

National Newspapers

Circulation Certificate

September 2011



Setting the standard

The Times



Key information

Certificate type

Print

Metric type

Circulation

ABC headline

429,554 average per issue

Period

29 August 2011 to 2 October 2011

No of issues

29

Market sector

Morning Quality

Editions

Main Edition

Overseas Edition

Irish Edition

Basic Cover Price

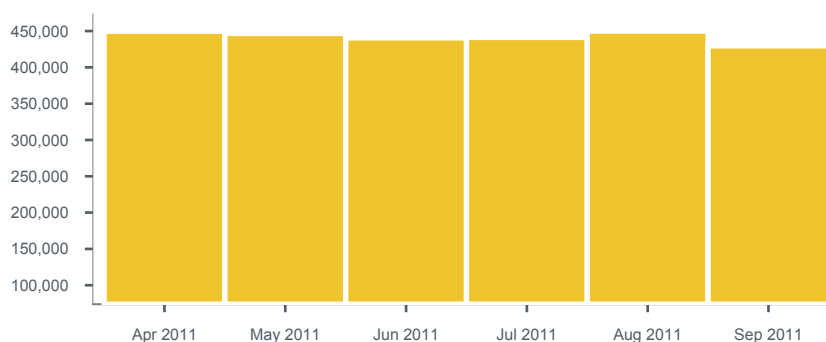
UK: Mon £1.00 Tue £1.00 Wed £1.00 Thr £1.00 Fri £1.00 Sat £1.50

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

Excluded issues

29-Aug

Trend data



This certificate is supported by the following organisations

The Times

Certificate of Average Net Circulation for the 29 issues distributed between 29 August 2011 and 2 October 2011

	TOTAL	United Kingdom	Republic of Ireland	Other Countries
Total Average Net Circulation Per Issue	429,554	394,002	2,269	33,283

	England, Wales & N. Ireland		Scotland	
Total Average Net Circulation Per Issue - by region	373,646	20,356	2,269	33,283
Full Rate Circulation	264,860	17,341	2,269	
Lesser Rate Circulation	2,101	3	-	
Pre-Paid Non-Postal Subscription Sales	106,685	3,012	-	
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

29-Aug-11 Public Holiday

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

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Geographic Editions Analysis

Edition Name	Total	Full Rate	Lesser Rate	Pre-Paid Non-Postal Subscription Sales	Corporate Subscription Sales	Multiple Copy Sales
Main Edition	394,002					
England, Wales & N.Ireland	373,646	264,860	2,101	106,685	-	-
Scotland	20,356	17,341	3	3,012	-	-
Republic of Ireland	-	-	-	-	-	-
Other Countries	-	-	-	-	-	-
Overseas Edition	33,283					
England, Wales & N.Ireland	-	-	-	-	-	-
Scotland	-	-	-	-	-	-
Republic of Ireland	-	-	-	-	-	-
Other Countries	33,283	-	-	-	-	-
Irish Edition	2,269					
England, Wales & N.Ireland	-	-	-	-	-	-
Scotland	-	-	-	-	-	-
Republic of Ireland	2,269	2,269	-	-	-	-
Other Countries	-	-	-	-	-	-

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 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.

About this certificate

This certificate was issued on 14 October 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.

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