



January 2009

Industry agreed measurement

# MULTI-PLATFORM MONTHLY REPORT

## Notes

### Pages 3, 4 and 5

1. Certified figure for a Newspaper is the total average net circulation per issue.
2. Certified figure for Online is the total unique users/browsers for the month.
3. More detailed information on any platform in this report can be found on individual certificates or group product reports at [www.abc.org.uk](http://www.abc.org.uk).

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4. For online platforms, any unique users from the Republic of Ireland (RoI) are included in 'Other Countries' unless a separate figure is listed under RoI.

### All pages

FT.com and Standard.co.uk do not report online data every month.  
Therefore where this report covers a month where online data is not reported, N/A will be displayed.

## Revised Data Statement

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# ABC Multi-platform Report - January 2009 - month on month comparison

Publishing Group & Platform	Title	Certified Figure January 2009	Certified Figure December 2008	Month / Month %
<b>Associated Newspapers Ltd</b>				
Newspaper	The Daily Mail	2,228,897	2,139,178	4.19
Newspaper	The Mail on Sunday	2,189,432	2,060,731	6.25
Newspaper	Evening Standard	292,976	287,173	2.02
Online	MailOnline	22,877,431	19,663,467	16.34
Online	Standard.co.uk	N/A	N/A	
<b>Centurycomm Limited</b>				
Newspaper	Racing Post	57,314	60,629	-5.47
<b>D C Thomson &amp; Co Ltd</b>				
Newspaper	Sunday Post	366,275	365,591	0.19
<b>Express Newspapers</b>				
Newspaper	Daily Star	768,534	725,671	5.91
Newspaper	Daily Express	736,340	728,296	1.10
Newspaper	Daily Star Sunday	359,533	342,019	5.12
Newspaper	Sunday Express	646,971	638,556	1.32
<b>Financial Times Ltd</b>				
Newspaper	Financial Times	432,944	435,319	-0.55
Online	FT.com	N/A	N/A	
<b>Guardian News and Media</b>				
Newspaper	The Guardian	358,844	343,010	4.62
Newspaper	The Observer	427,867	420,323	1.79
Online	guardian.co.uk	29,811,671	22,829,024	30.59
<b>Independent Newspapers (UK) Ltd</b>				
Newspaper	The Independent	215,504	200,242	7.62
Newspaper	Independent on Sunday	178,798	163,545	9.33
Online	The Independent	10,240,271	8,752,008	17.00
<b>Mirror Group plc</b>				
Newspaper	Daily Mirror	1,366,891	1,346,916	1.48
Newspaper	Sunday Mirror	1,244,007	1,195,711	4.04
Newspaper	The People	594,552	592,306	0.38
Online	Mirror Group Digital	6,646,495	5,324,463	24.83
<b>News International Ltd</b>				
Newspaper	The Sun	3,146,006	2,899,310	8.51
Newspaper	The Times	617,483	600,962	2.75
Newspaper	News of the World	3,031,025	2,987,730	1.45
Newspaper	The Sunday Times	1,198,984	1,155,589	3.76
Online	The Sun	21,910,839	18,961,552	15.55
Online	Times Online	22,898,300	19,116,658	19.78
<b>Newsquest (Herald &amp; Times) Ltd</b>				
Newspaper	The Herald	60,976	60,605	0.61
Newspaper	Sunday Herald	45,406	42,369	7.17
<b>Scotsman Publications Ltd</b>				
Newspaper	The Scotsman	50,558	47,898	5.55
Newspaper	Scotland on Sunday	64,502	58,063	11.09
<b>Scottish Daily Record &amp; Sunday Mail Limited</b>				
Newspaper	Daily Record	354,302	349,235	1.45
Newspaper	Sunday Mail	442,103	440,088	0.46
<b>Sport Newspapers Ltd</b>				
Newspaper	Daily Sport	72,592	73,923	-1.80
Newspaper	Saturday Sport	47,551	49,194	-3.34
Newspaper	Sunday Sport	70,796	73,934	-4.24
<b>Telegraph Media Group Ltd</b>				
Newspaper	The Daily Telegraph	842,912	824,244	2.26
Newspaper	The Sunday Telegraph	619,243	597,934	3.56
Online	Telegraph	25,904,722	21,051,959	23.05

