

# Regional Publications

Combined Total Circulation Certificate

July to December 2016



Setting the standard

## Sunderland Echo

### Key information

#### Metric type

Circulation

#### ABC total

12,825 average - print & digital (gross)  
12,825 average (print) (100.0% Paid)  
0 average (digital)

#### Period

4 July 2016 to 1 January 2017

#### No of issues

148

#### Primary distribution region

Tyne & Wear

#### Cover price

£0.70

#### Format

Newspaper - Tabloid

#### Excluded issues

29-Aug, 24-Dec, 26-Dec, 27-Dec, 28-Dec,  
29-Dec, 30-Dec, 31-Dec

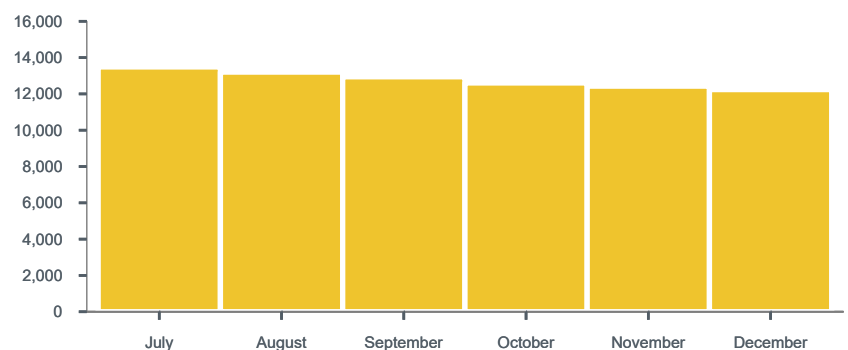
#### Average print circulation

Monday to Saturday	12,825
Monday to Friday	13,069
Saturday	11,564

#### Contact details

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#### Average circulation by ABC month (print)



	Total	UK & Rol	Other
Average Circulation - print & digital (gross)	12,825	12,825	-

	Total		UK & Rol		Other		% of Print
	Print	Digital	Print	Digital	Print	Digital	
Average Circulation	12,825	-	12,825	-	-	-	100.00
Retail, single copy and subscription sales	12,825	-	12,825	-	-	-	100.00
Full rate	10,562	-	10,562	-			
Below full rate	2,263	-	2,263	-			
Multiple copy subscription sales	-		-				-
Multiple copy sales	-		-				-
Special edition sales	-		-				-
Sports edition sales	-		-				-
Corporate subscription sales		-		-		-	
Free pick up copies	-		-				-
Free letterbox delivery	-		-				-
Free letterbox delivery - Multiple Residential	-		-				-
Free requested delivered copies	-	-	-	-			-
Sample free distribution	-		-				-

	Total	UK & Rol	Other
Publication Active Views	-	-	-

### Analysis of Average Circulation by Month (print only)

	Total Average	July	August	September	October	November	December
<b>Total Average</b>	<b>12,825</b>	<b>13,487</b>	<b>13,202</b>	<b>12,943</b>	<b>12,603</b>	<b>12,427</b>	<b>12,238</b>
Retail & Single Copy Sales	12,825	13,487	13,202	12,943	12,603	12,427	12,238
Multiple Copy Subscription Sales	-	-	-	-	-	-	-
Multiple Copy Sales	-	-	-	-	-	-	-
Free Pick Up Copies	-	-	-	-	-	-	-
Free Letterbox Delivery	-	-	-	-	-	-	-
Free Letterbox Delivery - Multiple residence units	-	-	-	-	-	-	-
Free Requested Delivered Copies	-	-	-	-	-	-	-
Sample Free Distribution	-	-	-	-	-	-	-

## 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 (148 Issues)	12,825	12,825	-	-	-	-	-	-	-	-	-
Monday to Friday (124 Issues)	13,069	13,069	-	-	-	-	-	-	-	-	-
Saturday (24 Issues)	11,564	11,564	-	-	-	-	-	-	-	-	-

## Excluded Issues

Issue	Reason	Total net circulation	Issue	Reason	Total net circulation	Issue	Reason	Total net circulation
29-Aug-16	Public Holiday	11,920	27-Dec-16	Public Holiday	10,776	30-Dec-16	Xmas/New Year	12,210
24-Dec-16	Xmas/New Year	11,065	28-Dec-16	Xmas/New Year	10,971	31-Dec-16	Xmas/New Year	10,945
26-Dec-16	Public Holiday	9,051	29-Dec-16	Xmas/New Year	11,858			

## 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	£0.70	Newspaper - Tabloid	-	-
Tuesday	£0.70	Newspaper - Tabloid	-	-
Wednesday	£0.70	Newspaper - Tabloid	-	-
Thursday	£0.70	Newspaper - Tabloid	-	-
Friday	£0.70	Newspaper - Tabloid	-	-
Saturday	£0.70	Newspaper - Tabloid	-	-
Sunday	-	-	-	-

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

Sunderland, Houghton, Hetton, Washington, Seaham, Murton, Peterlee, Durham, Boldon and Chester-le-Street

## 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.

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

## About this certificate

This certificate was issued on 23 February 2017.

The data included is derived from a return of circulation prepared by the publisher: JP North East.

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