



Standard Certificate of Circulation

January to June 2010

For the 25 issues distributed between 4 January 2010 and 4 July 2010

**Regional
Publication**

Western Gazette (Series)

Circulation
99.0 % Paid

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Primary Distribution Region

Somerset

This certificate expires on 30 September 2011 unless ABC has issued a new certificate before that date.

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Certification Statement

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Western Gazette (Series)

Certificate of Average Net Circulation for the 25 issues distributed between 4 January 2010 and 4 July 2010

Analysis of Total Average Net Circulation for Daily Titles

Not Applicable

Analysis by Edition. Where there is no changed ROP advertising between editions, a circulation breakdown will not be given.

Edition	Total	Newstrade, Single Copies and Subscription Sales	Regular Bulk Sales	Issue Specific Bulk Sales	Special Edition Sales	Sports Edition Sales	Free Pickup Copies	Free Letterbox Delivery	Free Requested Delivered Copies
Total Average	30,052	29,772	-	280	-	-	-	-	-
North Dorset	3,847	3,847	-	-	-	-	-	-	-
West Dorset (14th Jan to 18th March 2010)	925	925	-	-	-	-	-	-	-
West Dorset (10th Jun to 1st July 2010)	317	317	-	-	-	-	-	-	-
Sherbourne (14th Jan to 18th Mar 2010)	1,044	1,044	-	-	-	-	-	-	-
Sherbourne/West Dorset (18th Mar to 3rd Jun 2010)	2,304	2,304	-	-	-	-	-	-	-
Sherbourne (10th Jun to 1st Jul 2010)	445	445	-	-	-	-	-	-	-
Yeovil	12,435	12,435	-	-	-	-	-	-	-
Crewkerne	3,482	3,482	-	-	-	-	-	-	-
South Somerset	5,253	4,973	-	280	-	-	-	-	-

Analysis of Total Average Circulation by Month

	Total	January	February	March	April	May	June
Total Average	30,052	31,490	30,932	30,124	29,281	28,890	29,962
Newstrade & Single Copy Sales	29,772	31,490	30,932	30,124	29,281	28,890	28,562
Multiple Copy Sales	280	-	-	-	-	-	1,400
Free Pick up Copies	-	-	-	-	-	-	-
Free Letterbox Delivery	-	-	-	-	-	-	-
Free Requested Delivered Copies	-	-	-	-	-	-	-

Analysis of Free Pickup Copies by Month

Not Applicable

Excluded Issues

Issue	Reason	Issue	Reason	Issue	Reason
07-Jan-10	ABC Granted	-	-	-	-

Analysis of Regular Multiple Copy Bulk Sales. The figures shown in this table are averages per issue.

Not Applicable

Analysis of Issue Specific Multiple Copy Bulk Sales. The figures shown in this table are averages per issue.

Category	Total		Not Less than 50% of BCP		Less than 50% of BCP	
	Quantity	%	Quantity	%	Quantity	%
Total Average	280	100.00	-	-	280	100.00
Airlines	-	-	-	-	-	-
Hotels	-	-	-	-	-	-
Trains	-	-	-	-	-	-
Other Publication Inserts	-	-	-	-	-	-
Voucher Redemption	-	-	-	-	-	-
Sports Events	-	-	-	-	-	-
Leisure Centres	-	-	-	-	-	-
Food/Beverage Outlets	-	-	-	-	-	-
Others	280	100.00	-	-	280	100.00

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Certificate of Average Net Circulation for the 25 issues distributed between 4 January 2010 and 4 July 2010

Issue Specific Multiple Copy Bulk Sales Analysis by Issue

Issue Date	Quantity Sold	As % of Avg	Edition Type	Issue Date	Quantity Sold	As % of Avg	Edition Type
03/06/2010	7,000	23.29	Normal	-	-	-	-

Analysis of Free Pickup copies by distribution point type (last non-excluded Monday to Friday issue in the Audit Period)

Not Applicable

Technical Information (Ad Content & Pagination only if Free Circulation is > 75%)

