

No attempt has been made to rank the information contained in this report in order of importance, since BPA Worldwide believes this is a judgment which must be made by the user of the report.



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ABOUT ELECTRONICS WEEKLY

ELECTRONICS WEEKLY is a B2B brand intended for individuals with broad-based interests in the electronics industry. The brand content and editorial scope of the publication includes news and industry comment, in-depth technical articles, industry round-up and special features. The content of every issue is also available to subscribers globally via the online digital version.

BRAND REPORT PURPOSE

The Brand Report provides a deeper understanding and identification of all touch points with customers that have interest in the brand. It is designed to present analysis of all communication channels, including a brand's unique users within each channel across multiple media platforms. This non-integrated report contains data for each separate media channel as indicated in the Executive Summary.

FIELD SERVED

ELECTRONICS WEEKLY serves the electronics industry including manufacturers, suppliers and users of electronic components, sub-assemblies, instruments and related systems, software and services.

DEFINITION OF RECIPIENT QUALIFICATION

Qualified Recipients are individuals with any of the following job functions: Overall Technical Management; Senior Engineering/General Management; Executive Management/Board Director; Design/Development Engineering; Test & Measurement Engineering; Research & Development; Production Engineering/Quality Control; Purchasing; Sales/Marketing; Service/Maintenance and other functions not specified.

PURPOSE

Included herein is a supplementary analysis of secondary end product manufactured or designed; secondary job functions performed; types of design involved in; products purchased, specified or designed in influence.

Channels Include:



Electronics Weekly Magazine
18 issues in the period
26,481 average circulation
Pages 2 - 7



Electronics Weekly Website
131,293 average unique browsers
Page 7

EXECUTIVE SUMMARY

Below are the Average contacts per occurrence, including frequency per period reported.

	Non-Paid	Paid	Average
Electronics Weekly Magazine (18 Issues in the period)	26,388	93	26,481
a. Print	12,049	93	12,142
b. Digital	14,339	-	14,339
1. Requested	14,339	-	14,339
2. Non-Requested	-	-	-
Electronics Weekly Website (Unique Browsers) (Note 1)	131,293	-	131,293
SIX-MONTH AVERAGE TOTAL	157,681	93	157,774

Note 1: Unique Browsers: See Website Glossary in Channel Profile.

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.



**CHANNEL PROFILE
MAGAZINE**
(Including Supplementary Data)

Official Publication of: None
Established: 1960
Issues Per Year: 40

AVERAGE NON-QUALIFIED CIRCULATION	
NON-QUALIFIED Not Included Elsewhere	Copies
Other Paid Circulation _____	-
Advertiser and Agency _____	86
Rotated or Occasional _____	-
Allocated for Trade Shows and Conventions _____	33
Digital _____	-
All Other _____	209
TOTAL	328

1. AVERAGE QUALIFIED CIRCULATION BREAKOUT FOR PERIOD						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	26,479	100.0	26,388	99.6	91	0.4
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	2	-	-	-	2	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	26,481	100.0	26,388	99.6	93	0.4

1. AVERAGE CIRCULATION FOR MAGAZINE FOR THE PERIOD - PRINT						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	12,140	100.0	12,049	99.2	91	0.8
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	2	-	-	-	2	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	12,142	100.0	12,049	99.2	93	0.8

1. AVERAGE CIRCULATION FOR MAGAZINE FOR THE PERIOD - DIGITAL						
QUALIFIED CIRCULATION	Total Qualified		Qualified Non-Paid		Qualified Paid	
	Copies	Percent	Copies	Percent	Copies	Percent
Individual _____	14,339	100.0	14,339	100.0	-	-
Sponsored Individually Addressed _____	-	-	-	-	-	-
Membership Benefit _____	-	-	-	-	-	-
Multi-Copy Same Addressee _____	-	-	-	-	-	-
Single Copy Sales _____	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	14,339	100.0	14,339	100.0	-	-

