342
Johnston Press Ireland	Leinster & Offaly Express	12,838
Johnston Press Ireland	Leinster Leader	8,488
Johnston Press Ireland	Leitrim Observer	7,608
Johnston Press Ireland	Limerick Leader (Weekend)	17,600
Johnston Press Ireland	Longford Leader	8,375
Johnston Press Ireland	Nationalist & Munster Advertiser	11,227
Johnston Press Ireland	Tipperary Star	7,759
Johnston Publishing (NI)	Donegal Democrat (Thurs)	10,408
Johnston Publishing (NI)	Donegal Democrat (Tues)	7,632
Johnston Publishing (NI)	Donegal on Sunday	3,791
Meath Chronicle Limited	Meath Chronicle	12,009
The Munster Express Ltd	Munster Express	6,742
Nationalist & Leinster Times Ltd	The Nationalist	14,375
Nenagh Guardian Ltd	Nenagh Guardian	7,418
The North-West of Ireland Printing & Publishing Co Ltd	Donegal News - Friday Edition	11,480
The North-West of Ireland Printing & Publishing Co Ltd	Donegal News - Monday Edition	3,987
The North-West of Ireland Printing & Publishing Co Ltd	Donegal News Group	15,467
Post Publications Ltd	Sunday Business Post	49,637
River Newspapers South Donegal Ltd	Donegal Post	Certificate Pending
River Newspapers South Donegal Ltd	Inish Times	5,236
Roscommon Herald Ltd	Roscommon Herald	7,907
Sligo Weekender Ltd	Sligo Weekender	-
Sunday Newspapers Ltd	Sunday World	267,130
Tallaght Publishing Ltd	The Echo	7,613
Tribune Newspapers plc	Sunday Tribune	54,400
Western People Limited	Western People	-
Westmeath Examiner Ltd	Westmeath Examiner	6,596
Newspaper Free Letterbox - Republic of Ireland		
Cork News and Media Ltd	Cork News	-
Galway Independent Newspapers LTD	Cork Independent	25,673
Galway Independent Newspapers LTD	Galway Independent	25,943
Galway Advertiser Ltd	Galway Advertiser	29,312
Galway Advertiser Ltd	Kilkenny Advertiser	8,045
Galway Advertiser Ltd	Mullingar Advertiser	5,983
Carnbeg Ltd	Limerick Post	17,442

Total Average Net Circulation or Daily Unique Browsers by Title

Regional Publication - Northern Ireland		
Banbridge Chronicle Press Ltd	Banbridge Chronicle	4,987
Belfast Media Group	Andersonstown News	-
Belfast Media Group	Andersonstown News (Monday)	-
Belfast Media Group	North Belfast News	-
Belfast Media Group	The Nuachtain Group of Newspapers	-
Belfast Media Group	South Belfast News	-
Belfast Telegraph Newspapers	Ads for Free	10,648
Belfast Telegraph Newspapers	Belfast Telegraph	67,353
Belfast Telegraph Newspapers	Community Telegraph East Belfast	38,367
Belfast Telegraph Newspapers	Community Telegraph Group	118,845
Belfast Telegraph Newspapers	Community Telegraph North Belfast	24,872
Belfast Telegraph Newspapers	Community Telegraph North Down & Ards	28,993
Belfast Telegraph Newspapers	Community Telegraph South Belfast	26,613
Belfast Telegraph Newspapers	Sunday Life	64,125
D E Alexander & Sons Ltd	County Down Spectator	-
D E Alexander & Sons Ltd	Newtownards Spectator	-
Derry News Ltd	County Derry Post	4,754
Derry News Ltd	Derry News - Monday	5,940
Derry News Ltd	Derry News - Thursday	6,193
Derry News Ltd	Derry News Group	16,887
Edward Hodgett Ltd	Newry Reporter	12,785
Irish News Ltd	Irish News - Morning	45,531
Johnston Publishing (NI)	Ballymena Times	3,589
Johnston Publishing (NI)	Banbridge & District Weekender	9,200
Johnston Publishing (NI)	Belfast News	48,504
Johnston Publishing (NI)	Coleraine Times	7,124
Johnston Publishing (NI)	Derry Journal (Fri)	18,105
Johnston Publishing (NI)	Derry Journal (Tue)	16,456
Johnston Publishing (NI)	Derry Journal Group	59,076
Johnston Publishing (NI)	Larne Times	8,929
Johnston Publishing (NI)	The Leader	3,534
Johnston Publishing (NI)	Lisburn Echo	18,846
Johnston Publishing (NI)	Londonderry Sentinel	4,410
Johnston Publishing (NI)	Lurgan Mail	7,480
Johnston Publishing (NI)	Mid Ulster Mail	8,850
Johnston Publishing (NI)	Morton Newspaper Free Group	28,046
Johnston Publishing (NI)	Morton Newspaper Paid Group	65,596
Johnston Publishing (NI)	Portadown Times	9,679
Johnston Publishing (NI)	Sunday Journal	2,684
Johnston Publishing (NI)	Tyrone Times	3,661
Johnston Publishing (NI)	Ulster - News Letter	24,346
Johnston Publishing (NI)	Ulster Star	8,340
Mourne Observer Ltd	Mourne Observer	10,802
Newtownards Chronicle Ltd	Newtownards Chronicle & County Down Observer	-
The North-West of Ireland Printing & Publishing Co Ltd	Fermanagh Herald	13,169
The North-West of Ireland Printing & Publishing Co Ltd	The North West of Ireland Printing & Publishing News Group	53,038
The North-West of Ireland Printing & Publishing Co Ltd	Strabane Chronicle	5,560
The North-West of Ireland Printing & Publishing Co Ltd	Tyrone Herald	6,531
The North-West of Ireland Printing & Publishing Co Ltd	Ulster Herald	12,311
The North-West of Ireland Printing & Publishing Co Ltd	Ulster Herald Group	24,402
TCH Democrat Media Ltd	Newry Democrat	7,821
W Y Crichton & Company Ltd	Down Recorder	10,667
William Trimble Ltd	Impartial Reporter	13,103

