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Industry agreed measurement

ISLAND OF IRELAND REPORT

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Notes

- 1 The circulation figures may include copies sold or distributed in the Republic of Ireland/Northern Ireland, the rest of United Kingdom and other countries.
- 2 Some publications have chosen to report a geographic breakdown of their circulation. These are indicated by 'Geo'. The geographic breakdown is included as part of the certificate, available on the website www.abc.org.uk or www.abcireland.ie
- 3 B2B magazines either report to ABC annually to December, or annually to June each year. This publication contains two separate reports, one for each reporting schedule.
- 4 More details on circulation figures can be accessed on our website www.abc.org.uk or www.abcireland.ie
- 5 Titles appear in Section 1 where they are in membership of ABC. If the title has either not reported data for this period, or is not yet due to report data, no figure will show.
- 6 Where a title is listed as Certificate Pending this advises that data has been received by ABC, but the certification process is not yet complete.
- 7 Where a title is listed as Not Reported this advises that data has not yet been received by ABC, from the publisher.

Total Average Net Circulation by Title

Newspaper Paid - Republic of Ireland		
Anglo Celt Ltd	The Anglo Celt	12,885
Champion Publications Ltd	Sligo Champion	10,282
Clare Champion Ltd	Clare Champion	16,691
Clare College News Ltd	The Clare People	8,753
Connacht Tribune Ltd	Connacht Sentinel	5,241
Connacht Tribune Ltd	Connacht Tribune	21,860
The Herald Printing & Publishing Ltd	The Tuam Herald	8,883
Independent Newspapers Ireland	The Argus	9,770
Independent Newspapers Ireland	Bray People	4,045
Independent Newspapers Ireland	Carlow People	3,728
Independent Newspapers Ireland	The Corkman	7,262
Independent Newspapers Ireland	Drogheda Independent	7,513
Independent Newspapers Ireland	Drogheda Independent Group	20,960
Independent Newspapers Ireland	Dublin - Evening Herald	65,435
Independent Newspapers Ireland	Dublin - Irish Independent - Morning	138,510
Independent Newspapers Ireland	Enniscorthy Guardian	7,372
Independent Newspapers Ireland	Fingal Independent	3,677
Independent Newspapers Ireland	The Kerryman	20,471
Independent Newspapers Ireland	New Ross Standard	5,905
Independent Newspapers Ireland	People Newspaper Group	43,010
Independent Newspapers Ireland	Sunday Independent	254,311
Independent Newspapers Ireland	Weekend Herald	38,936
Independent Newspapers Ireland	Wexford People	11,439
Independent Newspapers Ireland	Wicklow People	10,521
Irish Examiner Publications (Cork) Ltd	Cork - Evening Echo	21,301
Irish Examiner Publications (Cork) Ltd	Irish Examiner - Morning	46,011
Irish Times Ltd	Dublin - Irish Times - Morning	102,543
Johnston Press Ireland	Dundalk Democrat	5,539
Johnston Press Ireland	Kilkenny People	12,983
Johnston Press Ireland	Leinster & Offaly Express	12,549
Johnston Press Ireland	Leinster Leader	7,482
Johnston Press Ireland	Leitrim Observer	7,487
Johnston Press Ireland	Limerick Leader (Weekend)	16,535
Johnston Press Ireland	Longford Leader	8,260
Johnston Press Ireland	Nationalist & Munster Advertiser	11,087
Johnston Press Ireland	Tipperary Star	7,898
Johnston Publishing (NI)	Donegal Democrat (Thurs)	10,385
Johnston Publishing (NI)	Donegal Democrat (Tues)	7,650
Johnston Publishing (NI)	Donegal on Sunday	3,702
Meath Chronicle Limited	Meath Chronicle	12,171
The Munster Express Ltd	Munster Express	6,286
Nationalist & Leinster Times Ltd	The Nationalist	14,661
Nenagh Guardian Ltd	Nenagh Guardian	7,364
The North-West of Ireland Printing & Publishing Co Ltd	Donegal News - Friday Edition	11,436
The North-West of Ireland Printing & Publishing Co Ltd	Donegal News - Monday Edition	4,132
The North-West of Ireland Printing & Publishing Co Ltd	Donegal News Group	15,568
Post Publications Ltd	Sunday Business Post	45,696
River Newspapers South Donegal Ltd	Inish Times	5,269
Roscommon Herald Ltd	Roscommon Herald	8,663
Sunday Newspapers Ltd	Sunday World	251,334
Tallaght Publishing Ltd	The Echo	7,125
Tribune Newspapers plc	Sunday Tribune	Certificate Pending
Western People Limited	Western People	15,062
Westmeath Examiner Ltd	Westmeath Examiner	6,183
Newspaper Free Letterbox - Republic of Ireland		
Cork Independent Newspapers Ltd	Cork Independent	27,754
Cork News and Media Ltd	Cork News	37,995
Galway Advertiser Ltd	Galway Advertiser	29,093
Galway Independent Newspapers LTD	Galway Independent	25,009
Galway Advertiser Ltd	Kilkenny Advertiser	8,058
Carnbeg Ltd	Limerick Post	17,369
Galway Advertiser Ltd	Mullingar Advertiser	5,921