2. QUALIFIED CIRCULATION BY ISSUES FOR PERIOD			
2012 Issue	Print	Digital	Total Qualified
July 4 _____	12,143	14,039	26,182
July 18 _____	12,144	13,884	26,028
August 8 _____	12,143	13,754	25,897
August 22 _____	12,141	13,583	25,724
September 5 _____	12,142	13,389	25,531
September 12 _____	12,141	13,335	25,476
September 19 _____	12,141	14,035	26,176
September 26 _____	12,143	13,908	26,051
October 3 _____	12,143	13,740	25,883
October 10 _____	12,143	12,624	24,767
October 17 _____	12,143	12,551	24,694
October 24 _____	12,143	12,529	24,672
November 7 _____	12,142	13,526	25,668
November 14 _____	12,142	13,354	25,496
November 21 _____	12,141	15,936	28,077
*November 28 _____	12,140	17,959	30,099
December 5 _____	12,139	17,992	30,131
December 12 _____	12,139	17,969	30,108

*Analyzed Issue

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

**CHANNEL PROFILE (CONTINUED)
MAGAZINE (CONTINUED)**

3a. BUSINESS/OCCUPATIONAL BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 28, 2012

This issue is 14.6% or 3,831 copies above the average of the other 17 issues reported in Paragraph two. (See Additional Data)

This is an analysis of 30,008 respondents or 100% that responded to Question 3 on the questionnaire indicating their primary end product manufactured or designed, of which 6,892 or 22.9% responded with a secondary product. Since any one respondent may have indicated more than one product, the totals should not be added since the total may exceed the total circulation. These data are presented for statistical and marketing purposes only.

PRIMARY END PRODUCT MANUFACTURED OR DESIGNED	TOTAL PRIMARY PRODUCT	PERCENT OF TOTAL	PRIMARY PRODUCT		SECONDARY PRODUCT		TOTAL SECONDARY PRODUCT	TOTAL ALL END PRODUCTS
			Print	Digital	Print	Digital		
COMMUNICATION SYSTEMS								
Telecommunications systems & equipment _____	1,106	3.7	454	652	245	426	671	1,777
Mobile network equipment _____	92	0.3	47	45	101	254	355	447
Mobile handsets _____	114	0.4	57	57	85	193	278	392
RF and microwave systems _____	279	0.9	109	170	216	356	572	851
Data networking systems (inc.WANs, LANs) _____	139	0.4	49	90	145	272	417	556
Wireless access systems (inc. WLANs) _____	71	0.2	27	44	125	264	389	460
Telecoms software _____	144	0.5	62	82	95	198	293	437
Embedded communications systems _____	173	0.6	73	100	253	377	630	803
Other communications systems _____	233	0.8	95	138	125	216	341	574
Sub total	2,351	7.8	973	1,378	1,390	2,556	3,946	6,297
AUTOMOTIVE & CONSUMER ELECTRONICS								
Automotive and in-car telematics _____	688	2.3	296	392	138	322	460	1,148
Transport systems & equipment _____	426	1.4	195	231	121	219	340	766
Consumer electronics (inc.video, audio, games appliances) _____	1,992	6.6	810	1,182	180	375	555	2,547
Sub total	3,106	10.3	1,301	1,805	439	916	1,355	4,461
CONTROLS, TEST & MEDICAL EQUIPMENT								
Industrial controls, systems equipment & robotics _____	3,464	11.5	1,399	2,065	282	587	869	4,333
Test & measurement instruments, ATE systems _____	1,156	3.9	475	681	275	482	757	1,913
Medical electronic equipment _____	669	2.2	277	392	143	301	444	1,113
Sub total	5,289	17.6	2,151	3,138	700	1,370	2,070	7,359
AVIONICS, MILITARY & SECURITY								
Avionics, marine, space & military electronics _____	1,568	5.2	789	779	190	336	526	2,094
Electronics security equipment _____	975	3.2	406	569	247	394	641	1,616
Sub total	2,543	8.4	1,195	1,348	437	730	1,167	3,710
DIGITAL BROADCAST								
Digital TV/radio systems and services _____	333	1.1	136	197	113	219	332	665
Professional audio and video equipment _____	375	1.3	144	231	85	199	284	659
Sub total	708	2.4	280	428	198	418	616	1,324
COMPUTERS, SYSTEMS & PERIPHERALS								
Computers/servers and workstations _____	595	2.0	194	401	146	333	479	1,074
PCs, laptops, PDAs and other mobile computers _____	143	0.5	41	102	151	318	469	612
Computer add-on boards and peripherals _____	166	0.6	64	102	155	299	454	620
EDA systems (hardware & software) _____	363	1.2	114	249	86	174	260	623
CADCAM systems and other software _____	221	0.7	93	128	82	154	236	457
Office equipment _____	126	0.4	38	88	70	154	224	350
Real time and embedded systems _____	396	1.3	167	229	284	431	715	1,111
EPOS systems/ATMs _____	63	0.2	25	38	31	78	109	172
Sub total	2,073	6.9	736	1,337	1,005	1,941	2,946	5,019
COMPONENTS								
Passive components _____	376	1.3	102	274	141	315	456	832
E-mech components _____	124	0.4	33	91	92	225	317	441
ICs & semiconductors _____	1,008	3.3	345	663	175	373	548	1,556
Other components, materials, hardware _____	692	2.3	260	432	148	317	465	1,157
Electronic subassemblies (boards,modules, hybrids) _____	758	2.5	279	479	231	455	686	1,444
Power supplies & batteries _____	397	1.3	133	264	147	334	481	878
Sub total	3,355	11.1	1,152	2,203	934	2,019	2,953	6,308
DESIGN & MANUFACTURING SERVICES								
Other manufacturers incorporating electronic equipment in their end product _____	3,188	10.6	1,401	1,787	131	239	370	3,558
Design and engineering contractor/consultant _____	4,543	15.1	1,896	2,647	345	480	825	5,368
Contract manufacturing _____	2,121	7.1	774	1,347	219	267	486	2,607
Other _____	731	2.4	190	541	30	76	106	837
Sub total	10,583	35.2	4,261	6,322	725	1,062	1,787	12,370
Other _____	-	-	-	-	-	-	-	-
OTHER PAID CIRCULATION								
Subscriptions _____	91	0.3	91	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	30,099	100.0	12,140	17,959				