Total Average Net Circulation or Daily Unique Browsers by Title

Consumer Magazine - Republic of Ireland		
21st Century Media Ltd	Social & Personal	17,743
Agricultural Trust	Irish Farmers Journal	70,064
Agricultural Trust	Irish Field	13,276
All About Publishing Ltd	Prudence	-
Ashville Media Group Ltd	Maternity & Infant	-
Ashville Media Group Ltd	You & Your Money	-
Barndee Publishing	Stellar	16,570
British Sky Broadcasting Ltd	Sky Magazine Ireland	588,395
British Sky Broadcasting Ltd	Sky Sports Magazine (Republic of Ireland)	272,038
Dyflin Publications Ltd	Confetti	-
Dyflin Publications Ltd	House and Home	-
Future Plus	Sky Movies Magazine (Ireland Edition)	205,825
Galway Independent Newspapers LTD	Cork Independent	-
Gazette Group Newspapers	Lucan Gazette	40,358
Harmonia Limited	Food & Wine	-
Harmonia Limited	Ireland of the Welcomes	-
Harmonia Limited	Irish Tatler	-
Harmonia Limited	U Magazine	-
Harmonia Limited	Woman's Way	-
Image Publications Ltd	Image	-
Image Publications Ltd	Image Interiors	-
Independent Newspapers Ireland	Irelands Own	38,260
Irish Garden Publishers	The Irish Garden	14,406
Irish Wedding Diary. ie Ltd	Irish Wedding Diary	-
Mediateam Ltd	PC Live	-
Minjara Ltd	Kiss	-
Minjara Ltd	VIP Magazine	-
Moranna Ltd	Business & Finance	-
Nalac Ltd	Business Plus	-
National Lesbian & Gay Federation Ltd	GCN (Gay Community News)	-
Ni4Kids Ltd	ireland4kids	29,292
Osnovina Ltd	Hot Press	-
Penfield Enterprises Ltd	The Phoenix	-
Radio Telefis Eireann	RTE Guide	-
RSVP Publishing Ltd	RSVP	-
Trader Publishing Ltd	Auto Trader - Republic of Ireland	-
Valigan Ltd	TV Now!	-
The Waiting Room	The Waiting Room Magazine	78,239
WMB Publishing	WMB Magazine	-
Zahra Publishing Ltd	Easy Food	-
Zahra Publishing Ltd	Easy Health	-
Consumer Magazine - Northern Ireland		
Belfast Visitor and Convention Bureau Ltd	What About Belfast	Certificate Pending
Fate Magazines	Fate	-
Harrison Publications	INI Magazine	5,788
In Your Pocket Ltd	Belfast In Your Pocket	14,912
Ireland's Homes Interiors and Living Magazine	All Ireland Kitchen Guide	-
Ireland's Homes Interiors and Living Magazine	Ireland's Homes Interiors and Living Magazine	-
Ni4Kids Ltd	Ni4Kids	44,943
Penton Publications Ltd	Go Belfast	-
Penton Publications Ltd	Ireland's Wedding Journal	Not Reported
SelfBuild Ireland Ltd	Self Build, Extend & Renovate	-
Trader Publishing Ltd	Auto Trader - Northern Ireland	-
Trader Publishing Ltd	Auto Trader Ireland Group	-
Ulster Journals Ltd	Ulster Tatler	-

