

Regional Publications

Combined Total Circulation Certificate

July to December 2015



Setting the standard

Birmingham Mail (Series)



Key information

Metric type

Circulation

ABC total

24,260 average - print & digital (gross)

24,260 average (print) (96.0% Paid)

0 average (digital)

Period

29 June 2015 to 3 January 2016

No of issues

152

Primary distribution region

West Midlands

Contact details

Trinity Mirror Regional
Michelle Gesell
Floor 6, Fort Dunlop
Fort Parkway
Birmingham
B24 9FF
01782 602525
michelle.gesell@thesentinel.co.uk
www.icbirmingham.co.uk

Trinity Mirror Solutions
1 Canada Square
London
E14 5AP

Editions

Daily

Black Country

Cover price

£0.65 to £0.85

Format

Newspaper - Tabloid

Excluded issues

31-Aug, 24-Dec, 25-Dec, 26-Dec, 28-Dec, 29-Dec, 30-Dec, 31-Dec, 1-Jan, 2-Jan

Free pick up copy variances

27-Jul, 28-Jul, 29-Jul, 30-Jul, 31-Jul, 1-Aug, 3-Aug, 4-Aug, 5-Aug, 6-Aug, 7-Aug, 8-Aug, 10-Aug, 11-Aug, 12-Aug, 13-Aug, 14-Aug, 15-Aug, 17-Aug, 18-Aug, 19-Aug, 20-Aug, 21-Aug, 22-Aug, 24-Aug, 25-Aug, 26-Aug, 27-Aug, 28-Aug, 29-Aug, 1-Sep, 2-Sep, 3-Sep, 4-Sep, 5-Sep, 7-Sep, 8-Sep, 9-Sep, 10-Sep, 11-Sep, 12-Sep, 14-Sep, 15-Sep, 16-Sep, 17-Sep, 18-Sep, 19-Sep, 21-Sep, 22-Sep, 23-Sep, 24-Sep, 25-Sep, 26-Sep, 28-Sep, 29-Sep, 30-Sep, 1-Oct, 2-Oct, 3-Oct, 5-Oct, 6-Oct, 7-Oct, 8-Oct, 9-Oct, 10-Oct, 12-Oct, 13-Oct, 14-Oct, 15-Oct, 16-Oct, 17-Oct, 19-Oct, 20-Oct, 21-Oct, 22-Oct, 23-Oct, 24-Oct, 26-Oct, 27-Oct, 28-Oct, 29-Oct, 30-Oct, 31-Oct, 2-Nov, 3-Nov, 4-Nov, 5-Nov, 6-Nov, 7-Nov, 9-Nov, 10-Nov, 11-Nov, 12-Nov, 13-Nov, 14-Nov, 16-Nov, 17-Nov, 18-Nov, 19-Nov, 20-Nov, 21-Nov, 23-Nov, 24-Nov, 25-Nov, 26-Nov, 27-Nov, 28-Nov, 30-Nov, 1-Dec, 2-Dec, 3-Dec, 4-Dec, 5-Dec, 7-Dec, 8-Dec, 9-Dec, 10-Dec, 11-Dec, 12-Dec, 14-Dec, 15-Dec, 16-Dec, 17-Dec, 18-Dec, 19-Dec, 21-Dec, 22-Dec, 23-Dec

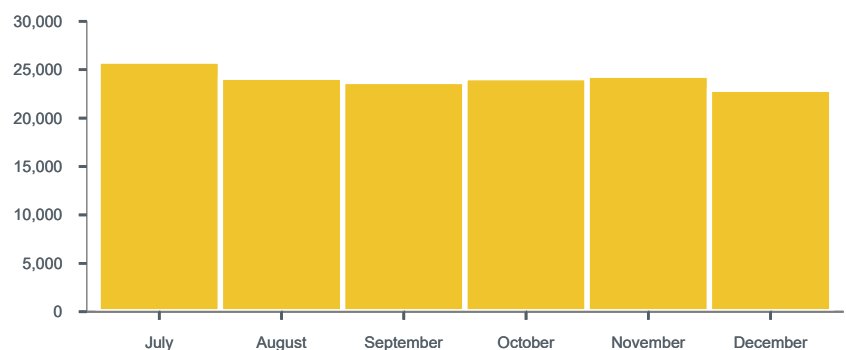
Average print circulation

Monday to Saturday 24,260

Monday to Friday 24,846

Saturday 21,280

Average circulation by ABC month (print)