Total Average Net Circulation by Title

Regional Publication - Northern Ireland		
Banbridge Chronicle Press Ltd	Banbridge Chronicle	4,857
Belfast Media Group	Andersonstown News	12,090
Belfast Media Group	Andersonstown News (Monday)	6,761
Belfast Media Group	North Belfast News	4,438
Belfast Media Group	The Nuachtain Group of Newspapers	23,289
Belfast Telegraph Newspapers	Ads for Free	8,714
Belfast Telegraph Newspapers	Belfast Telegraph	58,491
Belfast Telegraph Newspapers	Community Telegraph East Belfast	33,420
Belfast Telegraph Newspapers	Community Telegraph Group	102,178
Belfast Telegraph Newspapers	Community Telegraph North Belfast	23,357
Belfast Telegraph Newspapers	Community Telegraph North Down & Ards	23,536
Belfast Telegraph Newspapers	Community Telegraph South Belfast	21,865
Belfast Telegraph Newspapers	Sunday Life	54,435
D E Alexander & Sons Ltd	County Down Spectator	8,967
D E Alexander & Sons Ltd	Newtownards Spectator	698
Derry News Ltd	County Derry Post	4,810
Derry News Ltd	Derry News - Monday	5,936
Derry News Ltd	Derry News - Thursday	5,858
Derry News Ltd	Derry News Group	16,604
Edward Hodgett Ltd	Newry Reporter	12,414
Irish News Ltd	Irish News - Morning	44,222
Johnston Publishing (NI)	Ballymena Times	3,664
Johnston Publishing (NI)	Banbridge & District Weekender	9,021
Johnston Publishing (NI)	Belfast News	48,160
Johnston Publishing (NI)	Coleraine Times	7,133
Johnston Publishing (NI)	Derry Journal (Fri)	18,182
Johnston Publishing (NI)	Derry Journal (Tue)	15,848
Johnston Publishing (NI)	Derry Journal Group	58,365
Johnston Publishing (NI)	Larne Times	8,946
Johnston Publishing (NI)	The Leader	3,509
Johnston Publishing (NI)	Lisburn Echo	17,889
Johnston Publishing (NI)	Londonderry Sentinel	4,451
Johnston Publishing (NI)	Lurgan Mail	7,418
Johnston Publishing (NI)	Mid Ulster Mail	8,652
Johnston Publishing (NI)	Morton Newspaper Free Group	26,910
Johnston Publishing (NI)	Morton Newspaper Paid Group	65,194
Johnston Publishing (NI)	Portadown Times	9,578
Johnston Publishing (NI)	Sunday Journal	2,598
Johnston Publishing (NI)	Tyrone Times	3,660
Johnston Publishing (NI)	Ulster - News Letter	23,669
Johnston Publishing (NI)	Ulster Star	8,183
Mourne Observer Ltd	Mourne Observer	10,839
Newtownards Chronicle Ltd	Newtownards Chronicle & County Down Observer	8,872
The North-West of Ireland Printing & Publishing Co Ltd	Fermanagh Herald	13,376
The North-West of Ireland Printing & Publishing Co Ltd	The North West of Ireland Printing & Publishing News Group	53,363
The North-West of Ireland Printing & Publishing Co Ltd	Strabane Chronicle	5,466
The North-West of Ireland Printing & Publishing Co Ltd	Tyrone Herald	6,841
The North-West of Ireland Printing & Publishing Co Ltd	Ulster Herald	12,112
The North-West of Ireland Printing & Publishing Co Ltd	Ulster Herald Group	24,419
W Y Crichton & Company Ltd	Down Recorder	10,200
William Trimble Ltd	Impartial Reporter	13,093

Total Average Net Circulation by Title

Consumer Magazine - Republic of Ireland		
21st Century Media Ltd	Social & Personal	19,056
Agricultural Trust	Irish Farmers Journal	70,405
Agricultural Trust	Irish Field	12,382
All About Publishing Ltd	Prudence	11,290
Barndee Publishing	Stellar	21,556
British Sky Broadcasting Ltd	Sky Magazine Ireland	596,660
British Sky Broadcasting Ltd	Sky Sports Magazine (Republic of Ireland)	263,223
Carnbeg Ltd	Limerick Post	Not Reported
Cork Independent Newspapers Ltd	Cork Independent	22,328
Dyflin Publications Ltd	Confetti	5,805
Dyflin Publications Ltd	House and Home	15,385
Future Plus	Sky Movies Magazine (Ireland Edition)	188,866
Gazette Group Newspapers	Lucan Gazette	41,653
Harmonia Limited	Food & Wine	7,815
Harmonia Limited	Ireland of the Welcomes	38,138
Harmonia Limited	Irish Tatler	23,536
Harmonia Limited	U Magazine	27,564
Harmonia Limited	Woman's Way	22,197
Image Publications Ltd	Image	19,005
Image Publications Ltd	Image Interiors & Living	9,070
Independent Newspapers Ireland	Irelands Own	39,577
Irish Garden Publishers	The Irish Garden	11,459
Irish Wedding Diary. ie Ltd	Irish Wedding Diary	Not Reported
Minjara Ltd	Kiss	22,469
Minjara Ltd	VIP Magazine	24,113
Moranna Ltd	Business & Finance	Not Reported
Nalac Ltd	Business Plus	Not Reported
National Lesbian & Gay Federation Ltd	GCN (Gay Community News)	11,001
Ni4Kids Ltd	ireland4kids	28,285
Osnovina Ltd	Hot Press	Not Reported
Penfield Enterprises Ltd	The Phoenix	16,601
Radio Telefis Eireann	RTE Guide	84,018
RSVP Publishing Ltd	RSVP	Certificate Pending
Trader Publishing Ltd	Auto Trader - Republic of Ireland	17,401
Valigan Ltd	TV Now!	29,204
The Waiting Room	The Waiting Room Magazine	83,002
Zahra Publishing Ltd	Easy Food	27,102
Zahra Publishing Ltd	Easy Health and Living	10,264
Consumer Magazine - Northern Ireland		
Belfast Visitor and Convention Bureau Ltd	What About Belfast	56,667
Fate Magazines	Fate	20,752
Harrison Publications	INI Magazine	Not Reported
In Your Pocket Ltd	Belfast In Your Pocket	Not Reported
Ireland's Homes Interiors and Living Magazine	All Ireland Kitchen Guide	5,186
Ireland's Homes Interiors and Living Magazine	Ireland's Homes Interiors and Living Magazine	11,965
Ni4Kids Ltd	Ni4Kids	44,546
Penton Publications Ltd	Go Belfast	Not Reported
Penton Publications Ltd	Ireland's Wedding Journal	13,473
Trader Publishing Ltd	Auto Trader - Northern Ireland	14,018
Trader Publishing Ltd	Auto Trader Ireland Group	31,419
Ulster Journals Ltd	Ulster Tatler	11,012

Total Average Net Circulation by Title

Business Magazine - Republic of Ireland		
Autobiz Ltd	Autobiz	5,055
Chartered Accountants Ireland	Accountancy Ireland	25,879
Checkout Publications Limited	Checkout Ireland	5,085
Danstone Ltd	Irish Medical News	7,346
European Society of Cataract & Refractive Surgeons	ESCRS EuroTimes	32,019
Mediateam Ltd	Shelllife	7,631
Metropolis Business Publishing	Irish Medical Times	Certificate Pending
Pro-Mark Business Development Ltd	Construction Ireland	Certificate Pending
Tara Publishing Co Ltd	Retail News	6,116
Temple Media Ltd	Construct Ireland	7,703
Think Media Ltd	Journal Of The Irish Dental Association	Not Reported
Whitespace Publishing Group	Irish Director	5,132
Whitespace Publishing Group	Marketing Age	4,882
Whitespace Publishing Group	Owner Manager	8,389
Business Magazine - Northern Ireland		
BMF Business Services	agendaNi	6,227
Buckley Publications	Business Eye	7,610
Farmweek Ltd	Farmweek	10,671
Greer Publications	Hospitality Review NI	4,952
Greer Publications	Specify	3,883
Greer Publications	Ulster Business	6,645
Greer Publications	Ulster Grocer	4,328
Penton Publications Ltd	Ireland's Forecourt & Convenience Retailer	4,045
Penton Publications Ltd	Licensed & Catering News	5,605
Penton Publications Ltd	Neighbourhood Retailer	4,732
ABC Bulk Distribution - Republic of Ireland		
FortuneGreen Ltd	Metro Herald	60,590