Total Average Net Circulation or Daily Unique Browsers by Title

Business Magazine - Republic of Ireland		
Autobiz Ltd	Autobiz	5,055
Chartered Accountants Ireland	Accountancy Ireland	25,879
Checkout Publications Limited	Checkout Ireland	Certificate Pending
Danstone Ltd	Irish Medical News	-
European Society of Cataract & Refractive Surgeons	ESCRS Eurotimes	-
Mediateam Ltd	Computerscope	-
Mediateam Ltd	Shelflife	-
Medical Publications (Ireland) Ltd	Irish Medical Times	-
Pro-Mark Business Development Ltd	Construction Ireland	Certificate Pending
Tara Publishing Co Ltd	Retail News	-
Temple Media Ltd	Construct Ireland	7,703
Think Media Ltd	Journal Of The Irish Dental Association	-
Whitespace Publishing Group	Irish Director	Certificate Pending
Whitespace Publishing Group	Marketing Age	Certificate Pending
Whitespace Publishing Group	Owner Manager	8,236
Business Magazine - Northern Ireland		
BMF Business Services	agendaNi	6,227
Buckley Publications	Business Eye	7,610
Farmweek Ltd	Farmweek	-
Greer Publications	Hospitality Review NI	4,952
Greer Publications	Specify	3,883
Greer Publications	Ulster Business	6,645
Greer Publications	Ulster Grocer	4,328
Penton Publications Ltd	Ireland's Forecourt & Convenience Retailer	4,045
Penton Publications Ltd	Licensed & Catering News	5,605
Penton Publications Ltd	Neighbourhood Retailer	4,732
ABC Bulk Distribution - Republic of Ireland		
Cambeg Ltd	Limerick Post	30,108
FortuneGreen Ltd	Metro Herald	65,762
Online - Republic of Ireland		
Daft Media Ltd	Daft Media	176,162
Eircom	Eircom	-
Independent News & Media	Independent Digital	158,521
Irish Times Ltd	IrishTimes.com	-
MyHome Ltd	MyHome.ie	-
Radio Telefis Éireann	RTE	303,850
Trader Media Group Ireland	carzone.ie	45,490
Webzone Ltd	Autotrader.ie	12,410
WeddingsOnline.ie Limited	Weddingsonline.ie	7,733
Online - Northern Ireland		
Belfast Telegraph Newspapers	Belfast Telegraph Online	-
Central Office of Information	NIDirect	5,601
Flagship Media Group Ltd	4ni.co.uk	-
Flagship Media Group Ltd	4rfv.co.uk	-
Irish Football Association	Irishfa	-
Propertynews.com Ltd	Propertynews.com	14,714
Saon Group	NIJobs.com	7,133

Republic of Ireland Paid Newspapers

Publishing Frequency	Title	Average Net Circulation Jun end 2010	Actively Purchased %	Comparison of Jun 2010 data to historic data				Analysis of Circulation						Average Net Circulation Per Issue By Audit Month - Audit Period ending Jun 2010						Supplementary Data				Geographical Circulation						
				Average Net Circulation Dec end 2009	% Change against Dec end 2009	Average Net Circulation Jun end 2009	% Change against Jun end 2009	Newstrade, Single Copy and Subscription Sales			Regular Multiple Copy / Bulk Sales	Issue Specific Multiple Copy / Bulk Sales	Special Edition Sales	Sports Edition Sales	Jan	Feb	Mar	Apr	May	Jun	Is this title a series of Editions with changed advertising together	Is this title a Group of certified titles, reporting Certificate	No. of Available Publishing Days / No of Issues Included on the Certificate	Basic Cover Price	Republic of Ireland	Northern Ireland	Other countries			
								RoI & UK Full Rate	Sales outside of the RoI & UK	RoI & UK Taster Rate																				
	Wexford People	11,497	100.0%	12,094	-4.9%	12,280	-6.4%	11,492	-	5	-	-	-	-	-	-	-	11,479	11,680	11,420	11,441	11,615	11,378			26 / 25	€2.00	11,462	2	33
	Wicklow People	10,676	100.0%	11,191	-4.6%	11,579	-7.8%	10,674	-	2	-	-	-	-	-	-	-	10,729	10,823	10,702	10,592	10,653	10,560			26 / 25	€2.00	10,664	-	12

Republic of Ireland Free Letterbox

Publishing Frequency	Title	Average Net Circulation Jun end 2010	Comparison of Jun 2010 data to historic data				Average Net Circulation Per Issue By Audit Month - Audit Period ending Jun 2010						Supplementary Data				Geographical Circulation			
			Average Net Circulation Dec end 2009	% Change against Dec end 2009	Average Net Circulation Jun end 2009	% Change against Jun end 2009	Jan	Feb	Mar	Apr	May	Jun	Is this title a series of Editions with changed advertising	Is this title a Group of certified titles, reporting together	Is this title a Group of Certified	No. of Available Publishing Days / No. of Issues included on the Certificate	Average Pageation	Average % Ad Content	Republic of Ireland	Northern Ireland
	Cork Independent	25,673	21,443	19.7%	24,414	5.2%	24,401	24,454	24,454	26,104	26,654	27,754	-	26	26	77	45	25,673	-	-
	Galway Advertiser	29,312	30,090	-2.6%	29,354	-0.1%	30,137	29,399	29,116	29,154	29,129	29,049	-	26	26	118	67	29,312	-	-
	Galway Independent	25,943	25,590	1.4%	25,409	2.1%	25,781	25,812	25,905	26,047	26,048	26,048	-	26	26	90	48	25,943	-	-
	Kilkenny Advertiser	8,045	7,997	0.6%	-	N/A	8,006	8,006	8,031	8,095	8,059	8,073	-	26	26	39	62	8,045	-	-
	Limerick Post	17,442	17,450	0.0%	16,693	4.5%	17,421	17,468	17,461	17,476	17,457	17,378	-	26	26	97	60	17,442	-	-
	Mullingar Advertiser	5,983	5,701	4.9%	-	N/A	5,838	6,025	6,016	5,959	6,015	6,023	-	26	26	40	69	5,983	-	-