| | Total | | UK & RoI | | Other | | |
|---|--------|---------|----------|---------|-------|---------|------------|
| Average Circulation - print & digital (gross) | 24,260 | | 24,260 | | - | | |
| | Total | | UK & RoI | | Other | | % of Print |
| | Print | Digital | Print | Digital | Print | Digital | |
| Average Circulation | 24,260 | - | 24,260 | - | - | - | 100.00 |
| Retail, single copy and subscription sales | 23,299 | - | 23,299 | - | - | - | 96.04 |
| Full rate | 22,807 | - | 22,807 | - | | | |
| Below full rate | 492 | - | 492 | - | | | |
| Multiple copy subscription sales | - | | - | | | | - |
| Multiple copy sales | 279 | | 279 | | | | 1.15 |
| Special edition sales | - | | - | | | | - |
| Sports edition sales | - | | - | | | | - |
| Corporate subscription sales | | - | | - | | - | |
| Free pick up copies | 269 | | 269 | | | | 1.11 |
| Net distribution | - | | - | | | | |
| Capped distribution | 269 | | 269 | | | | |
| Free letterbox delivery | - | | - | | | | - |
| Free letterbox delivery - Multiple Residential Units | - | | - | | | | - |
| Free requested delivered copies | - | - | - | - | | | - |
| Sample free distribution | 413 | | 413 | | | | 1.70 |
| Free pick up copies | - | | - | | | | |
| Free letterbox delivery | 413 | | 413 | | | | |
| Free letterbox delivery - Multiple Residential Units | - | | - | | | | |

| | Total | UK & RoI | Other |
|---------------------------------|-------|----------|-------|
| Publication Active Views | - | - | - |

Analysis of Average Circulation by Month (print only)

| | Total Average | July | August | September | October | November | December |
|--|---------------|--------|--------|-----------|---------|----------|----------|
| Total Average | 24,260 | 25,884 | 24,215 | 23,786 | 24,174 | 24,426 | 22,976 |
| Retail & Single Copy Sales | 23,299 | 23,893 | 23,938 | 23,510 | 23,112 | 23,100 | 22,100 |
| Multiple Copy Subscription Sales | - | - | - | - | - | - | - |
| Multiple Copy Sales | 279 | 286 | 277 | 276 | 277 | 277 | 281 |
| Free Pick Up Copies | 269 | 1,705 | - | - | - | - | - |
| Free Letterbox Delivery | - | - | - | - | - | - | - |
| Free Letterbox Delivery - Multiple residence units | - | - | - | - | - | - | - |
| Free Requested Delivered Copies | - | - | - | - | - | - | - |
| Sample Free Distribution | 413 | - | - | - | 785 | 1,049 | 595 |

Analysis of Average Circulation for Daily Titles (print only)

| | Total | Retail, Single Copies and Subscription Sales | Multiple Copy Subscription Sales | Multiple Copy Sales | Special Edition Sales | Sports Edition Sales | Free Pick Up Copies | Free Letterbox Delivery | Free Letterbox Delivery - Multiple Residential Units | Free Requested Delivered Copies | Sample Free Distribution |
|---------------------------------|--------|--|----------------------------------|---------------------|-----------------------|----------------------|---------------------|-------------------------|--|---------------------------------|--------------------------|
| Monday to Saturday (152 Issues) | 24,260 | 23,299 | - | 279 | - | - | 269 | - | - | - | 413 |
| Monday to Friday (127 Issues) | 24,846 | 23,768 | - | 307 | - | - | 277 | - | - | - | 494 |
| Saturday (25 Issues) | 21,280 | 20,917 | - | 136 | - | - | 227 | - | - | - | - |

| | | | | | | | | | | | |
|-----------|--------|--------|---|-----|---|---|-----|---|---|---|-----|
| Monday | 24,029 | 22,939 | - | 307 | - | - | 282 | - | - | - | 502 |
| Tuesday | 23,811 | 22,750 | - | 307 | - | - | 271 | - | - | - | 483 |
| Wednesday | 24,188 | 23,127 | - | 307 | - | - | 271 | - | - | - | 483 |
| Thursday | 26,064 | 24,974 | - | 306 | - | - | 282 | - | - | - | 503 |
| Friday | 26,209 | 25,118 | - | 306 | - | - | 282 | - | - | - | 503 |
| Saturday | 21,280 | 20,917 | - | 136 | - | - | 227 | - | - | - | - |
| Sunday | - | - | - | - | - | - | - | - | - | - | - |