Daily Unique Browsers by Title

Online - Republic of Ireland		
Daft Media Ltd	Daft Media	176,162
Independent News & Media	Independent Digital	211,174
Irish Times Ltd	IrishTimes.com	234,974
Radio Telefis Éireann	RTE	285,449
Trader Media Group Ireland	carzone.ie	45,490
Webzone Ltd	www.autotrader.ie	12,410
WeddingsOnline.ie Limited	www.weddingsonline.ie	7,733
Online - Northern Ireland		
Belfast Telegraph Newspapers	Belfast Telegraph Online	58,908
Flagship Media Group Ltd	4ni.co.uk	19,339
Flagship Media Group Ltd	4rfv.co.uk	4,646
Irish Football Association	Irishfa	2,864
OFMDFM	nidirect	5,601
Propertynews.com Ltd	Propertynews.com	14,714
Saon Group	NIJobs.com	7,133

Republic of Ireland Paid Newspapers

Publishing Frequency	Title	Average Net Circulation Dec end 2010	Actively Purchased %	Comparison of Dec 2010 data to historic data				Analysis of Circulation						Average Net Circulation Per Issue By Audit Month - Audit Period ending Dec 2010						Supplementary Data				Geographical Circulation			
				Average Net Circulation Jun end 2010	% Change against Jun end 2010	Average Net Circulation Dec end 2009	% Change against Dec end 2009	Newstrade, Single Copy and Subscription Sales			Regular Multiple Copy / Bulk Sales	Issue Specific Multiple Copy / Bulk Sales	Special Edition Sales	Sports Edition Sales	Jul	Aug	Sep	Oct	Nov	Dec	Is this title a series of Editions with changed advertising together	Is this title a Group of certified titles, reporting Certificate	No. of Available Publishing Days / No. of Issues included on the Certificate	Basic Cover Price	Republic of Ireland	Northern Ireland	Other countries
								Roi & UK Full Rate	Roi & UK Lesser Rate	Sales outside of the Roi & UK																	
	People Newspaper Group	43,010	100.0%	43,199	-0.4%	45,757	-6.0%	43,000	-	10	-	-	-	-	43,087	41,905	43,956	43,589	43,107	41,377	Group	Var / Var	€2.00	42,938	3	69	
	Roscommon Herald	8,663	100.0%	7,907	9.6%	8,198	5.7%	8,631	19	13	-	-	-	-	8,347	8,043	8,882	9,084	8,985	8,558	26 / 24	€2.00	8,401	1	261		
	Sligo Champion	10,282	100.0%	9,944	3.4%	10,307	-0.2%	10,280	-	2	-	-	-	-	10,127	10,344	10,442	10,498	10,255	9,634	26 / 23	€2.00	10,279	-	3		
	Tipperary Star	7,898	100.0%	7,759	1.8%	8,335	-5.2%	7,898	-	-	-	-	-	-	7,517	7,796	8,450	7,934	7,798	7,713	26 / 24	€2.00	7,898	-	-		
	The Tuam Herald	8,883	100.0%	9,064	-2.0%	9,215	-3.6%	8,883	-	-	-	-	-	-	8,840	8,798	9,003	9,033	8,999	8,653	26 / 26	€1.50	8,735	-	148		
	Western People	15,062	100.0%	-	N/A	16,271	-7.4%	14,992	61	9	-	-	-	-	15,082	15,096	15,097	15,215	14,846	14,452	52 / 50	€2.10	14,341	-	721		
	Westmeath Examiner	6,183	100.0%	6,596	-6.3%	7,010	-11.8%	6,183	-	-	-	-	-	-	6,210	6,162	6,349	6,265	6,159	5,819	26 / 24	€2.00	6,183	-	-		
	Wexford People	11,439	100.0%	11,497	-0.5%	12,094	-5.4%	11,434	-	5	-	-	-	-	11,562	11,364	11,521	11,643	11,276	11,037	26 / 23	€2.00	11,401	2	36		
	Wicklow People	10,521	100.0%	10,676	-1.5%	11,191	-6.0%	10,519	-	2	-	-	-	-	10,673	10,550	10,779	10,533	10,340	9,782	26 / 23	€2.00	10,508	-	13		

Republic of Ireland Free Letterbox

Publishing Frequency	Title	Average Net Circulation Dec end 2010	Comparison of Dec 2010 data to historic data				Average Net Circulation Per Issue By Audit Month - Audit Period ending Dec 2010						Supplementary Data				Geographical Circulation		
			Average Net Circulation Jun end 2010	% Change against Jun end 2010	Average Net Circulation Dec end 2009	% Change against Dec end 2009	Jul	Aug	Sep	Oct	Nov	Dec	Is this title a series of Editions with changed advertising	Is this title a Group of certified titles; reporting together	Is this title a Group of Certified	Publishing Days / No. of Issues included on the Certificate	No. of Available	Average Pagination	Editorial % Content
	Cork Independent	27,754	25,673	8.1%	21,443	29.4%	27,754	27,754	27,754	27,754	27,754	27,754	-	26 / 25	56	21% - 50%	27,754	-	-
	Cork News	37,995	-	N/A	-	N/A	37,991	37,996	37,996	37,996	37,997	37,994	-	26 / 24	91	51% - 100%	37,995	-	-
	Galway Advertiser	29,093	29,312	-0.7%	30,090	-3.3%	29,120	29,093	29,122	29,128	28,983	29,105	-	26 / 26	116	21% - 50%	29,093	-	-
	Galway Independent	25,009	25,943	-3.6%	25,590	-2.3%	26,089	25,690	24,586	24,598	24,598	24,598	-	26 / 25	89	21% - 50%	25,009	-	-
	Kilkenny Advertiser	8,058	8,045	0.2%	7,997	0.8%	8,007	8,087	8,051	8,051	8,066	8,085	-	26 / 25	40	21% - 50%	8,058	-	-
	Limerick Post	17,369	17,442	-0.4%	17,450	-0.5%	17,476	17,421	17,476	17,332	17,217	17,265	-	26 / 25	104	21% - 50%	17,369	-	-
	Mullingar Advertiser	5,921	5,983	-1.0%	5,701	3.9%	5,916	5,916	5,924	5,924	5,924	5,924	-	26 / 25	39	21% - 50%	5,921	-	-