Regional Publications - Northern Ireland

Average Net Circulation Per Issue By Audit Month - Audit Period ending Jun 2010						Title	Analysis of Circulation										Supplementary Data			Comparison of Jun 2010 data to historic data			
Jan	Feb	Mar	Apr	May	Jun		Average Net Circulation Jun 2010	Newstrade - Single Copy and Subscription Sales	Regular Multiple Copy / Bulk Sales	Issue Specific Multiple Copy / Bulk Sales	Special Edition Sales	Sports Edition Sales	Free Pickup Copies	Free Letterbox Delivery	Free Requested Posted Copies	Is this title a series of Editions with changed advertising	Primary Type (Paid or Free) with percentage	No. of Available Publishing Days / No. of Issues included on the Certificate	Cover Price	Average Net Circulation - Dec 2009	% Change against Dec 2009	Average Net Circulation - Jun 2009	% Change against Jun 2009
Northern Ireland																							
Daily Titles																							
70,045	69,016	66,764	65,106	67,959	65,745	Belfast Telegraph	67,353	55,301	3,035	-	-	-	9,017	-	-	82.1% Paid	156 / 149	£0.65	66,242	1.7%	68,024	-1.0%	
46,507	45,877	46,203	45,411	44,884	44,390	Irish News - Morning	45,531	45,513	-	18	-	-	-	-	-	99.9% Paid	156 / 154	£0.70	45,667	-0.3%	46,800	-2.7%	
2,723	2,837	2,739	2,593	2,618	2,614	Sunday Journal	2,684	2,684	-	-	-	-	-	-	-	100.0% Paid	26 / 25	£0.85	2,616	2.6%	2,473	8.5%	
73,298	67,536	62,277	63,703	61,378	58,069	Sunday Life	64,125	62,528	1,597	-	-	-	-	-	-	97.5% Paid	26 / 25	£1.20	60,057	6.8%	65,872	-2.7%	
25,289	24,423	24,490	24,128	24,222	23,705	Ulster - News Letter	24,346	23,861	485	-	-	-	-	-	-	98.0% Paid	156 / 148	£0.68 to £0.78	24,555	-0.9%	25,250	-3.6%	
Non-Daily Titles																							
10,313	11,221	11,371	10,821	10,414	9,552	Ads for Free	10,648	10,648	-	-	-	-	-	-	-	100.0% Paid	26 / 23	£1.40	12,007	-11.3%	11,592	-8.1%	
3,391	3,595	3,676	3,550	3,598	3,673	Ballymena Times	3,589	3,589	-	-	-	-	-	-	-	100.0% Paid	26 / 25	£1.00	3,785	-5.2%	3,803	-5.6%	
9,143	9,250	9,238	9,120	9,247	9,178	Banbridge & District Weekender	9,200	-	-	-	-	-	9,200	-	-	100.0% Free	26 / 25	-	9,694	-5.1%	9,073	1.4%	
4,968	5,067	5,080	4,979	4,947	4,881	Banbridge Chronicle	4,987	4,987	-	-	-	-	-	-	-	100.0% Paid	26 / 25	£0.95	5,342	-6.6%	5,384	-7.4%	
49,940	48,300	48,377	48,298	48,162	48,086	Belfast News	48,504	-	-	-	-	-	48,504	-	-	100.0% Free	26 / 26	-	49,418	-1.8%	46,865	3.5%	
7,034	7,217	7,203	7,042	7,096	7,130	Coleraine Times	7,124	7,124	-	-	-	-	-	-	-	100.0% Paid	26 / 24	£1.00	7,602	-6.3%	7,452	-4.4%	
31,498	39,313	39,719	39,752	39,802	39,500	Community Telegraph East Belfast	38,367	-	-	-	-	-	38,367	-	-	100.0% Free	26 / 26	-	30,609	25.3%	30,673	25.1%	
103,474	121,620	122,888	121,398	121,029	121,090	Community Telegraph Group	118,845	-	-	-	-	-	118,845	-	-	100.0% Free	Var / Var	-	101,127	17.5%	98,431	20.7%	
23,833	25,096	25,324	24,897	24,961	24,979	Community Telegraph North Belfast	24,872	-	-	-	-	-	24,872	-	-	100.0% Free	26 / 26	-	23,194	7.2%	23,620	5.3%	
27,322	29,528	29,752	28,858	28,803	29,403	Community Telegraph North Down & Ards	28,993	-	-	-	-	-	28,993	-	-	100.0% Free	26 / 26	-	26,952	7.6%	23,458	23.6%	
20,821	27,683	28,093	27,891	27,463	27,208	Community Telegraph South Belfast	26,613	-	-	-	-	-	26,613	-	-	100.0% Free	26 / 26	-	20,372	30.6%	20,680	28.7%	
4,663	4,707	4,808	4,778	4,771	4,782	County Derry Post	4,754	4,754	-	-	-	-	-	-	-	100.0% Paid	26 / 25	£1.00	5,191	-8.4%	5,248	-9.4%	
18,406	18,690	18,344	17,758	17,428	17,905	Derry Journal (Fri)	18,105	18,105	-	-	-	-	-	-	-	100.0% Paid	26 / 25	£1.00	18,525	-2.3%	19,181	-5.6%	
16,241	16,008	16,058	15,806	15,637	18,430	Derry Journal (Tue)	16,456	15,892	-	564	-	-	-	-	-	100.0% Paid	26 / 25	£1.00	16,479	-0.1%	17,031	-3.4%	
