

Regional Publications

Circulation Certificate

January to June 2012



Setting the standard

Wrexham Leader

The free Leader – biggest and still the best, serving communities across the Wrexham area

WREXHAM LEADER



Key information

Certificate type

Print

Metric type

Circulation

ABC headline

30,220 average per issue (99.10% Free)

Period

2 January 2012 to 1 July 2012

No of issues

26

Primary distribution region

Wales

Cover price

£0.65

Format

Newspaper - Broadsheet

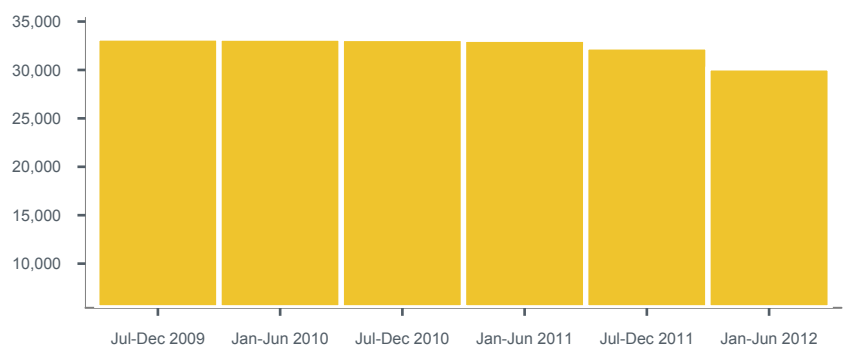
Excluded issues

None

Free pick up copy variances

None

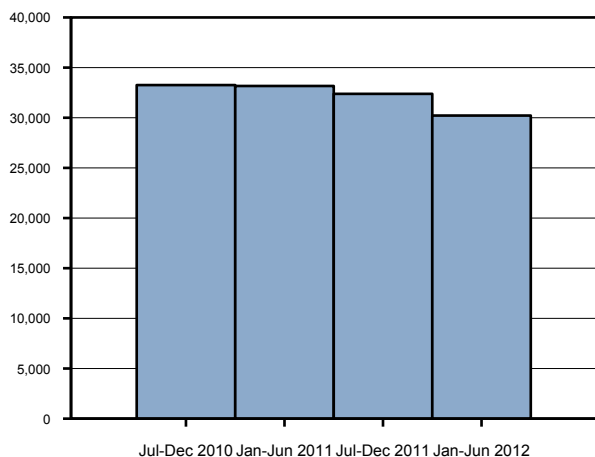
Trend data



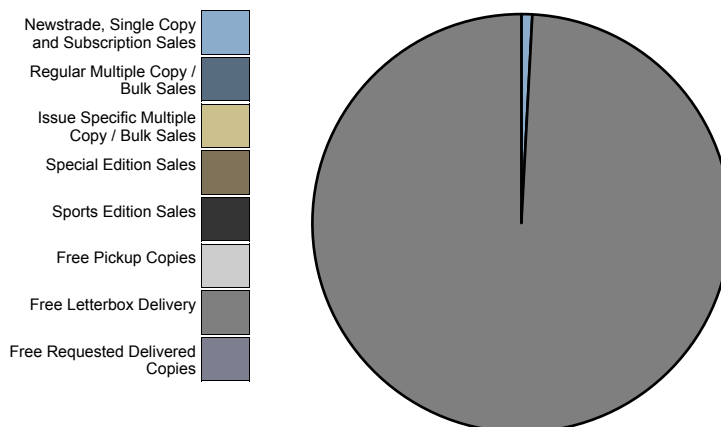
This certificate is supported by the following organisations

	TOTAL	UK & RoI	Other	%
TOTAL AVERAGE NET CIRCULATION PER ISSUE	30,220	30,220	-	100.00
Newstrade, Single Copy and Subscription Sales	253	253	-	0.84
Basic Cover Price	253	253	-	
Below BCP	-	-	-	
Regular Multiple Copy / Bulk Sales	-	-		-
Not Less than 50% of Basic Cover Price	-	-		
Less than 50% of BCP	-	-		
Issue Specific Multiple Copy / Bulk Sales	-	-		-
Not Less than 50% of Basic Cover Price	-	-		
Less than 50% of BCP, but not less than 10p/15 eurocents	-	-		
Special Edition Sales	-	-		-
Single Copies Sold at Basic Cover Price	-	-		
Sports Edition Sales	-	-		-
Single Copies sold at Basic Cover Price	-	-		
Single Copies sold at less than BCP	-	-		
Multiple Copies sold at BCP	-	-		
Multiple Copies sold at less than BCP	-	-		
Free Pickup Copies	-	-		-
Net Distribution	-	-		
Capped Distribution	-	-		
Free Letterbox Delivery	29,967	29,967		99.16
Free Requested Delivered Copies	-	-		-

Historical Total Average Net Circulation Figures



Total Circulation by Circulation Type



Analysis of Total Average Net Circulation for Daily Titles

Not Applicable

Analysis by Edition

Not Applicable

Analysis of Total Average Circulation by Month

	Total	January	February	March	April	May	June
Total Average	30,220	30,304	30,154	30,148	30,318	30,159	30,248
Newstrade & Single Copy Sales	253	287	279	233	251	246	233
Multiple Copy Sales	-	-	-	-	-	-	-
Free Pick up Copies	-	-	-	-	-	-	-
Free Letterbox Delivery	29,967	30,017	29,875	29,915	30,067	29,913	30,015
Free Requested Delivered Copies	-	-	-	-	-	-	-

Analysis of Free Pickup Copies by Month

Not Applicable

Excluded Issues

Not Applicable

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.

Not Applicable

Issue Specific Multiple Copy Bulk Sales Analysis by Issue

Not Applicable

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

Not Applicable

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

Published Day	Basic Cover Price (Last Issue)	Format	Editorial Content % (Last Reported Issue)	Pagination (Last Reported Issue)
Monday	-	-	-	-
Tuesday	-	-	-	-
Wednesday	-	-	-	-
Thursday	-	-	-	-
Friday	£0.65	Newspaper - Broadsheet	44%	28
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)

Sector	Distribution	Sector	Distribution	Sector	Distribution	Sector	Distribution
LL11 1	454	LL11 5	72	LL12 8	2,790	LL13 8	2,484
LL11 2	2,733	LL11 6	2,129	LL13 0	209	LL13 9	3,102
LL11 3	1,937	LL12 0	2,223	LL13 7	3,151	LL14 4	956
LL11 4	3,600	LL12 7	2,943			LL14 6	1,312

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

Gwersyllt, Wrexham, Ruabon, Queenspark, Borrass, Holt, Coed Poeth, Gwersyllt, Gresford, Marford, Rosset, Llay, Caergwle

Distribution method of free pickup copies

Not Applicable

Special Editions

Not Applicable

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 29 August 2012. The data included is derived from a return of circulation prepared by the publisher: NWN Media 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 March 2013 unless ABC has issued a new certificate before that date.

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.