Regional Publications - Northern Ireland

Average Net Circulation Per Issue By Audit Month - Audit Period ending Dec 2010						Title	Analysis of Circulation										Supplementary Data				Comparison of Dec 2010 data to historic data			
Jul	Aug	Sep	Oct	Nov	Dec		Average Net Circulation Dec 2010	Newstrate: Single Copy and Subscription Sales	Regular Multiple Copy/ Bulk Sales	Issue Specific: Multiple Copy / Bulk Sales	Special Edition Sales	Sports Edition Sales	Free Pickup Copies	Free Letterbox Delivery	Free Requested Posted Copies	Is this title a series of Editions with changed advertising	Primary Type (Paid or Free) with percentage	No. of Available Publishing Days / No. of Issues included on the Certificate	Cover Price	Average Net Circulation - Jun 2010	% Change against Jun 2010	Average Net Circulation - Dec 2009	% Change against Dec 2009	
Northern Ireland																								
Daily Titles																								
57,068	58,238	59,867	60,011	58,544	56,576	Belfast Telegraph	58,491	46,344	2,969	-	52	-	9,126	-	-	79.3% Paid	156 / 144	£0.70	67,353	-13.2%	66,242	-11.7%		
45,329	45,123	44,878	44,037	43,597	41,914	Irish News - Morning	44,222	44,197	-	25	-	-	-	-	-	99.9% Paid	156 / 147	£0.70	45,531	-2.9%	45,667	-3.2%		
2,581	2,642	2,584	2,798	2,484	2,472	Sunday Journal	2,598	2,598	-	-	-	-	-	-	-	100.0% Paid	26 / 24	£0.85	2,684	-3.2%	2,616	-0.7%		
52,967	53,827	57,303	55,390	52,835	50,977	Sunday Life	54,435	52,838	1,597	-	-	-	-	-	-	97.0% Paid	26 / 22	£1.30	64,125	-15.1%	60,057	-9.4%		
24,540	24,032	23,624	23,482	23,404	22,915	Ulster - News Letter	23,669	23,249	420	-	-	-	-	-	-	98.2% Paid	156 / 146	£0.68 to £0.78	24,346	-2.8%	24,555	-3.6%		
Non-Daily Titles																								
9,063	9,376	9,355	8,657	8,117	6,890	Ads for Free	8,714	8,714	-	-	-	-	-	-	-	100.0% Paid	26 / 21	£1.50	10,648	-18.2%	12,007	-27.4%		
12,350	12,673	12,448	12,339	12,231	11,930	Andersonstown News	12,090	12,090	-	-	-	-	-	-	-	100.0% Paid	52 / 50	£0.90	-	N/A	12,627	-4.3%		
7,013	7,013	7,029	6,809	7,055	6,636	Andersonstown News (Monday)	6,761	6,761	-	-	-	-	-	-	-	100.0% Paid	52 / 50	£0.70	-	N/A	7,088	-4.6%		
3,674	3,478	3,894	3,720	3,606	3,229	Ballymena Times	3,664	3,664	-	-	-	-	-	-	-	100.0% Paid	26 / 22	£1.00	3,589	2.1%	3,785	-3.2%		
9,041	9,204	9,063	8,994	8,946	8,873	Banbridge & District Weekender	9,021	-	-	-	-	-	9,021	-	-	100.0% Free	26 / 24	-	9,200	-1.9%	9,694	-6.9%		
4,801	4,760	4,952	4,881	4,857	4,874	Banbridge Chronicle	4,857	4,857	-	-	-	-	-	-	-	100.0% Paid	26 / 23	£1.00	4,987	-2.6%	5,342	-9.1%		
47,856	48,527	48,757	47,934	46,949	48,711	Belfast News	48,160	-	-	-	-	-	48,160	-	-	100.0% Free	26 / 24	-	48,504	-0.7%	49,418	-2.5%		
7,068	7,056	7,293	7,180	7,143	6,980	Coleraine Times	7,133	7,133	-	-	-	-	-	-	-	100.0% Paid	26 / 24	£1.00	7,124	0.1%	7,602	-6.2%		
34,791	34,629	33,484	32,710	32,464	32,551	Community Telegraph East Belfast	33,420	-	-	-	-	-	33,420	-	-	100.0% Free	26 / 23	-	31,246	7.0%	30,609	9.2%		
101,256	103,130	102,067	101,253	102,698	102,556	Community Telegraph Group	102,178	-	-	-	-	-	102,178	-	-	100.0% Free	Var / Var	-	96,612	5.8%	101,127	1.0%		
22,568	23,687	23,250	22,686	23,969	23,968	Community Telegraph North Belfast	23,357	-	-	-	-	-	23,357	-	-	100.0% Free	26 / 23	-	23,705	-1.5%	23,194	0.7%		
22,599	22,903	23,376	23,857	24,245	24,208	Community Telegraph North Down & Ards	23,536	-	-	-	-	-	23,536	-	-	100.0% Free	26 / 23	-	23,347	0.8%	26,952	-12.7%		
21,298	21,911	21,957	22,000	22,020	21,829	Community Telegraph South Belfast	21,865	-	-	-	-	-	21,865	-	-	100.0% Free	26 / 23	-	18,314	19.4%	20,372	7.3%		
4,673	4,982	5,006	4,986	4,673	4,383	County Derry Post	4,810	4,810	-	-	-	-	-	-	-	100.0% Paid	26 / 24	£1.00	4,754	1.2%	5,191	-7.3%		
8,792	9,159	9,485	9,174	9,021	8,831	County Down Spectator	8,967	8,967	-	-	-	-	-	-	-	100.0% Paid	52 / 48	£0.80	-	N/A	9,713	-7.7%		
18,383	18,111	18,467	18,207	18,199	17,127	Derry Journal (Fri)	18,182	18,182	-	-	-	-	-	-	-	100.0% Paid	26 / 23	£1.00	18,105	0.4%	18,525	-1.9%		
15,911	15,776	15,879	16,361	15,779	15,221	Derry Journal (Tue)	15,848	15,848	-	-	-	-	-	-	-	100.0% Paid	26 / 24	£1.00	16,456	-3.7%	16,479	-3.8%		
59,800	58,814	58,654	59,155	57,395	54,633	Derry Journal Group	58,365	58,265	-	-	100	-	-	-	-	100.0% Paid	Var / Var	-	59,076	-1.2%	60,546	-3.6%		
5,750	5,894	6,040	6,061	6,055	5,711	Derry News - Monday	5,936	5,936	-	-	-	-	-	-	-	100.0% Paid	26 / 22	£0.95	5,940	-0.1%	6,410	-7.4%		
5,653	5,799	5,955	6,061	5,926	5,684	Derry News - Thursday	5,858	5,858	-	-	-	-	-	-	-	100.0% Paid	26 / 24	£0.95	6,193	-5.4%	6,395	-8.4%		
16,076	16,675	17,001	17,108	16,654	15,778	Derry News Group	16,604	16,604	-	-	-	-	-	-	-	100.0% Paid	Var / Var	-	16,887	-1.7%	17,996	-7.7%		
10,179	10,711	10,507	10,497	10,234	9,534	Down Recorder	10,200	10,200	-	-	-	-	-	-	-	100.0% Paid	26 / 25	£1.00	10,667	-4.4%	10,857	-6.1%		
13,356	13,369	13,505	13,299	13,444	13,214	Fermanagh Herald	13,376	13,376	-	-	-	-	-	-	-	100.0% Paid	26 / 24	£1.10	13,169	1.6%	13,204	1.3%		
12,820	12,798	12,917	13,101	13,606	13,451	Impartial Reporter	13,093	13,093	-	-	-	-	-	-	-	100.0% Paid	26 / 24	£1.00	13,103	-0.1%	13,335	-1.8%		
8,686	8,766	9,352	9,068	8,983	8,641	Larne Times	8,946	8,946	-	-	-	-	-	-	-	100.0% Paid	26 / 24	£1.00	8,929	0.2%	8,979	-0.4%		
3,352	3,371	3,577	3,632	3,632	3,441	The Leader	3,509	3,509	-	-	-	-	-	-	-	100.0% Paid	26 / 23	£1.00	3,534	-0.7%	3,495	0.4%		
18,398	17,604	17,453	17,367	17,879	18,869	Lisburn Echo	17,889	-	-	-	-	-	17,889	-	-	100.0% Free	26 / 24	-	18,846	-5.1%	18,993	-5.8%		
4,483	4,495	4,612	4,459	4,379	4,171	Londonderry Sentinel	4,451	4,451	-	-	-	-	-	-	-	100.0% Paid	26 / 24	£1.00	4,410	0.9%	4,473	-0.5%		
7,071	7,279	7,786	7,424	7,566	7,167	Lurgan Mail	7,418	7,418	-	-	-	-	-	-	-	100.0% Paid	26 / 23	£1.00	7,480	-0.8%	7,650	-3.0%		
8,332	8,506	8,917	8,747	8,787	8,526	Mid Ulster Mail	8,652	8,652	-	-	-	-	-	-	-	100.0% Paid	26 / 24	£1.00	8,850	-2.2%	9,028	-4.2%		
27,439	26,808	26,516	26,361	26,825	27,742	Morton Newspaper Free Group	26,910	-	-	-	-	-	26,910	-	-	100.0% Free	Var / Var	-	28,046	-4.1%	48,147	-44.1%		
63,594	64,206	67,539	65,962	65,681	62,575	Morton Newspaper Paid Group	65,194	65,194	-	-	-	-	-	-	-	100.0% Paid	Var / Var	-	65,596	-0.6%	66,961	-2.6%		
10,776	11,031	11,209	10,777	10,694	10,324	Mourne Observer	10,839	10,839	-	-	-	-	-	-	-	100.0% Paid	26 / 24	£1.00	10,802	0.3%	11,067	-2.1%		
12,172	12,232	12,810	12,625	12,470	11,742	Newry Reporter	12,414	12,414	-	-	-	-	-	-	-	100.0% Paid	26 / 23	£1.00	12,785	-2.9%	13,253	-6.3%		
9,079	8,845	8,921	8,650	8,774	8,660	Newtownards Chronicle & County Down Observer	8,872	8,872	-	-	-	-	-	-	-	100.0% Paid	52 / 48	£0.80	-	N/A	9,302	-4.6%		
829	691	787	638	698	587	Newtownards Spectator	698	698	-	-	-	-	-	-	-	100.0% Paid	52 / 48	£0.80	-	N/A	844	-17.3%		
4,424	4,576	4,576	4,565	4,567	4,294	North Belfast News	4,438	4,438	-	-	-	-	-	-	-	100.0% Paid	52 / 50	£0.90	-	N/A	4,208	5.5%		
52,818	53,429	53,939	54,339	53,587	51,462	The North West of Ireland Printing & Publishing News Group	53,363	53,363	-	-	-	-	-	-	-	100.0% Paid	Var / Var	-	53,038	0.6%	52,739	1.2%		