59,063	59,279	59,215	57,875	57,638	60,603	Derry Journal Group	59,076	58,512	-	564	-	-	-	-	-	100.0% Paid	Var / Var	-	60,546	-2.4%	62,449	-5.4%	
5,694	5,940	6,089	5,928	5,909	6,030	Derry News - Monday	5,940	5,940	-	-	-	-	-	-	-	100.0% Paid	26 / 23	£0.95	6,410	-7.3%	6,234	-4.7%	
6,303	6,381	6,189	6,150	5,986	6,146	Derry News - Thursday	6,193	6,193	-	-	-	-	-	-	-	100.0% Paid	26 / 24	£0.95	6,395	-3.2%	6,595	-6.1%	
16,660	17,028	17,086	16,856	16,666	16,958	Derry News Group	16,887	16,887	-	-	-	-	-	-	-	100.0% Paid	Var / Var	-	17,996	-6.2%	18,077	-6.6%	
10,688	10,779	10,872	10,697	10,692	10,662	Down Recorder	10,667	10,667	-	-	-	-	-	-	-	100.0% Paid	26 / 26	£1.00	10,857	-1.8%	10,884	-2.0%	
13,060	13,186	13,402	13,042	13,126	13,120	Fermanagh Herald	13,169	13,169	-	-	-	-	-	-	-	100.0% Paid	26 / 25	£1.00	13,204	-0.3%	13,169	0.0%	
13,182	13,294	13,341	12,945	13,194	12,671	Impartial Reporter	13,103	13,103	-	-	-	-	-	-	-	100.0% Paid	26 / 25	£1.00	13,335	-1.7%	13,577	-3.5%	
8,709	8,987	8,965	8,736	9,014	9,076	Larne Times	8,929	8,929	-	-	-	-	-	-	-	100.0% Paid	26 / 24	£1.00	8,979	-0.6%	9,213	-3.1%	
3,480	3,516	3,652	3,576	3,503	3,475	The Leader	3,534	3,534	-	-	-	-	-	-	-	100.0% Paid	26 / 25	£1.00	3,495	1.1%	3,508	0.7%	
19,240	19,452	19,398	17,237	18,809	18,488	Lisburn Echo	18,846	-	-	-	-	-	18,846	-	-	100.0% Free	26 / 25	-	18,993	-0.8%	20,193	-6.7%	
4,224	4,426	4,432	4,469	4,453	4,458	Londonderry Sentinel	4,410	4,410	-	-	-	-	-	-	-	100.0% Paid	26 / 24	£1.00	4,473	-1.4%	4,326	1.9%	
7,616	7,516	7,553	7,388	7,416	7,389	Lurgan Mail	7,480	7,480	-	-	-	-	-	-	-	100.0% Paid	26 / 24	£1.00	7,650	-2.2%	8,067	-7.3%	
8,942	9,061	9,110	8,676	8,648	8,612	Mid Ulster Mail	8,850	8,850	-	-	-	-	-	-	-	100.0% Paid	26 / 25	£1.00	9,028	-2.0%	9,273	-4.6%	
28,383	28,702	28,636	26,357	28,056	27,666	Morton Newspaper Free Group	28,046	-	-	-	-	-	28,046	-	-	100.0% Free	Var / Var	-	48,147	-41.7%	50,038	-44.0%	
64,903	66,072	66,566	65,261	65,288	65,290	Morton Newspaper Paid Group	65,596	65,596	-	-	-	-	-	-	-	100.0% Paid	Var / Var	-	66,961	-2.0%	67,620	-3.0%	
10,917	10,889	10,809	10,678	10,612	10,887	Mourne Observer	10,802	10,802	-	-	-	-	-	-	-	100.0% Paid	26 / 26	£1.00	11,067	-2.4%	11,142	-3.1%	
7,857	7,902	8,017	7,799	7,769	7,585	Newry Democrat	7,821	7,821	-	-	-	-	-	-	-	100.0% Paid	26 / 25	£1.00	8,246	-5.2%	8,075	-3.1%	
13,053	13,222	12,908	12,628	12,562	12,373	Newry Reporter	12,785	12,785	-	-	-	-	-	-	-	100.0% Paid	26 / 25	£1.00	13,253	-3.5%	13,588	-5.9%	
52,241	53,703	53,322	52,656	53,400	52,882	The North West of Ireland Printing & Publishing News Group	53,038	53,038	-	-	-	-	-	-	-	100.0% Paid	Var / Var	-	52,739	0.6%	53,250	-0.4%	
9,761	9,723	9,654	9,740	9,608	9,622	Portadown Times	9,679	9,679	-	-	-	-	-	-	-	100.0% Paid	26 / 25	£1.00	9,661	0.2%	9,808	-1.3%	
5,505	5,648	5,644	5,538	5,670	5,375	Strabane Chronicle	5,560	5,560	-	-	-	-	-	-	-	100.0% Paid	26 / 25	£0.85	5,481	1.4%	5,548	0.2%	
6,392	6,313	6,498	6,483	6,744	6,750	Tyrone Herald	6,531	6,531	-	-	-	-	-	-	-	100.0% Paid	26 / 24	£0.75	6,404	2.0%	6,523	0.1%	
3,519	3,559	3,851	3,618	3,644	3,708	Tyrone Times	3,661	3,661	-	-	-	-	-	-	-	100.0% Paid	26 / 25	£1.00	3,612	1.4%	3,435	6.6%	
12,402	12,542	12,372	12,235	12,249	12,088	Ulster Herald	12,311	12,311	-	-	-	-	-	-	-	100.0% Paid	26 / 25	£1.00	12,352	-0.3%	12,596	-2.3%	
24,299	24,503	24,514	24,256	24,663	24,213	Ulster Herald Group	24,402	24,402	-	-	-	-	-	-	-	100.0% Paid	Var / Var	-	24,237	0.7%	24,667	-1.1%	
8,227	8,472	8,470	8,466	8,308	8,147	Ulster Star	8,340	8,340	-	-	-	-	-	-	-	100.0% Paid	26 / 25	£1.00	8,676	-3.9%	8,735	-4.5%	

