

Regional Publications

Combined Total Circulation Certificate

April 2015



Setting the standard

Daily Post (Wales) (Series)



www.dailypost.co.uk



Key information

Metric type

Circulation

ABC total

25,119 average - print & digital (gross)

24,827 average (print) (97.9% Paid)

292 average (digital)

Period

30 March 2015 to 26 April 2015

No of issues

22

Primary distribution region

Wales

Editions

East

West

Cover price

£0.65 to £1.00

Format

Newspaper - Tabloid

Excluded issues

3-Apr, 6-Apr

Free pick up copy variances

None

Digital Edition analysis

Average circulation per issue

Average print circulation

Monday to Saturday	24,827
Monday to Friday	24,084
Saturday	28,173

Other countries	UK & ROI	Total
-	292	292

Contact details

Trinity Mirror North Wales Ltd

PO Box 48

Old Hall Street

Liverpool

L69 3EB

0151 227 2000

info@dailypost.co.uk

www.icliverpool.com

	Total	UK & Rol	Other
Average Circulation - print & digital (gross)	25,119	25,119	-

	Total		UK & Rol		Other		% of Print
	Print	Digital	Print	Digital	Print	Digital	
Average Circulation	24,827	292	24,827	292	-	-	100.00
Retail, single copy and subscription sales	24,327	292	24,327	292	-	-	97.99
Full rate	23,947	-	23,947	-		-	
Below full rate	380	292	380	292		-	
Multiple copy sales	-		-				-
Special edition sales	-		-				-
Sports edition sales	-		-				-
Corporate subscription sales		-		-		-	
Free pickup copies	500		500				2.01
Net distribution	-		-				
Capped distribution	500		500				
Free letterbox delivery	-		-				-
Free letterbox delivery - Multiple Residential Units	-		-				-
Free requested delivered copies	-	-	-	-			-

	Total	UK & Rol	Other
Publication Active Views	-	-	-

Analysis of Average Circulation for Daily Titles (print only)

	Total	Retail, Single Copies and Subscription Sales	Multiple copy Sales	Special Edition Sales	Sports Edition Sales	Free Pickup Copies	Free Letterbox Delivery	Free Letterbox Delivery - Multiple Residential Units	Free Requested Delivered Copies
Monday to Saturday (22 Issues)	24,827	24,327	-	-	-	500	-	-	-
Monday to Friday (18 Issues)	24,084	23,584	-	-	-	500	-	-	-
Saturday (4 Issues)	28,173	27,673	-	-	-	500	-	-	-
Monday	23,940	23,440	-	-	-	500	-	-	-
Tuesday	23,586	23,086	-	-	-	500	-	-	-
Wednesday	24,057	23,557	-	-	-	500	-	-	-
Thursday	24,741	24,241	-	-	-	500	-	-	-
Friday	24,052	23,552	-	-	-	500	-	-	-
Saturday	28,173	27,673	-	-	-	500	-	-	-
Sunday	-	-	-	-	-	-	-	-	-

Analysis by Edition (print only)

Edition	Total	Retail, Single Copies and Subscription Sales	Multiple copy Sales	Special Edition Sales	Sports Edition Sales	Free Pickup Copies	Free Letterbox Delivery	Free Letterbox Delivery - Multiple Residential Units	Free Requested Delivered Copies
Total Average	24,827	24,327	-	-	-	500	-	-	-
East	7,969	7,969	-	-	-	-	-	-	-
West	16,858	16,358	-	-	-	500	-	-	-

Analysis of Retail & Single Copy Sales (print only) (comprising Retail, Special and Sports single copies)

	Total Average	January	February	March	April	May	June
Total Average	24,327	-	-	-	24,327	-	-
Monday	23,440	-	-	-	23,440	-	-
Tuesday	23,086	-	-	-	23,086	-	-
Wednesday	23,557	-	-	-	23,557	-	-
Thursday	24,241	-	-	-	24,241	-	-
Friday	23,552	-	-	-	23,552	-	-
Saturday	27,673	-	-	-	27,673	-	-
Sunday	-	-	-	-	-	-	-

Analysis of Free Pickup Copies (print only)

	Total Average	January	February	March	April	May	June
Total Average	500	-	-	-	500	-	-
Monday	500	-	-	-	500	-	-
Tuesday	500	-	-	-	500	-	-
Wednesday	500	-	-	-	500	-	-
Thursday	500	-	-	-	500	-	-
Friday	500	-	-	-	500	-	-
Saturday	500	-	-	-	500	-	-
Sunday	-	-	-	-	-	-	-

Excluded Issues

Issue	Reason	Number	Issue	Reason	Number	Issue	Reason	Number
03-Apr-15	Public Holiday		06-Apr-15	Public Holiday				

Analysis of Free Pickup copies by distribution point type (print only) (last non-excluded issues in the Audit Period)

Distribution Point Types	Distribution Type	Monday		Tuesday		Wednesday		Thursday		Friday		Saturday	
		Points	Copies	Points	Copies	Points	Copies	Points	Copies	Points	Copies	Points	Copies
Total		2	500	2	500	2	500	2	500	2	500	2	500
Ferries	Capped	2	500	2	500	2	500	2	500	2	500	2	500

Technical Information (print only) (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	£0.65	Newspaper - Tabloid	-	-
Tuesday	£0.65	Newspaper - Tabloid	-	-
Wednesday	£0.65	Newspaper - Tabloid	-	-
Thursday	£0.65	Newspaper - Tabloid	-	-
Friday	£0.65	Newspaper - Tabloid	-	-
Saturday	£1.00	Newspaper - Tabloid	-	-
Sunday	-	-	-	-

Town(s)/Region(s) served by the publication (print only)

Monday	North Wales
Tuesday	North Wales
Wednesday	North Wales
Thursday	North Wales
Friday	North Wales
Saturday	North Wales
Sunday	-

Distribution method of free pickup copies (print only)

Monday	These copies are distributed by Media on the Move and are available for passengers to pick up free on ferries between Holyhead and Dublin.
Tuesday	These copies are distributed by Media on the Move and are available for passengers to pick up free on ferries between Holyhead and Dublin.
Wednesday	These copies are distributed by Media on the Move and are available for passengers to pick up free on ferries between Holyhead and Dublin.
Thursday	These copies are distributed by Media on the Move and are available for passengers to pick up free on ferries between Holyhead and Dublin.
Friday	These copies are distributed by Media on the Move and are available for passengers to pick up free on ferries between Holyhead and Dublin.
Saturday	These copies are distributed by Media on the Move and are available for passengers to pick up free on ferries between Holyhead and Dublin.
Sunday	-

More Information

'Gross' appended to the print and digital total reflects that the print total and the digital total have been combined without de-duplication.

To find out more about ABC, please visit www.abc.org.uk

To find out more about the Regional Publications sector and the definitions used on this certificate, please visit: www.abcstandards.org.uk

About this certificate

This certificate was issued on 8 May 2015.

The data included is derived from a return of circulation prepared by the publisher: Trinity Mirror Regional.

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.

ABC Ref: 20881/CC:20150508/RPv21