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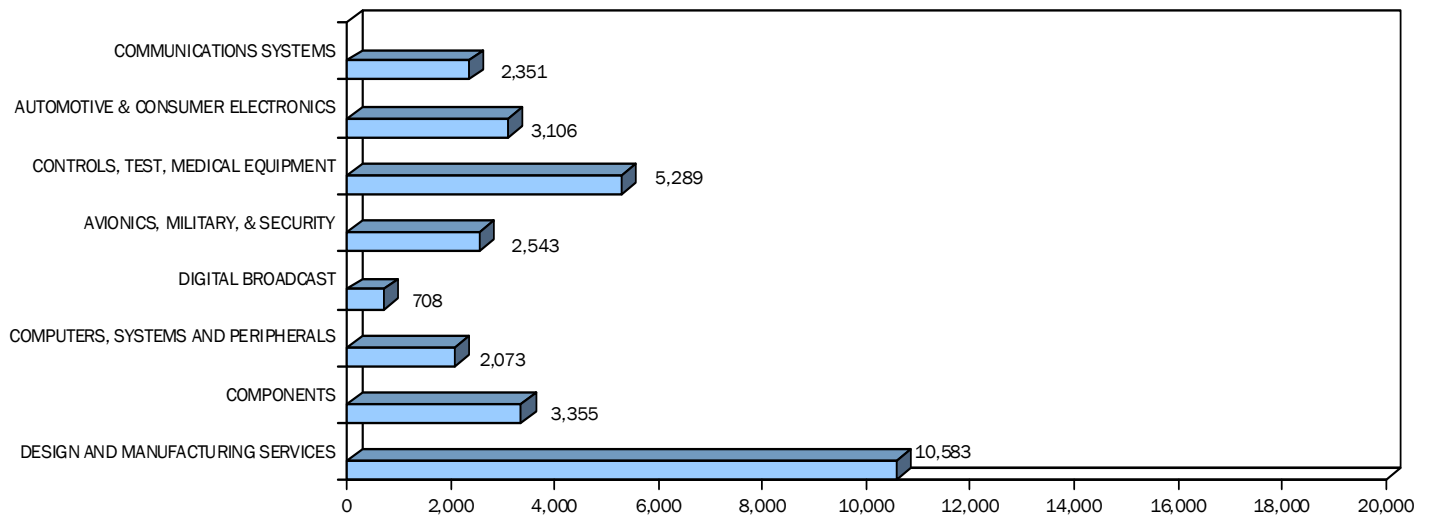
**CHANNEL PROFILE (CONTINUED)
MAGAZINE (CONTINUED)**

