

Regional Publications

Combined Total Circulation Certificate

July to December 2015



Setting the standard

Liverpool Echo (Series)



Key information

Metric type

Circulation

ABC total

52,984 average - print & digital (gross)
52,389 average (print) (98.1% Paid)
595 average (digital)

Period

29 June 2015 to 3 January 2016

No of issues

152

Primary distribution region

Merseyside

Contact details

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Editions

Wirral
Main Extra
Home
Home North
Home South
Main North
Main South

Cover price

£0.65 to £1.10

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

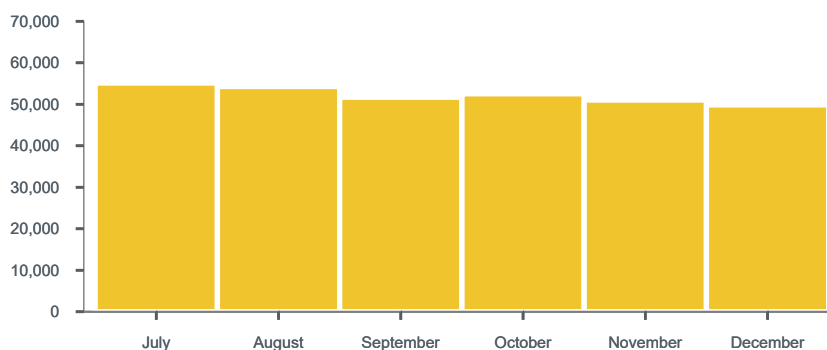
Free pick up copy variances

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

Digital Edition analysis

	Other countries	UK & ROI	Total
Average circulation per issue	-	595	595

Average circulation by ABC month (print)



	Total		UK & RoI		Other		
Average Circulation - print & digital (gross)	52,984		52,984		-		
	Total		UK & RoI		Other		% of Print
	Print	Digital	Print	Digital	Print	Digital	
Average Circulation	52,389	595	52,389	595	-	-	100.00
Retail, single copy and subscription sales	51,426	595	51,426	595	-	-	98.16
Full rate	50,941	-	50,941	-			
Below full rate	485	595	485	595			
Multiple copy subscription sales	-		-				-
Multiple copy sales	-		-				-
Special edition sales	-		-				-
Sports edition sales	-		-				-
Corporate subscription sales		-		-		-	
Free pick up copies	918		918				1.75
Net distribution	918		918				
Capped distribution	-		-				
Free letterbox delivery	-		-				-
Free letterbox delivery - Multiple Residential Units	-		-				-
Free requested delivered copies	-	-	-	-			-
Sample free distribution	45		45				0.09
Free pick up copies	-		-				
Free letterbox delivery	45		45				
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	52,389	55,125	54,283	51,689	52,529	51,024	49,853
Retail & Single Copy Sales	51,426	54,118	53,269	50,829	51,628	50,013	48,852
Multiple Copy Subscription Sales	-	-	-	-	-	-	-
Multiple Copy Sales	-	-	-	-	-	-	-
Free Pick Up Copies	918	1,007	1,014	860	901	879	865
Free Letterbox Delivery	-	-	-	-	-	-	-
Free Letterbox Delivery - Multiple residence units	-	-	-	-	-	-	-
Free Requested Delivered Copies	-	-	-	-	-	-	-
Sample Free Distribution	45	-	-	-	-	132	136

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)	52,389	51,426	-	-	-	-	918	-	-	-	45
Monday to Friday (127 Issues)	53,592	52,609	-	-	-	-	929	-	-	-	54
Saturday (25 Issues)	46,283	45,416	-	-	-	-	867	-	-	-	-

Monday	53,666	52,429	-	-	-	-	964	-	-	-	273
Tuesday	52,684	51,759	-	-	-	-	925	-	-	-	-
Wednesday	52,222	51,331	-	-	-	-	892	-	-	-	-
Thursday	54,593	53,668	-	-	-	-	925	-	-	-	-
Friday	54,882	53,942	-	-	-	-	939	-	-	-	-
Saturday	46,283	45,416	-	-	-	-	867	-	-	-	-
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	52,389	51,426	-	-	-	-	918	-	-	-	45
Wirral	6,566	6,566	-	-	-	-	-	-	-	-	-
Main Extra	30,190	29,430	-	-	-	-	760	-	-	-	-
Home	7,718	7,673	-	-	-	-	-	-	-	-	45
Home North	865	865	-	-	-	-	-	-	-	-	-
Home South	772	772	-	-	-	-	-	-	-	-	-
Main North	3,525	3,367	-	-	-	-	158	-	-	-	-
Main South	2,753	2,753	-	-	-	-	-	-	-	-	-

