

Regional Publications

Combined Total Circulation Certificate

July to December 2016



Setting the standard

The Scotsman (Series)

Key information

Metric type

Circulation

ABC total

19,449 average - print & digital (gross)
19,449 average (print) (88.3% Paid)
0 average (digital)

Period

4 July 2016 to 1 January 2017

No of issues

151

Primary distribution region

Scotland

Editions

Main

Perth

Cover price

£1.50 to £1.95

Format

Newspaper - Tabloid

Excluded issues

26-Dec, 27-Dec, 28-Dec, 29-Dec, 30-Dec

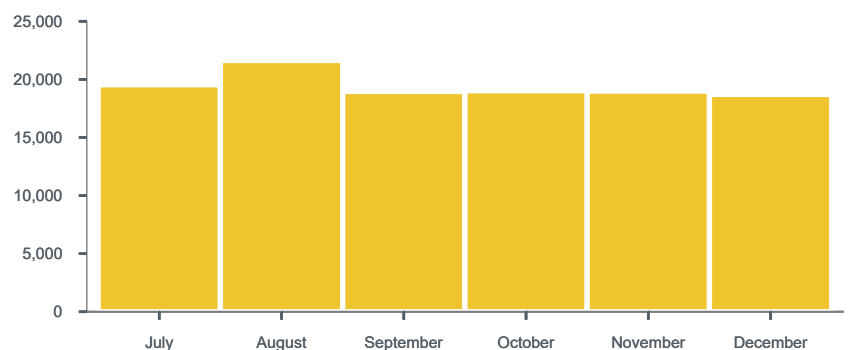
Average print circulation

Monday to Saturday 19,449

Monday to Friday 18,583

Saturday 23,616

Average circulation by ABC month (print)



	Total	UK & Rol	Other
Average Circulation - print & digital (gross)	19,449	19,449	-

	Total		UK & Rol		Other		% of Print
	Print	Digital	Print	Digital	Print	Digital	
Average Circulation	19,449	-	19,449	-	-	-	100.00
Retail, single copy and subscription sales	17,180	-	17,180	-	-	-	88.33
Full rate	11,974	-	11,974	-			
Below full rate	5,206	-	5,206	-			
Multiple copy subscription sales	-		-				-
Multiple copy sales	2,269		2,269				11.67
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
Total Average	19,449	19,539	21,627	18,964	19,019	18,990	18,707
Retail & Single Copy Sales	17,180	17,252	19,338	16,760	16,800	16,676	16,391
Multiple Copy Subscription Sales	-	-	-	-	-	-	-
Multiple Copy Sales	2,269	2,287	2,289	2,204	2,219	2,314	2,316
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 (151 Issues)	19,449	17,180	-	2,269	-	-	-	-	-	-	-
Monday to Friday (125 Issues)	18,583	16,248	-	2,335	-	-	-	-	-	-	-
Saturday (26 Issues)	23,616	21,661	-	1,955	-	-	-	-	-	-	-

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	19,449	17,180	-	2,269	-	-	-	-	-	-	-
Main	19,358	17,089	-	2,269	-	-	-	-	-	-	-
Perth	91	91	-	-	-	-	-	-	-	-	-

Excluded Issues

Issue	Reason	Total net circulation	Issue	Reason	Total net circulation	Issue	Reason	Total net circulation
26-Dec-16	Public Holiday	12,806	28-Dec-16	Xmas/New Year	16,904	30-Dec-16	Xmas/New Year	17,566
27-Dec-16	Public Holiday	16,058	29-Dec-16	Xmas/New Year	17,430			

Analysis of Multiple Copy Sales (print only) (The figures shown in this table are averages per issue)

Category	Total	
	Quantity	%
Total Average	2,269	100.00
Airside & International Rail	883	38.92
Hotels	734	32.35
Trains	497	21.90
Other publication inserts	-	-
Voucher redemption	-	-
Sports events	-	-
Leisure centres	-	-
Food/beverage outlets	-	-
Others	155	6.83

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	£1.50	Newspaper - Tabloid	-	-
Tuesday	£1.50	Newspaper - Tabloid	-	-
Wednesday	£1.50	Newspaper - Tabloid	-	-
Thursday	£1.50	Newspaper - Tabloid	-	-
Friday	£1.50	Newspaper - Tabloid	-	-
Saturday	£1.95	Newspaper - Tabloid	-	-
Sunday	-	-	-	-

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

All of Scotland.

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 23 February 2017.

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

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