SUPPLEMENTARY DATA OF RESPONDENTS BY PRIMARY AND SECONDARY JOB FUNCTIONS PERFORMED

See questionnaire used to elicit these data on the back of this report. This is an analysis of 30,008 respondents or 100% that responded to question 5 on the questionnaire indicating their Primary job functions of which 13,973 or 46.6% responded with a secondary job function. Since any one respondent may have indicated more than one job function, the totals should not be added since the total may exceed the total circulation. These data are presented for statistical and marketing purposes only.

Business	PRIMARY JOB FUNCTIONS	PRIMARY PRODUCT		SECONDARY PRODUCT		SECONDARY JOB FUNCTIONS	ALL JOB FUNCTIONS
		Print	Digital	Print	Digital		
TOTAL QUALIFIED NON-PAID							
Executive Management/Board Director _____	6,711	2,214	4,497	244	357	601	7,312
Overall Technical Management _____	4,192	1,260	2,932	860	1,013	1,873	6,065
Senior Engineering/General Management _____	4,938	1,328	3,610	695	906	1,601	6,539
Design & Development Engineering _____	6,101	5,665	436	648	2,063	2,711	8,812
Test & Measurement Engineering _____	619	114	505	867	818	1,685	2,304
Service/Maintenance _____	746	167	579	534	623	1,157	1,903
Research & Development _____	1,003	148	855	1,796	2,028	3,824	4,827
Production Engineering/Quality Control/Other Engineering _____	1,040	231	809	511	613	1,124	2,164
Purchasing _____	1,378	288	1,090	2,249	3,213	5,462	6,840
Marketing/Sales _____	2,931	582	2,349	1,527	2,408	3,935	6,866
Other _____	349	52	297	568	958	1,526	1,875
OTHER PAID CIRCULATION							
Subscriptions _____	91						
TOTAL QUALIFIED CIRCULATION		30,099					

3a: BREAKOUT OF QUALIFIED CIRCULATION BY BUSINESS/OCCUPATION
(Please refer to Paragraph 3a for complete description)



Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

CHANNEL PROFILE (CONTINUED) MAGAZINE (CONTINUED)

SUPPLEMENTARY DATA OF TYPES OF DESIGN INVOLVEMENT FOR THE RESPONDENTS FOR THE ISSUE OF NOVEMBER 28, 2012

See questionnaire used to elicit these data on the back of this report. This is an analysis of 16,521 respondents or 55.1% of the Total Qualified that responded to question 4 on the questionnaire indicating their design involvement. Since any one respondent may have indicated more than one type of design, the totals should not be added since the total may exceed the total circulation. These data are presented for statistical and marketing purposes only.

DESIGN INVOLVEMENT	TOTAL RESPONSES	Print	Digital
ASIC _____	1,042	460	582
DSP _____	1,365	594	771
FPGA and Programmable Logic _____	1,653	806	847
Logic _____	3,644	1,757	1,887
Software Design Integration _____	4,774	2,210	2,564
Systems Integration _____	4,016	1,805	2,211
Real-time/C++ Programming _____	1,915	924	991
Embedded _____	3,696	1,763	1,933
Analogue _____	5,599	2,659	2,940
RF System _____	2,204	918	1,286
Networking _____	2,391	1,093	1,298
Telecoms _____	1,592	668	924
Mobile Comms _____	1,089	451	638
Digital TV _____	1,837	868	969
Wireless systems _____	2,530	978	1,552
Automotive _____	1,606	670	936
Defence & Security _____	1,812	802	1,010
Optoelectronics _____	1,963	822	1,141
Board Systems _____	2,552	1,058	1,494
Other _____	607	147	460

YEARS WORKED IN ELECTRONICS INDUSTRY	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital
1 - 5 _____	2,660	8.9	1,023	1,637
6 - 10 _____	4,188	13.9	1,666	2,522
More than 10 _____	21,108	70.1	8,600	12,508
Information Not Available _____	2,052	6.8	760	1,292
Other Paid Circulation: Subscriptions _____	91	0.3	91	-
TOTAL QUALIFIED CIRCULATION	30,099	100.0	12,140	17,959