Regional Publications - Northern Ireland

Average Net Circulation Per Issue By Audit Month - Audit Period ending Dec 2010						Title	Analysis of Circulation										Supplementary Data				Comparison of Dec 2010 data to historic data			
Jul	Aug	Sep	Oct	Nov	Dec		Average Net Circulation Dec 2010	Newstrate, Single Copy and Subscription Sales	Regular Multiple Copy/ Bulk Sales	Issue Specific Multiple Copy / Bulk Sales	Special Edition Sales	Sports Edition Sales	Free Pickup Copies	Free Letterbox Delivery	Free Requested Posted Copies	Is this title a series of Editions with changed advertising	Primary Type (Paid or Free) with percentage	No. of Available Publishing Days / No. of Issues Included on the Certificate	Cover Price	Average Net Circulation - Jun 2010	% Change against Jun 2010	Average Net Circulation - Dec 2009	% Change against Dec 2009	
23,787	24,262	24,053	23,713	23,853	22,860	23,289	23,289	-	-	-	-	-	-	-	-	100.0% Paid	Var / Var	-	N/A	23,923	-2.7%			
9,480	9,654	9,870	9,614	9,560	9,098	9,578	9,578	-	-	-	-	-	-	-	-	100.0% Paid	26 / 24	£1.00	9,679	-1.0%	9,661	-0.9%		
5,290	5,383	5,474	5,623	5,571	5,452	5,466	5,466	-	-	-	-	-	-	-	-	100.0% Paid	26 / 24	£0.90	5,560	-1.7%	5,481	-0.3%		
6,699	6,929	6,895	7,093	6,956	6,288	6,841	6,841	-	-	-	-	-	-	-	-	100.0% Paid	26 / 23	£0.80	6,531	4.7%	6,404	6.8%		
3,535	3,653	3,836	3,755	3,624	3,466	3,660	3,660	-	-	-	-	-	-	-	-	100.0% Paid	26 / 24	£1.00	3,661		3,612	1.3%		
11,771	11,961	12,198	12,465	12,248	11,971	12,112	12,112	-	-	-	-	-	-	-	-	100.0% Paid	26 / 24	£1.10	12,311	-1.6%	12,352	-1.9%		
23,760	24,273	24,567	25,181	24,775	23,711	24,419	24,419	-	-	-	-	-	-	-	-	100.0% Paid	Var / Var		24,402	0.1%	24,237	0.8%		
7,913	7,948	8,402	8,363	8,401	7,856	8,183	8,183	-	-	-	-	-	-	-	-	100.0% Paid	26 / 23	£1.00	8,340	-1.9%	8,676	-5.7%		

