

National Newspapers

Circulation Certificate

June 2013



Setting the standard

Daily Star



Key information

Certificate type

Print

Metric type

Circulation

ABC headline

540,849 average per issue

Period

27 May 2013 to 30 June 2013

No of issues

29

Market sector

Morning Popular

Editions

Daily Star - all other

Daily Star - Reublic of Ireland

Basic Cover Price

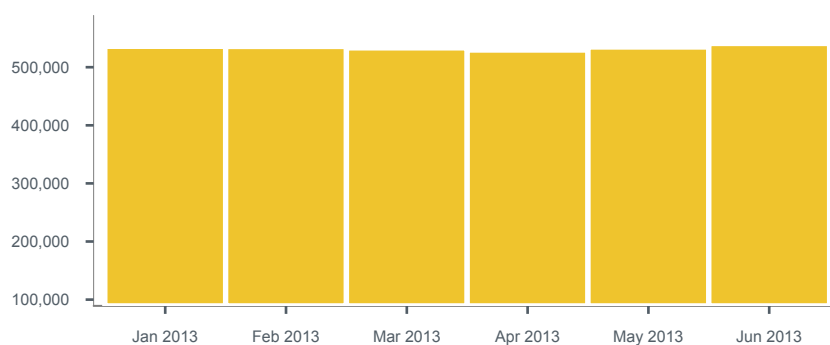
UK: Mon £0.35 Tue £0.35 Wed £0.35 Thr £0.35 Fri £0.35 Sat £0.55

ROI: Mon €1.40 Tue €1.40 Wed €1.40 Thr €1.40 Fri €1.40 Sat €1.40

Excluded issues

27-May

Trend data



This certificate is supported by the following organisations

Daily Star

Certificate of Average Net Circulation for the 29 issues distributed between 27 May 2013 and 30 June 2013

	TOTAL	United Kingdom	Republic of Ireland	Other Countries
Total Average Net Circulation Per Issue	540,849	472,711	58,574	9,564

	England, Wales & N. Ireland		Scotland	Other Countries
	422,485	50,226	58,574	
Total Average Net Circulation Per Issue - by region	422,485	50,226	58,574	9,564
Full Rate Circulation	421,576	49,971	56,803	
Lesser Rate Circulation	909	255	1,771	
Pre-Paid Non-Postal Subscription Sales	-	-	-	
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	£0.35	£0.35	£0.35	£0.35	£0.35	£0.55	-
Republic of Ireland	€1.40	€1.40	€1.40	€1.40	€1.40	€1.40	-

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

Issue Date	Exclusion reason	UK/Rol Circ	UK Circ	England, Wales, NI	Scotland	Rol
27-May-13	Public Holiday	456,764	395,223	347,197	48,026	61,541

Paid Postal Subscription Prices

None

Pre-Paid Non-Postal Subscription Schemes

None

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

None

Geographic Editions Analysis

Edition Name	Total	Full Rate	Lesser Rate	Pre-Paid Non-Postal Subscription Sales	Corporate Subscription Sales	Multiple Copy Sales
Daily Star - all other	476,364					
England, Wales & N.Ireland	416,574	415,665	909	-	-	-
Scotland	50,226	49,971	255	-	-	-
Republic of Ireland	-	-	-	-	-	-
Other Countries	9,564					
Daily Star - Republic of Ireland	64,485					
England, Wales & N.Ireland	5,911	5,911	-	-	-	-
Scotland	-	-	-	-	-	-
Republic of Ireland	58,574	56,803	1,771	-	-	-
Other Countries	-					

Analysis of Mon-Fri Circulation - UK/ROI only

Total Average Net Circulation Per Issue

	UK/ROI Total	England, Wales & N. Ireland	Scotland	Republic of Ireland
Total Average Net Circulation Per Issue - by region	536,450	428,223	52,351	55,876
Full Rate Circulation		428,223	52,351	54,225
Lesser Rate Circulation		-	-	1,651
Pre-Paid Non-Postal Subscription Sales		-	-	-
Corporate Subscription Sales		-	-	-
Multiple Copy Sales		-	-	-

Number of Mon-Fri issues was: 24

Analysis of Sat Circulation - UK/ROI only

Total Average Net Circulation Per Issue

	UK/ROI Total	England, Wales & N. Ireland	Scotland	Republic of Ireland
Total Average Net Circulation Per Issue - by region	506,493	394,943	40,021	71,529
Full Rate Circulation		389,670	38,545	69,177
Lesser Rate Circulation		5,273	1,476	2,352
Pre-Paid Non-Postal Subscription Sales		-	-	-
Corporate Subscription Sales		-	-	-
Multiple Copy Sales		-	-	-

Number of Sat issues was: 5

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 12 July 2013. The data included is derived from a return of circulation prepared by the publisher: Express Newspapers.

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 30 September 2013 unless ABC has issued a new certificate before that date.