NUMBER OF YEARS IN YOUR PRESENT JOB	TOTAL QUALIFIED	PERCENT OF TOTAL	Print	Digital
Under one year _____	232	0.8	90	142
One year _____	1,665	5.5	611	1,054
Two years _____	1,327	4.4	479	848
Three years _____	1,098	3.7	397	701
Four years _____	999	3.3	366	633
Five years _____	1,706	5.7	650	1,056
More than 5 years _____	21,133	70.2	8,743	12,390
Information Not Available _____	1,848	6.1	713	1,135
Other Paid Circulation: Subscriptions _____	91	0.3	91	-
TOTAL QUALIFIED CIRCULATION	30,099	100.0	12,140	17,959

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

**CHANNEL PROFILE (CONTINUED)
MAGAZINE (CONTINUED)**

SUPPLEMENTARY DATA OF PRODUCTS FOR WHICH RESPONDENTS HAVE PURCHASING, SPECIFYING, OR DESIGN-IN INFLUENCE FOR ISSUE OF NOVEMBER 28, 2012
This is an analysis of 29,656 respondents or 98.8% of the Total Qualified that responded to question 10 on the questionnaire indicating the products for which they have purchasing, specifying or design-in influence. Since any one respondent may have indicated more than one product, the totals should not be added since the total may exceed the total circulation. These data are presented for statistical and marketing purposes only.

PRODUCT PURCHASING INFLUENCE	TOTALRESPONSES	Print	Digital
Semiconductors			
Microprocessors	5,992	2,710	3,282
Microcontrollers	5,485	2,494	2,991
Memories	4,384	1,991	2,393
Digital Signal Processors	3,051	1,338	1,713
Other Digital ICs	3,936	1,908	2,028
Analogue ICs	4,636	2,210	2,426
Mixed Signal ICs	3,429	1,663	1,766
Power Semiconductors	3,854	1,793	2,061
Board Level Products	2,971	1,402	1,569
IP Cores/Cell Libraries	1,233	643	590
Embedded Development Tools	2,936	1,254	1,682
FPGA's	2,500	1,163	1,337
PLD's	2,098	995	1,103
Standard Cell	1,437	738	699
Custom ASIC	1,123	537	586
Communications IC's	2,117	1,032	1,085
Memory Modules	2,180	948	1,232
Video Compression/Decompression ICs	1,057	527	530
Other Semiconductors	2,168	1,056	1,112
Components			
Resistors and capacitors	12,718	5,510	7,208
Relays, switches & keyboards	10,890	4,694	6,196
RF/Microwave devices	3,891	1,777	2,114
Fans/Motors	8,824	3,878	4,946
Power Sources			
Power Supplies	14,621	5,995	8,626
Batteries	11,315	4,601	6,714
Interconnection and Packaging			
Connectors	11,009	4,659	6,350
Enclosures/sockets and backplanes	5,894	2,552	3,342
Printed Circuit Boards	4,577	2,244	2,333
Test & Measurement			
Automatic Test Equipment	7,206	2,841	4,365
Oscilloscopes	3,939	1,780	2,159
Logic Analysers	3,485	1,625	1,860
Signal/Function Generators	3,238	1,413	1,825
Digital Multimeters	4,474	1,947	2,527
Other			
Displays	3,756	1,497	2,259
Optoelectronic/fibre optic components	1,426	643	783
CAE/EDA Systems	1,209	539	670
Computer Hardware & Peripherals	6,173	2,270	3,903
Computer Software	9,314	3,453	5,861
Office Equipment Services	7,120	2,337	4,783
Buying/Leasing Company Cars	543	210	333
Business travel and entertainment	955	329	626
Financial Services	1,252	529	723
Training Services, books & videos	1,293	453	840
Conferences/Exhibitions	834	290	544