Consumer Magazines - Republic of Ireland

Title	Average Net Circulation Dec end 2010	Actively Purchased %	Average Net Circulation Jun end 2010	Period / Period % change +/-	Average Net Circulation Dec end 2009	Year / Year % change +/-	Breakdown of circulation for the current Audit Period									No of Issues During the Period / No of Months During the Period	Basic Cover Price at the end of the Period	Is a Geographic Analysis reported?	
							Newtrade and other single copy sales	Single Copy Subscription Sales	Multiple Copy Subscription Sales	Regular Bulk Sales	Issue Specific Bulk Sales	Society / Association / Organisation Circulation	Controlled Free Circulation	Non-Controlled Free Circulation	Monitored Free Distribution				
Auto Trader - Republic of Ireland	17,401	100.0%	-	N/A	28,936	-39.9%	17,401	-	-	-	-	-	-	-	-	51 / 12	€4.00	-	
Business & Finance	Not Reported																		
Business Plus	Not Reported																		
Confetti	5,805	81.7%	-	N/A	4,847	19.8%	4,653	92	-	748	130	-	-	182	-	4 / 12	€6.00	-	
Cork Independent	22,328	0.0%	-	N/A	-	N/A	-	-	-	-	-	-	-	-	22,328	27 / 6	N/A	-	
Easy Food	27,102	96.3%	-	N/A	25,272	7.2%	19,953	6,149	-	1,000	-	-	-	-	-	10 / 12	€3.00	-	
Easy Health and Living	10,264	78.6%	-	N/A	11,007	-6.8%	6,526	1,546	-	2,000	192	-	-	-	-	6 / 12	€3.00	-	
Food & Wine	7,815	90.4%	-	N/A	8,921	-12.4%	5,126	1,942	-	510	78	-	134	25	-	10 / 12	€3.99	-	
GCN (Gay Community News)	11,001	0.8%	-	N/A	11,043	-0.4%	-	96	-	-	-	-	-	107	10,798	12 / 12	€0.00	-	
Hot Press	Not Reported																		
House and Home	15,385	96.7%	-	N/A	13,290	15.8%	12,568	2,320	-	43	76	-	-	378	-	7 / 12	€3.95	-	
Image	19,005	75.5%	-	N/A	22,056	-13.8%	12,627	1,731	3	3,370	877	-	-	397	-	12 / 12	€4.25	-	
Image Interiors & Living	9,070	79.6%	-	N/A	14,037	-35.4%	5,484	1,744	-	1,514	25	-	-	303	-	6 / 12	€4.25	-	
Ireland of the Welcomes	38,138	98.4%	-	N/A	43,768	-12.9%	3,177	34,361	-	-	-	-	-	-	600	6 / 12	€3.50	-	
ireland4kids	28,285	0.0%	29,292	-3.4%	29,842	-5.2%	-	-	-	-	-	-	-	-	28,285	3 / 6	N/A	-	
Irelands Own	39,577	100.0%	38,260	3.4%	40,095	-1.3%	38,558	1,019	-	-	-	-	-	-	-	24 / 6	€1.40	-	
Irish Farmers Journal	70,405	95.3%	70,064	0.5%	70,011	0.6%	66,537	574	7	3,060	-	-	227	-	-	27 / 6	€2.40	-	
Irish Field	12,382	99.3%	13,276	-6.7%	13,965	-11.3%	12,106	191	1	-	41	-	43	-	-	27 / 6	€3.20	-	
The Irish Garden	11,459	96.2%	14,406	-20.5%	11,412	0.4%	6,195	4,829	-	274	-	-	134	27	-	5 / 6	€4.75	-	
Irish Tatler	23,536	95.1%	-	N/A	26,873	-12.4%	20,687	1,697	4	494	482	-	163	9	-	11 / 12	€2.20	-	
Irish Wedding Diary	Not Reported																		
Kiss	22,469	100.0%	-	N/A	23,160	-3.0%	21,382	1,087	-	-	-	-	-	-	-	11 / 12	€2.95	-	
Limerick Post	Not Reported																		
Lucan Gazette	41,653	0.0%	40,358	3.2%	37,825	10.1%	-	-	-	-	-	-	-	-	41,653	25 / 6	N/A	-	
The Phoenix	16,601	93.7%	-	N/A	16,225	2.3%	12,008	3,553	-	1,040	-	-	-	-	-	25 / 12	€2.65	-	
Prudence	11,290	93.4%	-	N/A	11,035	2.3%	8,937	1,610	-	200	83	-	-	460	-	6 / 12	€2.95	-	
RSVP	Certificate Pending																		
RTE Guide	84,018	91.3%	-	N/A	87,561	-4.0%	75,908	870	-	-	-	-	-	1,416	5,824	52 / 12	€1.70	-	
Sky Magazine Ireland	596,660	0.0%	588,395	1.4%	563,076	6.0%	-	-	-	-	-	596,660	-	-	-	6 / 6	N/A	-	
Sky Movies Magazine (Ireland Edition)	188,866	0.0%	205,825	-8.2%	199,104	-5.1%	-	-	-	-	-	188,866	-	-	-	3 / 6	N/A	-	
Sky Sports Magazine (Republic of Ireland)	263,223	0.0%	272,038	-3.2%	262,830	0.1%	-	-	-	-	-	263,223	-	-	-	3 / 6	N/A	-	
Social & Personal	19,056	77.5%	17,743	7.4%	16,413	16.1%	14,547	239	-	4,270	-	-	-	-	-	5 / 6	€3.75	-	
Stellar	21,556	99.3%	16,570	30.1%	8,867	143.1%	20,534	880	-	50	92	-	-	-	-	6 / 6	€2.30	-	
TV Now!	29,204	98.4%	-	N/A	30,002	-2.7%	28,764	-	-	440	-	-	-	-	-	51 / 12	€1.20	-	
U Magazine	27,564	99.3%	-	N/A	28,824	-4.4%	26,186	1,211	5	10	4	-	143	5	-	25 / 12	€1.59	-	
VIP Magazine	24,113	99.6%	-	N/A	27,050	-10.9%	23,190	835	-	88	-	-	-	-	-	12 / 12	€3.20	-	
The Waiting Room Magazine	83,002	0.0%	78,239	6.1%	69,220	19.9%	-	-	-	-	-	-	-	-	83,002	2 / 6	N/A	-	
Woman's Way	22,197	98.9%	-	N/A	22,942	-3.2%	20,801	1,155	18	-	-	-	-	191	32	51 / 12	€1.39	-	