Analysis by Edition (print only)

| Edition | Total | Retail, Single Copies and Subscription Sales | Multiple Copy Subscription Sales | Multiple Copy Sales | Special Edition Sales | Sports Edition Sales | Free Pick Up Copies | Free Letterbox Delivery | Free Letterbox Delivery - Multiple Residential Units | Free Requested Delivered Copies | Sample Free Distribution |
|----------------------|---------------|--|----------------------------------|---------------------|-----------------------|----------------------|---------------------|-------------------------|--|---------------------------------|--------------------------|
| Total Average | 24,260 | 23,299 | - | 279 | - | - | 269 | - | - | - | 413 |
| Daily | 23,605 | 22,644 | - | 279 | - | - | 269 | - | - | - | 413 |
| Black Country | 655 | 655 | - | - | - | - | - | - | - | - | - |

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

| | Total Average | July | August | September | October | November | December |
|----------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Total Average | 23,299 | 23,893 | 23,938 | 23,510 | 23,112 | 23,100 | 22,100 |
| Monday | 22,939 | 23,344 | 23,517 | 22,970 | 22,706 | 23,052 | 22,018 |
| Tuesday | 22,750 | 23,319 | 23,452 | 23,026 | 22,634 | 22,567 | 21,482 |
| Wednesday | 23,127 | 23,377 | 23,719 | 23,842 | 22,930 | 22,772 | 22,032 |
| Thursday | 24,974 | 26,096 | 25,479 | 24,995 | 24,764 | 24,612 | 23,653 |
| Friday | 25,118 | 25,907 | 25,762 | 25,301 | 25,178 | 24,551 | 23,770 |
| Saturday | 20,917 | 21,315 | 21,699 | 20,820 | 20,459 | 21,044 | 19,904 |
| Sunday | - | - | - | - | - | - | - |

Analysis of Free Pick Up Copies (print only)

| | Total Average | July | August | September | October | November | December |
|----------------------|---------------|--------------|--------|-----------|---------|----------|----------|
| Total Average | 269 | 1,705 | - | - | - | - | - |
| Monday | 282 | 1,762 | - | - | - | - | - |
| Tuesday | 271 | 1,762 | - | - | - | - | - |
| Wednesday | 271 | 1,762 | - | - | - | - | - |
| Thursday | 282 | 1,762 | - | - | - | - | - |
| Friday | 282 | 1,762 | - | - | - | - | - |
| Saturday | 227 | 1,417 | - | - | - | - | - |
| Sunday | - | - | - | - | - | - | - |

Excluded Issues

| Issue | Reason | Total net circulation | Issue | Reason | Total net circulation | Issue | Reason | Total net circulation |
|-----------|----------------|-----------------------|-----------|----------------|-----------------------|-----------|----------------|-----------------------|
| 31-Aug-15 | Public Holiday | 21,550 | 28-Dec-15 | Public Holiday | 20,438 | 31-Dec-15 | Xmas/New Year | 22,647 |
| 24-Dec-15 | Xmas/New Year | 22,762 | 29-Dec-15 | Xmas/New Year | 22,044 | 01-Jan-16 | Public Holiday | 18,723 |
| 25-Dec-15 | Not Published | - | 30-Dec-15 | Xmas/New Year | 20,870 | 02-Jan-16 | Xmas/New Year | 19,496 |
| 26-Dec-15 | Xmas/New Year | 16,521 | | | | | | |

Analysis of Multiple Copy Sales (print only) (The figures shown in this table are averages per issue)

| Category | Total | |
|------------------------------|------------|---------------|
| | Quantity | % |
| Total Average | 279 | 100.00 |
| Airside & International Rail | - | - |
| Hotels | 197 | 70.61 |
| Trains | - | - |
| Other publication inserts | - | - |
| Voucher redemption | - | - |
| Sports events | - | - |
| Leisure centres | - | - |
| Food/beverage outlets | - | - |
| Others | 82 | 29.39 |

Analysis of Free Pick Up copies by distribution point type (print only) (last non-excluded issue 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 | | - | - | - | - | - | - | - | - | - | - | - | - |
| Birmingham Airport | Capped | - | - | - | - | - | - | - | - | - | - | - | - |

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 | £0.85 | Newspaper - Tabloid | - | - |
| Sunday | - | - | - | - |