Consumer Magazines - Republic of Ireland

Title	Average Net Circulation Jun end 2010	Actively Purchased %	Average Net Circulation Dec end 2009	Period / Period % change +/-	Average Net Circulation Jun end 2009	Year / Year % change +/-	Breakdown of circulation for the current Audit Period								No of Issues During the Period / No of Months During the Period	Basic Cover Price at the end of the Period	Is a Geographic Analysis reported?	
							Newstrade and other single copy sales	Single Copy Subscription Sales	Multiple Copy Subscription Sales	Regular Bulk Sales	Issue Specific Bulk Sales	Society / Association / Organisation / Circulation	Controlled Free Circulation	Non-Controlled Free Circulation				Monitored Free Distribution
ireland4kids	29,292	0.0%	29,842	-1.8%	30,850	-5.1%	-	-	-	-	-	-	-	-	29,292	3 / 6	N/A	-
Irelands Own	38,260	100.0%	40,095	-4.6%	38,324	-0.2%	37,257	1,003	-	-	-	-	-	-	-	26 / 6	€1.40	-
Irish Farmers Journal	70,064	94.2%	70,011	0.1%	71,084	-1.4%	65,488	582	13	3,666	88	-	227	-	-	25 / 6	€2.40	-
Irish Field	13,276	99.4%	13,965	-4.9%	14,848	-10.6%	13,014	187	2	-	30	-	43	-	-	25 / 6	€3.20	-
Lucan Gazette	40,358	0.0%	37,825	6.7%	-	N/A	-	-	-	-	-	-	-	-	40,358	25 / 6	N/A	-
Sky Magazine Ireland	588,395	0.0%	563,076	4.5%	546,059	7.8%	-	-	-	-	-	588,395	-	-	-	6 / 6	N/A	-
Sky Movies Magazine (Ireland Edition)	205,825	0.0%	199,104	3.4%	227,275	-9.4%	-	-	-	-	-	205,825	-	-	-	4 / 6	N/A	-
Sky Sports Magazine (Republic of Ireland)	272,038	0.0%	262,830	3.5%	278,112	-2.2%	-	-	-	-	-	272,038	-	-	-	3 / 6	N/A	-
Social & Personal	17,743	78.4%	16,413	8.1%	13,889	27.7%	13,685	238	-	3,820	-	-	-	-	-	6 / 6	€3.75	-
Stellar	16,570	100.0%	8,867	86.9%	-	N/A	16,141	429	-	-	-	-	-	-	-	5 / 6	€2.00	-
The Irish Garden	14,406	81.5%	11,412	26.2%	15,509	-7.1%	6,712	5,036	-	280	2,000	-	131	129	118	5 / 6	€4.75	-
The Waiting Room Magazine	78,239	0.0%	69,220	13.0%	-	N/A	-	-	-	-	-	-	-	-	78,239	2 / 6	N/A	-

Consumer Magazines - Northern Ireland

Title	Average Net Circulation Jun end 2010	Actively Purchased %	Average Net Circulation Dec end 2009	Period / Period % change +/-	Average Net Circulation Jun end 2009	Year / Year % change +/-	Breakdown of circulation for the current Audit Period								No of Issues During the Period / No of Months During the Period	Basic Cover Price at the end of the Period	Is a Geographic Analysis reported?		
							Newstrade and other single copy sales	Single Copy Subscription Sales	Multiple Copy Subscription Sales	Regular Bulk Sales	Issue Specific Bulk Sales	Society / Association / Organisation Circulation	Controlled Free Circulation	Non-Controlled Free Circulation				Monitored Free Distribution	
Belfast In Your Pocket	14,912	0.0%	13,870	7.5%	-	N/A	-	-	-	-	-	-	-	-	14,912	3 / 6	N/A	-	
IN! Magazine	5,788	100.0%	5,668	2.1%	5,225	10.8%	5,743	45	-	-	-	-	-	-	-	5 / 6	£2.90	-	
Ireland's Wedding Journal	Not Reported																		
Ni4Kids	44,943	3.1%	43,572	3.1%	42,786	5.0%	1,435	-	-	-	-	-	-	-	43,508	6 / 6	£1.25	-	
What About Belfast	Certificate Pending																		

