

# National Newspapers

Circulation Certificate

October 2011



Setting the standard

## The Times



### Key information

#### Certificate type

Print

#### Metric type

Circulation

#### ABC headline

417,197 average per issue

#### Period

3 October 2011 to 30 October 2011

#### No of issues

24

#### Market sector

Morning Quality

#### Editions

Main Edition

Irish Edition

Overseas Edition

Middle East / Asia Edition

#### Basic Cover Price

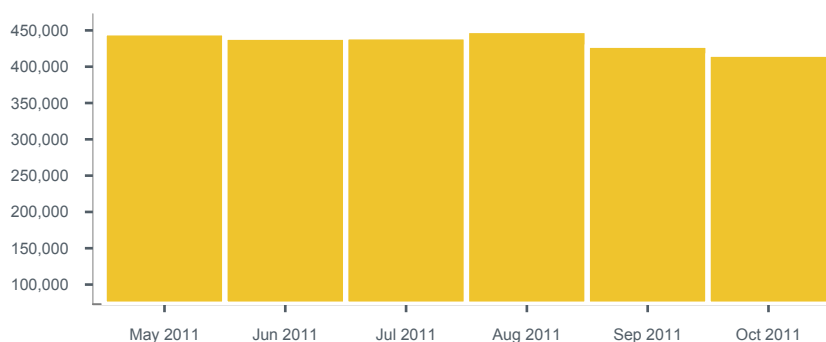
UK: Mon £1.00 Tue £1.00 Wed £1.00 Thr £1.00 Fri £1.00 Sat £1.50

ROI: Mon €0.90 Tue €0.90 Wed €0.90 Thr €0.90 Fri €0.90 Sat €1.35

#### Excluded issues

None

#### Trend data



This certificate is supported by the following organisations

# The Times

Certificate of Average Net Circulation for the 24 issues distributed between 3 October 2011 and 30 October 2011

Total Average Net Circulation Per Issue	TOTAL	United Kingdom	Republic of Ireland	Other Countries
		417,197	390,984	2,171
		England, Wales & N. Ireland	Scotland	
Total Average Net Circulation Per Issue - by region		371,942	19,042	2,171
Full Rate Circulation		263,929	16,321	2,171
Lesser Rate Circulation		2,654	2	-
Pre-Paid Non-Postal Subscription Sales		105,359	2,719	-
Corporate Subscription Sales		-	-	-
Multiple Copy Sales		-	-	-

**Basic Cover Price** - These are the prices used to determine if an issue is at full rate or a lesser rate.

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
United Kingdom	£1.00	£1.00	£1.00	£1.00	£1.00	£1.50	-
Republic of Ireland	€0.90	€0.90	€0.90	€0.90	€0.90	€1.35	-

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

None

## Paid Postal Subscription Prices

The range of prices for paid postal subscriptions (shown as annual rates) at the end of the audit period were:

United Kingdom	£104.00 to £653.00
Republic of Ireland	£138.00 to £898.00

## Pre-Paid Non-Postal Subscription Schemes

The following is a list of schemes currently being fulfilled by the Publisher.

Publications in the Scheme	Issues in the Scheme	Duration	Price
The Times / The Sunday Times	Monday to Sunday	12 / 24 / 48 weeks	£2.00 per week
The Times / The Sunday Times	Monday to Sunday	12 / 24 / 48 weeks	£2.50 per week
The Times / The Sunday Times	Monday to Sunday	12 / 24 / 48 weeks	£3.00 per week
The Times / The Sunday Times	Monday to Sunday	12 / 24 / 48 weeks	£3.50 per week
The Times / The Sunday Times	Monday to Sunday	12 / 24 / 48 weeks	£4.00 per week
The Times / The Sunday Times	Monday to Sunday	12 / 24 / 48 weeks	£4.50 per week
The Times / The Sunday Times	Monday to Sunday	12 / 24 / 48 weeks	£5.00 per week
The Times / The Sunday Times	Monday to Sunday	12 / 24 / 48 weeks	£5.50 per week
The Times / The Sunday Times	Monday to Sunday	12 / 24 / 48 weeks	£6.00 per week
The Times / The Sunday Times	Monday to Sunday	12 / 24 / 48 weeks	£6.50 per week
The Times / The Sunday Times	Saturday and Sunday	12 / 48 weeks	£3.00 per week
The Times / The Sunday Times	Saturday and Sunday	12 / 48 weeks	£3.25 per week