Published Day	Basic Cover Price (Last Issue)	Format	Average Ad Content %	Average Pagination
Monday	-	-	-	-
Tuesday	-	-	-	-
Wednesday	-	-	-	-
Thursday	£0.60	Newspaper - Tabloid	-	-
Friday	-	-	-	-
Saturday	-	-	-	-
Sunday	-	-	-	-

Geographical Information

Analysis of Distribution by Post Code Sector

Analysis of the total number of households distributed to by post code sector for the last issue reported in the full audit period (ignoring excluded issues)

Not Applicable

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

Somerset and Dorset

Distribution method of free pickup copies

Not Applicable

Special Editions

Not Applicable

Western Gazette (Series)

Certificate of Average Net Circulation for the 25 issues distributed between 4 January 2010 and 4 July 2010

Glossary of Terms

Total Average Net Circulation

This is sometimes referred to as the 'headline' or 'ABC' figure. It is the sum of all circulation types. Sales are broken out by circulation type in the UK, and Republic of Ireland (RoI). Sales outside of the UK and RoI are reported as overseas copies.

Newstrade, Single Copy and Subscription Sales

Newstrade sales are copies sold to individuals through the normal wholesale/retail distribution system. Also included are other single copy sales of both current and back issues. Sales are reported by price banding which highlights copies sold at basic cover price and those sold at a discount to the basic cover price. Subscription sales are copies individually mailed to persons who have contracted to purchase copies for a given period. Sales are reported by price banding which highlights copies sold at basic annual subscription rate (BAR), and those sold at a discount to the BAR.

Regular Multiple Copy / Bulk Sales

Regular Multiple Copy Bulk Sales are copies sold in bulk to a third party on a regular and contractual basis and are normally distributed free to the final recipient. For example a newspaper may be sold in bulk to a hotel for free pick up in the hotel. These copies must be sold to the third party at a minimum of 1p or 1 Euro cent per copy. Sales are further analysed by audience type, e.g hotels. The number of copies that may be claimed is capped depending upon the audience type.

Issue Specific Multiple Copy / Bulk Sales

These are copies sold on an irregular basis and are free to the final recipient. These copies must be sold by the publisher to a third party at a minimum of 10p or 15 Euro cents. Sales per issue are reported. The number of copies that may be claimed is capped depending upon the audience type.

Special Edition Sales

Special editions are stand alone publications produced to cover a special subject eg, Queen visits town. Special editions can only be sold as single copy sales at full cover price and must comprise at least 25% editorial. The issue, price and sales for each Special Edition are analysed in a specific table.

Sports Edition Sales

Sports editions are separate editions of the parent newspaper usually published on a Saturday giving results and reports of sporting events.

Free Pickup Copies

These copies are supplied in bulk to known distribution points and are either left for free pick up or handed out individually. Circulation must be regular in quantity, frequency and types of distribution point. Copies are claimed either as 'net' (copies picked up by end user) or 'capped' where a cap is placed on the numbers claimed based on potential audiences at the distribution point.

Free Letterbox Delivery

These are copies delivered individually, a single copy through a letterbox. Circulation must be regular in frequency and within a defined area. A set percentage of the circulation is back checked for each issue to prove the circulation claimed.

Free Requested Delivered Copies

These copies have been personally requested by an individual and have been delivered individually to their address by a third party.

Editions

All editions of a publication must be reported. Editions that change ROP advertising also have to report an average sale for each edition. Publications that change ROP advertising between editions are identified by having the word 'Series' added to the title's name on ABC data.

Excluded Issues

A publisher may exclude, at their option, an issue due to certain bank holidays eg, Christmas. A publisher may also exclude an issue from the analysis if the circulation is adversely affected due to either circumstances beyond the publishers control or to a public holiday.

Digital Editions (Optional)

A digital edition is a facsimile of the print editions. The number of digital editions are not included in the total circulation on page 2, but are reported separately.

Circulation Percentage paid/free

The percentage of the majority circulation type, paid or free, is reported on the front page. Paid circulation is defined as that purchased by the end user. Newstrade, single copy and subscription sales are defined as paid.