3b. QUALIFICATION SOURCE BREAKOUT OF QUALIFIED CIRCULATION FOR ISSUE OF NOVEMBER 28, 2012

QUALIFICATION SOURCE	Qualified Within			Print	Digital	Total Qualified	Percent
	1 year	2 year	3+ year				
I. TOTAL - Direct Request:	20,549	8,533	948	12,071	17,959	30,030	99.8
a. Written	19	4	-	22	1	23	0.1
b. Telecommunication	15,030	6,721	395	9,148	12,998	22,146	73.6
c. Electronic	5,500	1,808	553	2,901	4,960	7,861	26.1
II. TOTAL - Request from recipient's company:	61	8	-	69	-	69	0.2
a. Written	61	8	-	69	-	69	0.2
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
III. TOTAL - Membership Benefit:	-	-	-	-	-	-	-
a. Individual	-	-	-	-	-	-	-
b. Organizational	-	-	-	-	-	-	-
IV. TOTAL - Communication from recipient or recipient's company (other than request):	-	-	-	-	-	-	-
a. Written	-	-	-	-	-	-	-
b. Telecommunication	-	-	-	-	-	-	-
c. Electronic	-	-	-	-	-	-	-
V. TOTAL - Sources other than above (listed alphabetically):	-	-	-	-	-	-	-
Association rosters and directories	-	-	-	-	-	-	-
Business directories	-	-	-	-	-	-	-
Manufacturer's, distributor's and wholesaler's lists	-	-	-	-	-	-	-
Other sources	-	-	-	-	-	-	-
VI. TOTAL - Single Copy Sales:	-	-	-	-	-	-	-
TOTAL QUALIFIED CIRCULATION	20,610	8,541	948	12,140	17,959	30,099	100.0
PERCENT	68.5	28.4	3.1	40.3	59.7	100.0	

*See Additional Data

AVERAGE ANNUAL AUDITED QUALIFIED CIRCULATION AND CURRENT UNAUDITED CIRCULATION STATEMENTS

6-Month Period Ended:	Audited Data		Audited Data		Circulation Claim		Circulation Claim	
	January-June 2010	July-December 2010	January - June 2011	July-December 2011	January - June 2012*	July - December 2012*		
Total Audit Average Qualified	36,400	32,645	29,346	25,619	29,115	26,481		
Qualified Non-Paid Total	36,250	32,511	29,222	25,513	29,018	26,388		
Print	12,046	12,041	12,045	11,859	12,048	12,049		
Digital	24,204	20,470	17,177	13,654	16,970	14,339		
Qualified Paid Total	150	134	124	106	97	93		
Print	150	134	124	106	97	93		
Digital	-	-	-	-	-	-		
Post Expire Copies included in Total Qualified Circulation	**NC	**NC	**NC	**NC	**NC	**NC		
Average Annual Order Price	£122.75	£122.75	£118.90	£124.23	£116.02	£136.37		

*NOTE: January - December 2012 data is unaudited. With each successive year, new data will be added until 6 six-month periods of data are displayed.

**NC = None Claimed.

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CHANNEL PROFILE (CONTINUED)

WEBSITE*

Month	Page Impressions	User Sessions	Unique Browsers	Unique Browser Frequency	Page Duration	User Session Duration
July	350,262	174,257	125,986	1.38	01:07	02:16
August	303,662	162,203	117,073	1.39	01:09	02:09
September	320,906	176,297	128,445	1.37	01:15	02:18
October	361,195	207,990	150,746	1.38	01:15	02:10
November	331,364	183,570	137,880	1.33	01:12	02:11
December	284,810	163,777	127,630	1.28	01:05	01:58
AVERAGE:	325,367	178,016	131,293	1.35	01:10	02:10

*See Additional Data

WEBSITE GLOSSARY:

Unique Browsers: An identified and unduplicated Cookie Browser that accesses internet content during a measurement period.
Page Impressions: The number of web pages successfully viewed by all browsers within the reporting period
User Sessions: A single continuous set of activity attributable to a browser resulting in one or more pulled text downloads from a site. A period of inactivity of more than 30 minutes terminates the session
Unique Browser Frequency: The average number of user sessions per Unique Browser over the selected reporting period
User Session Duration: The average time a browser remained on the site per session
Page Duration: The average time a browser spent viewing any page(s) on the site