# ABC Multi-platform Report - January 2009 - year on year comparison

Publishing Group & Platform	Title	Certified Figure January 2009	Certified Figure January 2008	Year / Year %
<b>Associated Newspapers Ltd</b>				
Newspaper	The Daily Mail	2,228,897	2,313,908	-3.67
Newspaper	The Mail on Sunday	2,189,432	2,330,366	-6.05
Newspaper	Evening Standard	292,976	294,823	-0.63
Online	MailOnline	22,877,431	17,903,172	27.78
Online	Standard.co.uk	N/A	N/A	
<b>Centurycomm Limited</b>				
Newspaper	Racing Post	57,314	64,074	-10.55
<b>D C Thomson &amp; Co Ltd</b>				
Newspaper	Sunday Post	366,275	412,037	-11.11
<b>Express Newspapers</b>				
Newspaper	Daily Star	768,534	722,969	6.30
Newspaper	Daily Express	736,340	752,699	-2.17
Newspaper	Daily Star Sunday	359,533	382,288	-5.95
Newspaper	Sunday Express	646,971	704,436	-8.16
<b>Financial Times Ltd</b>				
Newspaper	Financial Times	432,944	447,114	-3.17
Online	FT.com	N/A	N/A	
<b>Guardian News and Media</b>				
Newspaper	The Guardian	358,844	378,394	-5.17
Newspaper	The Observer	427,867	444,951	-3.84
Online	guardian.co.uk	29,811,671	19,708,711	51.26
<b>Independent Newspapers (UK) Ltd</b>				
Newspaper	The Independent	215,504	250,641	-14.02
Newspaper	Independent on Sunday	178,798	236,500	-24.40
Online	The Independent	10,240,271	4,918,506	108.20
<b>Mirror Group plc</b>				
Newspaper	Daily Mirror	1,366,891	1,512,559	-9.63
Newspaper	Sunday Mirror	1,244,007	1,366,922	-8.99
Newspaper	The People	594,552	669,362	-11.18
Online	Mirror Group Digital	6,646,495	N/A	
<b>News International Ltd</b>				
Newspaper	The Sun	3,146,006	3,209,776	-1.99
Newspaper	The Times	617,483	633,718	-2.56
Newspaper	News of the World	3,031,025	3,264,676	-7.16
Newspaper	The Sunday Times	1,198,984	1,231,374	-2.63
Online	The Sun	21,910,839	13,322,535	64.46
Online	Times Online	22,898,300	15,087,130	51.77
<b>Newsquest (Herald &amp; Times) Ltd</b>				
Newspaper	The Herald	60,976	67,528	-9.70
Newspaper	Sunday Herald	45,406	51,744	-12.25
<b>Scotsman Publications Ltd</b>				
Newspaper	The Scotsman	50,558	55,766	-9.34
Newspaper	Scotland on Sunday	64,502	75,535	-14.61
<b>Scottish Daily Record &amp; Sunday Mail Limited</b>				
Newspaper	Daily Record	354,302	393,788	-10.03
Newspaper	Sunday Mail	442,103	487,975	-9.40
<b>Sport Newspapers Ltd</b>				
Newspaper	Daily Sport	72,592	101,653	-28.59
Newspaper	Saturday Sport	47,551	62,241	-23.60
Newspaper	Sunday Sport	70,796	87,307	-18.91
<b>Telegraph Media Group Ltd</b>				
Newspaper	The Daily Telegraph	842,912	890,086	-5.30
Newspaper	The Sunday Telegraph	619,243	633,639	-2.27
Online	Telegraph	25,904,722	12,348,706	109.78