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

| | |
|-----------|---|
| Monday | Birmingham, Wolverhampton, Dudley, Walsall, Kidderminster, Redditch, Worcester, Hereford, Derby, Stoke, Gloucester, Stafford, Bristol, North Wales, Nottingham, Leicester, Shrewsbury, Oswestry, Banbury, Oxford, Burton, Rugby, Nuneaton, Coventry, Leamington, Warwick, Tamworth, Lichfield, Bromsgrove, Sutton, Solihull, London |
| Tuesday | Birmingham, Wolverhampton, Dudley, Walsall, Kidderminster, Redditch, Worcester, Hereford, Derby, Stoke, Gloucester, Stafford, Bristol, North Wales, Nottingham, Leicester, Shrewsbury, Oswestry, Banbury, Oxford, Burton, Rugby, Nuneaton, Coventry, Leamington, Warwick, Tamworth, Lichfield, Bromsgrove, Sutton, Solihull, London |
| Wednesday | Birmingham, Wolverhampton, Dudley, Walsall, Kidderminster, Redditch, Worcester, Hereford, Derby, Stoke, Gloucester, Stafford, Bristol, North Wales, Nottingham, Leicester, Shrewsbury, Oswestry, Banbury, Oxford, Burton, Rugby, Nuneaton, Coventry, Leamington, Warwick, Tamworth, Lichfield, Bromsgrove, Sutton, Solihull, London |
| Thursday | Birmingham, Wolverhampton, Dudley, Walsall, Kidderminster, Redditch, Worcester, Hereford, Derby, Stoke, Gloucester, Stafford, Bristol, North Wales, Nottingham, Leicester, Shrewsbury, Oswestry, Banbury, Oxford, Burton, Rugby, Nuneaton, Coventry, Leamington, Warwick, Tamworth, Lichfield, Bromsgrove, Sutton, Solihull, London |
| Friday | Birmingham, Wolverhampton, Dudley, Walsall, Kidderminster, Redditch, Worcester, Hereford, Derby, Stoke, Gloucester, Stafford, Bristol, North Wales, Nottingham, Leicester, Shrewsbury, Oswestry, Banbury, Oxford, Burton, Rugby, Nuneaton, Coventry, Leamington, Warwick, Tamworth, Lichfield, Bromsgrove, Sutton, Solihull, London |
| Saturday | Birmingham, Wolverhampton, Dudley, Walsall, Kidderminster, Redditch, Worcester, Hereford, Derby, Stoke, Gloucester, Stafford, Bristol, North Wales, Nottingham, Leicester, Shrewsbury, Oswestry, Banbury, Oxford, Burton, Rugby, Nuneaton, Coventry, Leamington, Warwick, Tamworth, Lichfield, Bromsgrove, Sutton, Solihull, London |
| Sunday | - |

Distribution method of free pick up copies (print only)

| | |
|-----------|--|
| Monday | Dawson Media Direct deliver copies to the airport for passengers to pick up. |
| Tuesday | Dawson Media Direct deliver copies to the airport for passengers to pick up. |
| Wednesday | Dawson Media Direct deliver copies to the airport for passengers to pick up. |
| Thursday | Dawson Media Direct deliver copies to the airport for passengers to pick up. |
| Friday | Dawson Media Direct deliver copies to the airport for passengers to pick up. |
| Saturday | Dawson Media Direct deliver copies to the airport for passengers to pick up. |
| Sunday | - |

Normal distribution schedule of free pick up copies (print only)

| | |
|-----------|--------------------------------|
| Monday | distributed throughout the day |
| Tuesday | distributed throughout the day |
| Wednesday | distributed throughout the day |
| Thursday | distributed throughout the day |
| Friday | distributed throughout the day |
| Saturday | distributed throughout the day |
| Sunday | |

Analysis of Sample Free Distribution (print only)

| Issue | Distribution | Issue | Distribution | Issue | Distribution |
|-----------|--------------|-----------|--------------|-----------|--------------|
| 05-Oct-15 | 1,250 | 28-Oct-15 | 1,275 | 20-Nov-15 | 1,262 |
| 06-Oct-15 | 1,250 | 29-Oct-15 | 1,275 | 23-Nov-15 | 1,227 |
| 07-Oct-15 | 1,250 | 30-Oct-15 | 1,275 | 24-Nov-15 | 1,227 |
| 08-Oct-15 | 1,250 | 02-Nov-15 | 1,156 | 25-Nov-15 | 1,227 |
| 09-Oct-15 | 1,250 | 03-Nov-15 | 1,156 | 26-Nov-15 | 1,227 |
| 12-Oct-15 | 1,250 | 04-Nov-15 | 1,156 | 27-Nov-15 | 1,227 |
| 13-Oct-15 | 1,272 | 05-Nov-15 | 1,156 | 30-Nov-15 | 1,250 |
| 14-Oct-15 | 1,272 | 06-Nov-15 | 1,156 | 01-Dec-15 | 1,250 |
| 15-Oct-15 | 1,272 | 09-Nov-15 | 1,372 | 02-Dec-15 | 1,250 |
| 16-Oct-15 | 1,272 | 10-Nov-15 | 1,372 | 03-Dec-15 | 1,250 |
| 19-Oct-15 | 1,250 | 11-Nov-15 | 1,372 | 04-Dec-15 | 1,250 |
| 20-Oct-15 | 1,250 | 12-Nov-15 | 1,372 | 07-Dec-15 | 1,250 |
| 21-Oct-15 | 1,250 | 13-Nov-15 | 1,372 | 08-Dec-15 | 1,250 |
| 22-Oct-15 | 1,250 | 16-Nov-15 | 1,262 | 09-Dec-15 | 1,250 |
| 23-Oct-15 | 1,250 | 17-Nov-15 | 1,262 | 10-Dec-15 | 1,250 |
| 26-Oct-15 | 1,275 | 18-Nov-15 | 1,262 | 11-Dec-15 | 1,250 |
| 27-Oct-15 | 1,275 | 19-Nov-15 | 1,262 | | |