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	51,426	54,118	53,269	50,829	51,628	50,013	48,852
Monday	52,429	54,610	54,999	51,659	53,211	50,948	49,516
Tuesday	51,759	54,010	53,755	51,490	52,379	50,450	48,867
Wednesday	51,331	54,534	52,520	51,154	51,362	49,816	49,023
Thursday	53,668	57,120	55,673	53,212	52,809	51,929	51,194
Friday	53,942	56,081	55,866	53,291	54,142	53,025	50,876
Saturday	45,416	48,354	46,803	44,335	45,867	43,912	43,355
Sunday	-	-	-	-	-	-	-

Analysis of Free Pick Up Copies (print only)

	Total Average	July	August	September	October	November	December
Total Average	918	1,007	1,014	860	901	879	865
Monday	964	1,048	1,107	852	948	909	932
Tuesday	925	955	1,037	863	943	889	885
Wednesday	892	962	1,018	863	894	837	799
Thursday	925	1,141	973	867	856	875	846
Friday	939	1,051	1,027	851	912	922	887
Saturday	867	883	923	863	853	843	835
Sunday	-	-	-	-	-	-	-

Excluded Issues

Issue	Reason	Total net circulation	Issue	Reason	Total net circulation	Issue	Reason	Total net circulation
31-Aug-15	Public Holiday	47,640	28-Dec-15	Public Holiday	45,904	31-Dec-15	Xmas/New Year	50,636
24-Dec-15	Xmas/New Year	51,286	29-Dec-15	Xmas/New Year	50,755	01-Jan-16	Public Holiday	39,762
25-Dec-15	Not Published	-	30-Dec-15	Xmas/New Year	49,044	02-Jan-16	Xmas/New Year	43,629
26-Dec-15	Xmas/New Year	35,368						

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		7	860	7	876	7	838	7	810	7	873	7	828
Liverpool Airport	Net	5	800	5	822	5	771	5	768	5	788	5	723
Hotels	Net	2	60	2	54	2	67	2	42	2	85	2	105

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 to £0.70	Newspaper - Tabloid	-	-
Tuesday	£0.65 to £0.70	Newspaper - Tabloid	-	-
Wednesday	£0.65 to £0.70	Newspaper - Tabloid	-	-
Thursday	£0.65 to £0.70	Newspaper - Tabloid	-	-
Friday	£0.65 to £0.70	Newspaper - Tabloid	-	-
Saturday	£1.00 to £1.10	Newspaper - Tabloid	-	-
Sunday	-	-	-	-

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

Monday	Lancashire, Merseyside and Cheshire
Tuesday	Lancashire, Merseyside and Cheshire
Wednesday	Lancashire, Merseyside and Cheshire
Thursday	Lancashire, Merseyside and Cheshire
Friday	Lancashire, Merseyside and Cheshire
Saturday	Lancashire, Merseyside and Cheshire
Sunday	-

Distribution method of free pick up copies (print only)

Monday	Copies are delivered to Liverpool Airport and Hotels located at the airport for free pick up at various distribution points.
Tuesday	Copies are delivered to Liverpool Airport and Hotels located at the airport for free pick up at various distribution points.
Wednesday	Copies are delivered to Liverpool Airport and Hotels located at the airport for free pick up at various distribution points.
Thursday	Copies are delivered to Liverpool Airport and Hotels located at the airport for free pick up at various distribution points.
Friday	Copies are delivered to Liverpool Airport and Hotels located at the airport for free pick up at various distribution points.
Saturday	Copies are delivered to Liverpool Airport and Hotels located at the airport for free pick up at various distribution points.
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
02-Nov-15	1,036	23-Nov-15	1,500	14-Dec-15	972
09-Nov-15	491	30-Nov-15	970		
16-Nov-15	945	07-Dec-15	923		

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
02-Nov-2015	L9 9	1,036	23-Nov-2015	WA7 3	99	07-Dec-2015	L26 1	674
09-Nov-2015	WA7 6	491	23-Nov-2015	WA7 6	1,366	07-Dec-2015	L26 9	249
16-Nov-2015	L30 1	945	30-Nov-2015	L9 1	465	14-Dec-2015	L20 9	972
23-Nov-2015	WA7 1	35	30-Nov-2015	L9 2	505			

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.

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