Business Magazines - Jun 2010 - Republic of Ireland

Title	No. of Issues during the Period	Average Net Circulation per Issue	Average NewsTrade Sales per Issue	Net Circulation for the Audit Issue	Analysis of the Audit Issue																	Is a Geographic Analysis reported?			
					NewsTrade and other Single Copy Sales - Total	Paid and Controlled Circulation - Total	Single Copies Sold on Subscription - Total	Multiple Copy Subscription Sales - Total	Society / Association / Organisation - Total	Controlled Free Circulation									Non-Controlled Free Circulation				CC - Age of Requests		
										Total	Individually Requested in Writing	Individually Requested by Internet	Individually Requested by Telephone	Company Requested in Writing	Company Requested by Internet	Company Requested by Telephone	Non - Requested by Name	Non - Requested by Job Title / Function	Total	By Name	Not by Name		1 to 12 months %	13 to 24 months %	25 to 36 months %
Accountancy Ireland	6	25,879	-	25,795	-	-	181	-	24,101	1,438	-	-	-	1,438	-	-	-	-	75	75	-	100.00%	0.00%	0.00%	-
Autobiz	10	5,055	-	5,002	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5,002	-	5,002	-	-	-	-
Checkout Ireland	Certificate Pending																								
Construct Ireland	6	7,703	965	7,695	1,020	-	148	-	124	-	-	-	-	-	-	-	-	-	6,403	6,382	21	-	-	-	-
Construction Ireland	Certificate Pending																								
Irish Director	Certificate Pending																								
Marketing Age	Certificate Pending																								
Owner Manager	5	8,236	351	7,932	351	37	-	-	7,293	-	-	-	-	-	-	-	-	-	251	251	-	-	-	-	Geo

Business Magazines - Jun 2010 - Northern Ireland

agendaNi	10	6,227	103	7,347	117	-	252	247	-	5,729	747	-	-	-	-	-	4,982	-	1,002	1,002	-	30.39%	29.99%	39.63%	-
Business Eye	4	7,610	105	7,985	105	-	422	-	-	5,906	676	-	-	7	-	-	4,329	894	1,552	559	993	32.94%	30.89%	36.16%	-
Hospitality Review NI	11	4,952	-	4,983	-	16	-	-	-	2,179	1,233	46	251	62	56	-	475	56	2,788	2,492	296	19.78%	11.35%	68.87%	-
Ireland's Forecourt & Convenience Retailer	6	4,045	-	4,216	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4,216	4,033	183	-	-	-	-
Licensed & Catering News	10	5,605	-	5,534	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5,534	2,956	2,578	-	-	-	-
Neighbourhood Retailer	11	4,732	-	5,029	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5,029	4,869	160	-	-	-	-
Specify	6	3,883	-	4,016	-	19	-	-	-	1,250	1,001	38	189	21	-	1	-	-	2,747	2,739	8	25.60%	9.28%	65.12%	-
Ulster Business	11	6,645	134	6,538	84	143	-	13	-	6,049	1,848	64	142	73	40	3	3,555	324	249	248	1	55.71%	9.17%	35.12%	-
Ulster Grocer	11	4,328	-	5,115	-	27	-	-	-	1,983	1,121	74	90	449	-	3	185	61	3,105	3,027	78	17.39%	5.99%	76.63%	-

Business Magazines - Dec 2009 - Republic of Ireland

Title	No. of Issues during the Period	Average Net Circulation per Issue	Average Newsstand Sales per Issue	Net Circulation for the Audit Issue	Analysis of the Audit Issue																	Is a Geographic Analysis reported?			
					Newstrade and other Single Copy Sales - Total	Paid and Controlled Circulation - Total	Single Copies Sold on Subscription - Total	Multiple Copy Subscription Sales - Total	Bulk Sales - Total	Society / Association / Organisation - Total	Controlled Free Circulation								Non-Controlled Free Circulation				CC - Age of Requests		
											Total	Individually Requested in Writing	Individually Requested by Internet	Individually Requested by Telephone	Company Requested in Writing	Company Requested by Internet	Company Requested by Telephone	Non - Requested by Name	Non - Requested by Job Title / Function	Total	By Name		Not by Name	1 to 12 months %	13 to 24 months %
Computerscope	12	4,069	-	3,935	-	-	142	-	446	3,347	-	3,030	-	-	-	-	317	-	-	-	-	-	-	-	
ESCRS Eurolimes	11	29,537	-	31,135	-	-	-	-	3,643	756	498	258	-	-	-	-	-	-	26,736	26,723	13	-	-	Geo	
Irish Medical News	51	7,116	-	7,325	-	-	85	-	-	-	-	-	-	-	-	-	-	-	7,240	7,189	51	-	-	-	
Irish Medical Times	50	7,199	-	7,163	-	-	201	308	-	5,538	5,538	-	-	-	-	-	-	-	1,116	1,097	19	-	-	-	
Journal Of The Irish Dental Association	6	3,184	-	3,269	-	-	-	-	-	-	-	-	-	-	-	-	-	-	3,269	3,269	-	-	-	Geo	
Retail News	10	6,498	-	6,371	-	-	-	-	-	6,055	-	-	-	-	-	-	1,547	4,508	316	-	316	-	-	-	
Shelflife	12	8,583	-	7,593	-	-	149	-	267	4,889	86	-	-	-	-	-	-	4,803	2,288	1,911	377	-	-	-	