GEOGRAPHIC DISTRIBUTION*

Region	Electronics Weekly for Issue of November 28, 2012				Region	Electronics Weekly Magazine for Issue of November 28, 2012			
	Print	Digital	Total	Percent		Print	Digital	Total	Percent
NORTHERN					SOUTH WEST				
REGION:	364	543	907	3.0	REGION:	1,404	1,773	3,177	10.6
Cleveland	52	75	127	0.4	Channel Islands	19	23	42	0.1
Cumbria	67	98	165	0.6	Cornwall	61	87	148	0.5
Durham	67	118	185	0.6	Devon	201	266	467	1.6
Northumberland	33	52	85	0.3	Dorset	248	307	555	1.9
Tyne & Wear	145	200	345	1.1	Gloucestershire	267	304	571	1.9
					Isles of Scilly	-	-	-	-
YORKSHIRE					Somerset	390	489	879	2.9
REGION:	746	1,022	1,768	5.9	Wiltshire	218	297	515	1.7
East Yorkshire	78	92	170	0.6	TOTAL ENGLAND CIRCULATION	10,579	14,770	25,349	84.2
North Yorkshire	127	200	327	1.1	WALES	477	641	1,118	3.7
South Yorkshire	180	276	456	1.5	Clwyd	90	100	190	0.6
West Yorkshire	361	454	815	2.7	Dyfed	38	71	109	0.4
					Gwent	122	171	293	1.0
NORTH WEST					Gwynedd	24	38	62	0.2
REGION:	994	1,299	2,293	7.6	Mid Glamorgan	60	80	140	0.5
Cheshire	292	415	707	2.3	Powys	35	41	76	0.2
Isle of Man	16	17	33	0.1	Glamorgan	61	64	125	0.4
Lancashire	554	708	1,262	4.2	West Glamorgan	47	76	123	0.4
Merseyside	132	159	291	1.0	SCOTLAND	780	992	1,772	5.9
					Borders	17	32	49	0.2
EAST ANGLIA					Central	49	54	103	0.4
REGION:	714	972	1,686	5.6	Dumfries & Galloway	17	13	30	0.1
Cambridgeshire	386	560	946	3.2	Fife	78	94	172	0.6
Norfolk	173	202	375	1.2	Grampian	93	98	191	0.6
Suffolk	155	210	365	1.2	Highlands & Islands	25	48	73	0.2
					Lothian	188	215	403	1.3
EAST MIDLANDS					Strathclyde	271	390	661	2.2
REGION:	896	1,302	2,198	7.3	Tayside	42	48	90	0.3
Derbyshire	161	237	398	1.3	NORTHERN IRELAND	198	226	424	1.4
Leicestershire	221	314	535	1.8	Antrim	101	107	208	0.7
Lincolnshire	129	204	333	1.1	Armagh	13	17	30	0.1
Northamptonshire	192	269	461	1.5	County Down	28	40	68	0.2
Nottinghamshire	193	278	471	1.6	County Tyrone	25	21	46	0.1
					Fermanagh	11	5	16	0.1
MIDLANDS					Londonderry	20	36	56	0.2
REGION:	995	1,412	2,407	8.0	TOTAL UK CIRCULATION	12,034	16,629	28,663	95.2
Herefordshire & Worcestershire	179	243	422	1.4	OTHER EUROPE	78	451	529	1.8
Shropshire	79	106	185	0.6	INTERNATIONAL	28	879	907	3.0
Staffordshire	189	261	450	1.5					
Warwickshire	105	164	269	0.9	TOTAL	12,140	17,959	30,099	100.0
West Midlands	443	638	1,081	3.6					
LONDON	360	608	968	3.2					
SOUTH EAST									
REGION:	4,106	5,839	9,945	33.0					
Bedfordshire	213	305	518	1.7					
Berkshire	402	624	1,026	3.4					
Buckinghamshire	322	433	755	2.5					
East Sussex	144	203	347	1.2					
Essex	488	643	1,131	3.8					
Hampshire	684	863	1,547	5.1					
Hertfordshire	416	585	1,001	3.3					
Isle of Wight	44	46	90	0.3					
Kent	370	556	926	3.1					
Middlesex	216	353	569	1.9					
Oxfordshire	197	292	489	1.6					
Surrey	349	581	930	3.1					
West Sussex	261	355	616	2.0					

*See Additional Data

Duplication is identified or has been eliminated within each channel; no attempt has been made to identify or eliminate duplication that may exist across media channels.