## Multiple Copy Sales: Analysis by Audience Type - UK/Rol only

None

# The Times

Certificate of Average Net Circulation for the 24 issues distributed between 3 October 2011 and 30 October 2011

## Geographic Editions Analysis

Edition Name	Total	Full Rate	Lesser Rate	Pre-Paid Non-Postal Subscription Sales	Corporate Subscription Sales	Multiple Copy Sales
<b>Main Edition</b>	<b>390,984</b>					
England, Wales & N.Ireland	371,942	263,929	2,654	105,359	-	-
Scotland	19,042	16,321	2	2,719	-	-
Republic of Ireland	-	-	-	-	-	-
Other Countries	-	-	-	-	-	-
<b>Irish Edition</b>	<b>2,171</b>					
England, Wales & N.Ireland	-	-	-	-	-	-
Scotland	-	-	-	-	-	-
Republic of Ireland	2,171	2,171	-	-	-	-
Other Countries	-	-	-	-	-	-
<b>Overseas Edition</b>	<b>16,579</b>					
England, Wales & N.Ireland	-	-	-	-	-	-
Scotland	-	-	-	-	-	-
Republic of Ireland	-	-	-	-	-	-
Other Countries	16,579	-	-	-	-	-
<b>Middle East / Asia Edition</b>	<b>7,462</b>					
England, Wales & N.Ireland	-	-	-	-	-	-
Scotland	-	-	-	-	-	-
Republic of Ireland	-	-	-	-	-	-
Other Countries	7,462	-	-	-	-	-

## About ABC

ABC is governed by the media industry, for the media industry and is the expert at setting data and process standards across multiple platforms. ABC provides a stamp of trust for media buyers, media owners, publishers and digital traders working in existing and emerging platforms.

The ABC Board consists of 16 media owners, media agencies, advertisers and trade body members – with 25 per cent of the Board representing the digital sector. The Board make strategic decisions as to how ABC is run and each industry sector is represented by a Reporting Standards Group.

ABC was established in the UK in 1931 and is a founder member of the International Federation of ABCs (IFABC). ABC's digital arm was established in 1996 and was united with ABC under one brand with a new identity and integrated structure in March 2011. ABC works with JICWEBS (Joint Industry Committee for Web Standards) to deliver common international standards for measuring digital reach, engagement and loyalty, as well as creating common standards for good practice throughout the industry.

For further information please visit [www.abc.org.uk](http://www.abc.org.uk) or contact us at: ABC, Saxon House, 211 High Street Berkhamsted, Hertfordshire, HP4 1AD, UK Tel: +44 (1442) 870 800 or [info@abc.org.uk](mailto:info@abc.org.uk).

## About this certificate

This certificate was issued on 11 November 2011. The data included is derived from a return of circulation prepared by the publisher: News International Ltd.

The Publisher has certified that the data has been reported in accordance with ABC reporting standards. If an audit or inspection reveals a material difference ABC will revise and re-issue the certificate together with an audit/inspection report detailing the changes. For details of audit or inspection reports issued or the reporting standards and procedures, please contact ABC.

ABC cannot accept responsibility for mistakes or omissions although every care is taken to ensure that the information is correct. This certificate is the **copyright** property of the Publisher and ABC.

This certificate expires on 31 January 2012 unless ABC has issued a new certificate before that date.