Business Magazines - Dec 2009 - Northern Ireland

Farmweek	51	11,088	10,587	10,559	10,058	-	101	-	-	-	-	-	-	-	-	-	-	-	400	400	-	-	-	-
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ABC Bulk Distribution - Republic of Ireland

Title	Certified Distribution Figures for the Audit Period ended			Total Certified Distribution	Pd/Pd % +/-	Total Certified Distribution	Yr/Yr % +/-
	Total Certified Distribution Jun end 2010 (unless otherwise stated)	Number of Issues	Average Number of Distribution Points Per Issue	Dec end 2009		Jun end 2009	
Limerick Post	30,108	26	309	30,069	0.1%	32,315	-6.8%
Metro Herald (Jan 2010)	61,660	17	94	-	N/A	-	N/A
Metro Herald (Feb 2010)	64,371	20	88	-	N/A	-	N/A
Metro Herald (Mar 2010)	64,470	23	90	-	N/A	-	N/A
Metro Herald (Apr 2010)	65,165	19	95	-	N/A	-	N/A
Metro Herald (May 2010)	67,024	19	94	-	N/A	-	N/A
Metro Herald (Jun 2010)	65,762	24	94	-	N/A	-	N/A

ABC Bulk Distribution - Northern Ireland

None

Online Properties - Republic of Ireland

Site Name	Site URL <small>To view the full list of URL's for each of the sites listed please check their individual certificates on the ABC website</small>	Daily Unique Browsers	Monthly Unique Browsers	Daily Page Impressions	Monthly Page Impressions	Daily Visits	Monthly Visits	Period
Autotrader.ie	www.autotrader.ie	12,410	248,860	422,583	13,100,058	-	-	01-Jan-2010 to 31-Jan-2010
*Build.ie	www.build.ie	4,092	108,304	9,464	293,381	-	-	01-Oct-2009 to 31-Oct-2009
carzone.ie	www.carzone.ie	45,490	719,085	3,248,295	100,697,138	-	-	01-Jan-2010 to 31-Jan-2010
Daft Media	www.daft.ie	176,162	3,654,762	5,342,788	165,626,429	-	-	01-Mar-2010 to 31-Mar-2010
Eircom	http://home.eircom.net	118,669	1,033,294	1,256,727	37,701,807	287,927	8,637,819	01-Apr-2007 to 30-Apr-2007
Independent Digital	www.independent.ie	158,521	2,467,379	1,112,228	34,479,072	-	-	01-Jan-2010 to 31-Jan-2010
Irishtimes.com	www.irishtimes.com	149,212	2,314,196	870,865	26,125,949	-	-	01-Nov-2009 to 30-Nov-2009
MyHome.ie	www.myhome.ie	23,630	339,233	881,214	26,436,425	29,227	876,814	01-Sep-2006 to 30-Sep-2006
RTE	www.rte.ie	303,850	4,052,723	2,438,949	75,607,413	-	-	01-May-2010 to 31-May-2010
Weddingsonline.ie	www.weddingsonline.ie	7,733	147,441	171,162	5,306,029	11,832	366,797	01-Mar-2010 to 31-Mar-2010

Online Properties - Northern Ireland

4ni.co.uk	www.4ni.co.uk	20,576	527,408	50,404	1,562,520	-	-	01-Oct-2009 to 31-Oct-2009
4rfv.co.uk	www.4rfv.co.uk	4,724	129,957	11,060	342,860	-	-	01-Oct-2009 to 31-Oct-2009
Belfast Telegraph Online	www.belfasttelegraph.co.uk	51,989	1,179,595	360,094	11,162,911	-	-	01-Oct-2009 to 31-Oct-2009
Irishfa	www.irishfa.com	3,490	70,647	22,727	681,817	-	-	01-Sep-2008 to 30-Sep-2008
NIDirect	www.nidirect.gov.uk	5,601	144,329	15,334	429,346	5,858	164,029	01-Feb-2010 to 28-Feb-2010
**NIJobfinder.co.uk	www.nijobfinder.co.uk	5,020	96,096	71,675	2,221,923	-	-	01-Oct-2009 to 31-Oct-2009
NIJobs.com	www.nijobs.com	7,133	154,275	92,923	2,880,620	-	-	01-Jan-2010 to 31-Jan-2010
Propertynews.com	www.propertynews.com	14,714	274,680	715,756	22,188,430	-	-	01-Mar-2010 to 31-Mar-2010

Notes

* this is a breakout of a larger certified online property, Build, which is available on our website.

** this is a breakout of a larger certified online property, Belfast Telegraph Online, which is available on our website.