Consumer Magazines - Northern Ireland

Title	Average Net Circulation Dec end 2010	Actively Purchased %	Average Net Circulation Jun end 2010	Period / Period % change +/-	Average Net Circulation Dec end 2009	Year / Year % change +/-	Breakdown of circulation for the current Audit Period								No of Issues During the Period / No of Months During the Period	Basic Cover Price at the end of the Period	Is a Geographic Analysis reported?	
							Newstrade and other single copy sales	Single Copy Subscription Sales	Multiple Copy Subscription Sales	Regular Bulk Sales	Issue Specific Bulk Sales	Society / Association / Organisation / Circulation	Controlled Free Circulation	Non-Controlled Free Circulation				Monitored Free Distribution
All Ireland Kitchen Guide	5,186	100.0%	-	N/A	6,138	-15.5%	5,186	-	-	-	-	-	-	-	-	2 / 12	£5.95	-
Auto Trader - Northern Ireland	14,018	100.0%	-	N/A	21,098	-33.6%	14,018	-	-	-	-	-	-	-	-	51 / 12	£2.80	-
Auto Trader Ireland Group	31,419	100.0%	-	N/A	50,034	-37.2%	31,419	-	-	-	-	-	-	-	-	51 / 12	Various	-
Belfast In Your Pocket	Not Reported																	
Fate	20,752	0.0%	-	N/A	19,800	4.8%	-	-	-	-	-	-	-	20,752	10 / 12	N/A	-	
Go Belfast	Not Reported																	
IN! Magazine	Not Reported																	
Ireland's Homes Interiors and Living Magazine	11,965	92.9%	-	N/A	14,012	-14.6%	10,950	176	2	-	667	-	97	-	73	12 / 12	£5.40	-
Ireland's Wedding Journal	13,473	100.0%	-	N/A	12,321	9.3%	13,473	-	-	-	-	-	-	-	-	4 / 12	£3.95	-
Ni4Kids	44,546	1.0%	44,943	-0.9%	43,572	2.2%	468	-	-	-	-	-	-	44,078	5 / 6	£1.25	-	
Ulster Tatler	11,012	45.1%	-	N/A	11,072	-0.5%	4,207	769	-	1,148	-	-	521	-	4,367	12 / 12	£2.95	-
What About Belfast	56,667	0.0%	58,587	-3.3%	-	N/A	-	-	-	-	-	-	-	-	56,667	3 / 6	N/A	-

Business Magazines - Dec 2010 - Republic of Ireland

Title	No. of issues during the Period	Average Net Circulation per Issue	Average Newstrade Sales per Issue	Net Circulation for the Audit Issue	Analysis of the Audit Issue																	Is a Geographic Analysis reported?				
					Newstrade and other Single Copy Sales - Total	Paid and Controlled Circulation - Total	Single Copies Sold on Subscription - Total	Multiple Copy Subscription Sales - Total	Society / Association / Organisation Total	Controlled Free Circulation								Non-Controlled Free Circulation			CC - Age of Requests					
										Total	Individually Requested in Writing	Individually Requested by Internet	Individually Requested by Telephone	Company Requested in Writing	Company Requested by Internet	Company Requested by Telephone	Non - Requested by Name	Non - Requested by Job Title / Function	Total	By Name	Not by Name		1 to 12 months %	13 to 24 months %	25 to 36 months %	
ESCRS EuroTimes	11	32,019	-	31,522	-	-	-	-	3,788	384	355	29	-	-	-	-	-	-	27,350	27,348	2	-	-	-	Geo	
Irish Medical News	50	7,346	-	7,343	-	-	86	-	-	-	-	-	-	-	-	-	-	-	7,257	6,926	331	-	-	-	-	
Irish Medical Times	Certificate Pending																									
Journal Of The Irish Dental Association	Not Reported																									
Retail News	10	6,116	-	5,930	-	-	-	-	-	5,869	-	-	-	-	-	-	1,867	4,002	61	-	61	-	-	-	-	
Shelflife	12	7,631	-	8,315	-	-	169	-	309	5,593	-	-	-	-	-	-	-	-	5,593	2,244	1,889	355	-	-	-	Geo

Business Magazines - Dec 2010 - Northern Ireland

Farmweek	51	10,671	10,661	10,185	9,684	-	84	-	-	-	-	-	-	-	-	-	-	-	417	417	-	-	-	-	-
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Business Magazines - Jun 2010 - Republic of Ireland

Title	No. of Issues during the Period	Average Net Circulation per Issue	Average Newstrade Sales per Issue	Net Circulation for the Audit Issue	Analysis of the Audit Issue																	Is a Geographic Analysis reported?			
					Newstrade and other Single Copy Sales - Total	Paid and Controlled Circulation - Total	Single Copies Sold on Subscription - Total	Multiple Copy Subscription Sales - Total	Bulk Sales - Total	Society / Association / Organisation Total	Controlled Free Circulation								Non-Controlled Free Circulation				CC - Age of Requests		
											Total	Individually Requested in Writing	Individually Requested by Internet	Individually Requested by Telephone	Company Requested in Writing	Company Requested by Internet	Company Requested by Telephone	Non - Requested by Name	Non - Requested by Job Title / Function	Total	By Name		Not by Name	1 to 12 months %	13 to 24 months %
Accountancy Ireland	6	25,879	-	25,795	-	-	181	-	-	24,101	1,438	-	-	-	1,438	-	-	-	-	75	75	-	-		
Autobiz	10	5,055	-	5,002	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5,002	-	5,002	-		
Checkout Ireland	11	5,085	-	5,199	-	-	395	22	-	-	4,782	-	-	-	3,467	-	-	1,029	286	-	-	-	Geo		
Construct Ireland	6	7,703	965	7,695	1,020	-	148	-	-	124	-	-	-	-	-	-	-	-	-	6,403	6,382	21	-		
Construction Ireland	Certificate Pending																								
Irish Director	4	5,132	86	4,982	50	-	30	-	-	1,302	1,988	-	-	-	-	-	-	662	1,326	1,612	1,582	30	Geo		
Marketing Age	5	4,882	-	4,648	-	-	24	-	-	2,106	1,074	80	-	-	-	-	-	441	553	1,444	1,444	-	Geo		
Owner Manager	5	8,389	152	7,990	58	37	-	-	-	7,644	-	-	-	-	-	-	-	-	-	251	251	-	Geo		