Analysis of Sample Free Letterbox Delivery by Post Code Sector (print only)

Analysis of the total number of addresses distributed to by post code sector for the sample issue

| Issue | Sector | Free Letterbox Delivery | Issue | Sector | Free Letterbox Delivery | Issue | Sector | Free Letterbox Delivery |
|-------------|--------|-------------------------|-------------|--------|-------------------------|-------------|--------|-------------------------|
| 05-Oct-2015 | B68 0 | 1,250 | 30-Oct-2015 | B44 9 | 1,275 | 19-Nov-2015 | B32 1 | 1,262 |
| 06-Oct-2015 | B68 0 | 1,250 | 02-Nov-2015 | B68 0 | 497 | 20-Nov-2015 | B32 1 | 1,262 |
| 07-Oct-2015 | B68 0 | 1,250 | 02-Nov-2015 | B32 1 | 659 | 23-Nov-2015 | B44 0 | 1,227 |
| 08-Oct-2015 | B68 0 | 1,250 | 03-Nov-2015 | B68 0 | 497 | 24-Nov-2015 | B44 0 | 1,227 |
| 09-Oct-2015 | B68 0 | 1,250 | 03-Nov-2015 | B32 1 | 659 | 25-Nov-2015 | B44 0 | 1,227 |
| 12-Oct-2015 | B44 9 | 1,250 | 04-Nov-2015 | B68 0 | 497 | 26-Nov-2015 | B44 0 | 1,227 |
| 13-Oct-2015 | B44 9 | 1,272 | 04-Nov-2015 | B32 1 | 659 | 27-Nov-2015 | B44 0 | 1,227 |
| 14-Oct-2015 | B44 9 | 1,272 | 05-Nov-2015 | B68 0 | 497 | 30-Nov-2015 | B32 1 | 1,250 |
| 15-Oct-2015 | B44 9 | 1,272 | 05-Nov-2015 | B32 1 | 659 | 01-Dec-2015 | B32 1 | 1,250 |
| 16-Oct-2015 | B44 9 | 1,272 | 06-Nov-2015 | B68 0 | 497 | 02-Dec-2015 | B32 1 | 1,250 |
| 19-Oct-2015 | B68 0 | 1,250 | 06-Nov-2015 | B32 1 | 659 | 03-Dec-2015 | B32 1 | 1,250 |
| 20-Oct-2015 | B68 0 | 1,250 | 09-Nov-2015 | B44 9 | 1,372 | 04-Dec-2015 | B32 1 | 1,250 |
| 21-Oct-2015 | B68 0 | 1,250 | 10-Nov-2015 | B44 9 | 1,372 | 07-Dec-2015 | B44 0 | 1,250 |
| 22-Oct-2015 | B68 0 | 1,250 | 11-Nov-2015 | B44 9 | 1,372 | 08-Dec-2015 | B44 0 | 1,250 |
| 23-Oct-2015 | B68 0 | 1,250 | 12-Nov-2015 | B44 9 | 1,372 | 09-Dec-2015 | B44 0 | 1,250 |
| 26-Oct-2015 | B44 9 | 1,275 | 13-Nov-2015 | B44 9 | 1,372 | 10-Dec-2015 | B44 0 | 1,250 |
| 27-Oct-2015 | B44 9 | 1,275 | 16-Nov-2015 | B32 1 | 1,262 | 11-Dec-2015 | B44 0 | 1,250 |
| 28-Oct-2015 | B44 9 | 1,275 | 17-Nov-2015 | B32 1 | 1,262 | | | |
| 29-Oct-2015 | B44 9 | 1,275 | 18-Nov-2015 | B32 1 | 1,262 | | | |

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 24 February 2016.

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: 20869/CC:20160224/RPv23