# ABC Multi-platform Report - January 2009 - current month by geography

Publishing Group & Platform	Title	Certified Figure	UK Total	RoI Total	Other Countries Total
<b>Associated Newspapers Ltd</b>					
Newspaper	The Daily Mail	2,228,897	2,082,890	56,998	89,009
Newspaper	The Mail on Sunday	2,189,432	1,970,139	122,693	96,600
Newspaper	Evening Standard	292,976	292,976	0	0
Online	MailOnline	22,877,431	7,283,792	N/A	15,593,639
Online	Standard.co.uk	N/A	N/A	N/A	N/A
<b>Centurycomm Limited</b>					
Newspaper	Racing Post	57,314	49,471	7,390	453
<b>D C Thomson &amp; Co Ltd</b>					
Newspaper	Sunday Post	366,275	364,766	880	629
<b>Express Newspapers</b>					
Newspaper	Daily Star	768,534	659,724	98,073	10,737
Newspaper	Daily Express	736,340	700,757	3,169	32,414
Newspaper	Daily Star Sunday	359,533	296,345	56,406	6,782
Newspaper	Sunday Express	646,971	607,997	4,580	34,394
<b>Financial Times Ltd</b>					
Newspaper	Financial Times	432,944	128,561	4,503	299,880
Online	FT.com	N/A	N/A	N/A	N/A
<b>Guardian News and Media</b>					
Newspaper	The Guardian	358,844	315,352	4,859	38,633
Newspaper	The Observer	427,867	379,858	10,830	37,179
Online	guardian.co.uk	29,811,671	11,273,556	N/A	18,538,115
<b>Independent Newspapers (UK) Ltd</b>					
Newspaper	The Independent	215,504	170,043	2,272	43,189
Newspaper	Independent on Sunday	178,798	134,007	1,858	42,933
Online	The Independent	10,240,271	4,410,566	N/A	5,829,705
<b>Mirror Group plc</b>					
Newspaper	Daily Mirror	1,366,891	1,273,877	63,097	29,917
Newspaper	Sunday Mirror	1,244,007	1,179,686	39,194	25,127
Newspaper	The People	594,552	553,699	25,434	15,419
Online	Mirror Group Digital	6,646,495	3,689,903	N/A	2,956,592
<b>News International Ltd</b>					
Newspaper	The Sun	3,146,006	3,001,662	97,591	46,753
Newspaper	The Times	617,483	589,887	3,060	24,536
Newspaper	News of the World	3,031,025	2,842,490	133,026	55,509
Newspaper	The Sunday Times	1,198,984	1,031,798	117,318	49,868
Online	The Sun	21,910,839	8,167,274	N/A	13,743,565
Online	Times Online	22,898,300	8,316,509	N/A	14,581,791
<b>Newsquest (Herald &amp; Times) Ltd</b>					
Newspaper	The Herald	60,976	60,974	0	2
Newspaper	Sunday Herald	45,406	45,400	0	6
<b>Scotsman Publications Ltd</b>					
Newspaper	The Scotsman	50,558	50,554	0	4
Newspaper	Scotland on Sunday	64,502	64,472	0	30
<b>Scottish Daily Record &amp; Sunday Mail Limited</b>					
Newspaper	Daily Record	354,302	351,292	2,876	134
Newspaper	Sunday Mail	442,103	433,058	8,898	147
<b>Sport Newspapers Ltd</b>					
Newspaper	Daily Sport	72,592	72,592	0	0
Newspaper	Saturday Sport	47,551	47,551	0	0
Newspaper	Sunday Sport	70,796	70,796	0	0
<b>Telegraph Media Group Ltd</b>					
Newspaper	The Daily Telegraph	842,912	807,778	3,241	31,893
Newspaper	The Sunday Telegraph	619,243	593,856	2,797	22,590
Online	Telegraph	25,904,722	8,720,105	N/A	17,184,617