Business Magazines - Jun 2010 - Northern Ireland

agendaNi	10	6,227	103	7,347	117	-	252	247	-	-	5,729	747	-	-	-	-	-	4,982	-	1,002	1,002	-	-
Business Eye	4	7,610	105	7,985	105	-	422	-	-	-	5,906	676	-	-	7	-	-	4,329	894	1,552	559	993	-
Hospitality Review NI	11	4,952	-	4,983	-	16	-	-	-	-	2,179	1,233	46	251	62	56	-	475	56	2,788	1,733	1,055	-
Ireland's Forecourt & Convenience Retailer	6	4,045	-	4,216	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4,216	4,033	183	-
Licensed & Catering News	10	5,605	-	5,534	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5,534	2,956	2,578	-
Neighbourhood Retailer	11	4,732	-	5,029	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	5,029	4,869	160	-
Specify	6	3,883	-	4,016	-	19	-	-	-	-	1,250	1,001	38	189	21	-	1	-	-	2,747	1,241	1,506	-
Ulster Business	11	6,645	134	6,538	84	143	-	13	-	-	6,049	1,848	64	142	73	40	3	3,555	324	249	248	1	-
Ulster Grocer	11	4,328	-	5,115	-	27	-	-	-	-	1,983	1,121	74	90	449	-	3	185	61	3,105	1,669	1,436	-

ABC Bulk Distribution - Republic of Ireland

Title	Certified Distribution Figures for the Audit Period ended			Total Certified Distribution	Pd/Pd % +/-	Total Certified Distribution	Yr/Yr % +/-
	Total Certified Distribution Dec end 2010 (unless otherwise stated)	Number of Issues	Average Number of Distribution Points Per Issue	Jun end 2010		Dec end 2009	
Metro Herald (Jul 2010)	60,780	20	94	-	N/A	-	N/A
Metro Herald (Aug 2010)	60,883	15	94	-	N/A	-	N/A
Metro Herald (Sep 2010)	66,442	25	94	-	N/A	-	N/A
Metro Herald (Oct 2010)	66,951	19	94	-	N/A	-	N/A
Metro Herald (Nov 2010)	66,894	20	105	-	N/A	-	N/A
Metro Herald (Dec 2010)	60,590	18	91	-	N/A	-	N/A

ABC Bulk Distribution - Northern Ireland

None

Online Properties - Republic of Ireland

Site Name	Site URL To view the full list of URL's for each of the sites listed please check their individual certificates on the ABC website	Daily Unique Browsers	Monthly Unique Browsers	Daily Page Impressions	Monthly Page Impressions	Daily Visits	Monthly Visits	Period
www.autotrader.ie	www.autotrader.ie	12,410	248,860	422,583	13,100,058	-	-	01-Jan-2010 to 31-Jan-2010
***Boards	www.boards.ie	96,961	2,139,759	1,149,882	35,646,329	-	-	01-Mar-2010 to 31-Mar-2010
*Build.ie	www.build.ie	4,592	119,771	10,337	320,442	-	-	01-Oct-2010 to 31-Oct-2010
carzone.ie	www.carzone.ie	45,490	719,085	3,248,295	100,697,138	-	-	01-Jan-2010 to 31-Jan-2010
***DAFT	www.daft.ie	85,765	1,734,860	4,192,906	129,980,100	-	-	01-Mar-2010 to 31-Mar-2010
Daft Media	Daft Media	176,162	3,654,762	5,342,788	165,626,429	-	-	01-Mar-2010 to 31-Mar-2010
Independent Digital	Independent Digital	211,174	3,154,690	1,373,611	41,208,335	-	-	01-Nov-2010 to 30-Nov-2010
****Independent.ie	www.independent.ie	173,232	2,475,348	1,086,556	32,596,670	-	-	01-Nov-2010 to 30-Nov-2010
IrishTimes.com	www.irishTimes.com	234,974	3,892,929	1,207,767	36,233,017	-	-	01-Nov-2010 to 30-Nov-2010
RTE	www.rte.ie	285,449	4,163,886	2,206,243	68,393,543	-	-	01-Oct-2010 to 30-Oct-2010
www.weddingsonline.ie	www.weddingsonline.ie	7,733	147,441	171,162	5,306,029	11,832	366,797	01-Mar-2010 to 31-Mar-2010

Online Properties - Northern Ireland

4ni.co.uk	www.4ni.co.uk	19,339	497,903	51,492	1,596,263	-	-	01-Oct-2010 to 31-Oct-2010
4rfv.co.uk	www.4rfv.co.uk	4,646	125,259	10,789	334,468	-	-	01-Oct-2010 to 31-Oct-2010
Belfast Telegraph Online	www.belfasttelegraph.co.uk	58,908	1,275,408	462,800	13,883,988	-	-	01-Nov-2010 to 30-Nov-2010
Irishfa	www.irishfa.com	2,864	63,143	15,779	473,372	-	-	01-Sep-2010 to 30-Sep-2010
nidirect	www.nidirect.gov.uk	5,601	144,329	15,334	429,346	5,858	164,029	01-Feb-2010 to 28-Feb-2010
**NIJobfinder.co.uk	www.nijobfinder.co.uk	5,673	103,291	63,098	1,892,935	-	-	01-Nov-2010 to 30-Nov-2010
NIJobs.com	www.nijobs.com	7,133	154,275	92,923	2,880,620	-	-	01-Jan-2010 to 31-Jan-2010
Propertynews.com	www.propertynews.com	14,714	274,680	715,756	22,188,430	-	-	01-Mar-2010 to 31-Mar-2010

Notes

* this is a breakout of a larger certified online property, Build, which is available on our website.

** this is a breakout of a larger certified online property, Belfast Telegraph Online, which is available on our website.

*** this is a breakout of a larger certified online property, Daft Media, which is available on our website.

**** this is a breakout of a larger certified online property, Independent Digital, which is available on our website.