

REGNO UNITO

UNIVERSO

Fonte: NRS 2010

TOTALE POPOLAZIONE: 62.041.708

UNIVERSO LETTORI +15: 49.757.000

SESSO: donne: 51.2% - uomini 48.8%

**ETA': 15-24: 16.0%, 25-34: 15.8%, 35-44: 17.5%,
45-54: 16.5%, 55-64: 14.3%, >65: 20.0%-**

**LIVELLO CULTURALE: elementari/medie inferiori: 17.8%,
medie superiori: 39.6%, studi universitari: 15.0%**

**CLASSE SOCIALE: A:4.3%, B: 22.2%, C1: 28.8%,
C2: 21.3%, D: 15.3%, E: 8.1%**

**REDDITO ANNUO: <€13.693: 27.9%,
€ 13.694/33.093: 36.6%,
€ 33.095/78.740: 16.8%, >€ 79.881: 2.7%**

Internet Users: 51.442.100

Penetrazione: 82.5%

Crescita 2000-2010: 234.0%

Internet Stats (giugno 2010)

Facebook Users: 27.806.860

Penetrazione Facebook: 44.6%



REGNO UNITO

PRINCIPALI QUOTIDIANI NAZIONALI

INFORMAZIONE



REGNO UNITO

PRINCIPALI QUOTIDIANI NAZIONALI

INFORMAZIONE TABLOID

15p OFF TOMORROW'S DAILY EXPRESS
HAVE UP A FREE NEW YORK DAILY A THURSDAY EXPRESS'S VISIT TO THE

DAILY EXPRESS
THE WORLD'S GREATEST NEWS PAPER

£5 OFF AT LIDL
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Vicar who conducted 360 sham marriages
NEW PAGES 10

HEALTH PILLS
HEART ATTACK DANGER

Evil girls kidnapped and tortured their love
NEW PAGES 10

Morning Star
inspiring radical ideas www.morningstar.co.uk

Civil Service's money men
SOLOMON HUGHES on the power money can buy: P12

THE CHRISTMAS QUIZ 2010
Remember much from this year? Turn to page 10

HONEYMOON OVER AS THE CRACKS WIDEN
Coalition begins to fall apart as Lib Dems unleash their true feelings for the 'out-of-touch Tories'

BBC 'relaying the fatcat spin'
HOMES P4

Students out on streets in force
WORLD P6

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Cheryl Cole EXCLUSIVE

'TAKE ME BACK SIMON'
Star defies docs to save X Factor job

NHS 'tires' Muslim me? virginity

Mum who killed her 10 babies

DAILY Mirror
Saturday July 31, 2010
REAL NEWS, REAL ENTERTAINMENT 85p

A GREAT HOLIDAY OFFER!

Hair comes Corrie Sally

Camping for 95
MORE THAN 95

X FACTOR I'M GAY
Brave star opens his heart to Mirror

THE Sun
Tuesday, September 14, 2010 30p
www.sun.co.uk

THE PADDY PANTSDOWN GUIDE TO LOVING IN 9½ SECONDS

LUSTY LOUISE LURED BOY, 15 FOR SEX
EXCLUSIVE

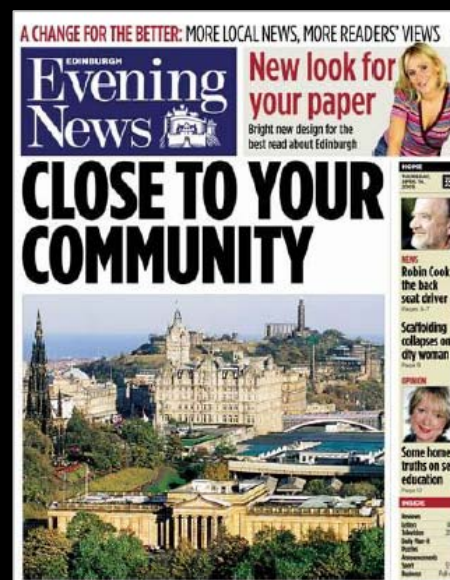
Six days on...and still no President

ESCAPER

REGNO UNITO

PRINCIPALI QUOTIDIANI NAZIONALI

SCOZIA



INFORMAZIONE
DEL MATTINO

INFORMAZIONE
DELLA SERA

IRLANDA DEL NORD



REGNO UNITO

PRINCIPALI QUOTIDIANI NAZIONALI

INFORMAZIONE

fonte diffusione: ABC 8/2010 - fonte lettori: NRS 2010 – Cambio €=Gbp 0.8763

PANORAMA STAMPA

testata	casa editrice	anno fondazione	diffusione	costo 1/1 pag. 4c 2010 in €	costo per mille in €	lettori	costo contatto in €
DAILY EXPRESS	Express Newspaper – Londra	1900	671.414	35.946	53.53	1.463.000	24.57
DAILY MAIL	Associated Newspapaer - Londra	1869	2.169.690	52.050	23.98	4.896.000	10.63
DAILY STAR	Express Newspaper – Londra	1978	862.005	23.425	27.17	1.586.000	14.76
MORNING STAR	People's Press Printing Society Ltd – Londra	1930	15.000 PS	2.200	146.66	nc	-
THE DAILY MIRROR	Trinity Mirror plc - Londra	1903	1.232.961	41.994	34.05	3.244.000	12.94
THE DAILY TELEGRAPH	The Telegraph Group – Londra	1855	673.010	67.328	100.04	1.796.000	37.48
THE GUARDIAN	Guardian News & Media – Londra	1821	272.112	20.541	75.48	1.132.000	18.14
THE INDEPENDENT	Newspapers Publishing – Londra	1986	182.416	14.892	81.63	607.000	24.53
THE SUN	Newsgroup Newspaper – Londra	1969	3.009.987	58.170	19.32	7.694.000	7.56
THE TIMES	Times Newspapers – Londra	1785	494.205	31.034	62.79	1.673.000	18.54
SCOZIA							
EVENING NEWS	Scotsman Publications – Edimburgo	1873	43.046	6.810	158.20	107.176 PS	401.63
THE DAILY RECORD	Trinity Mirror plc - Londra	-	331.452	18.829	56.80	958.000	19.65
THE HERALD	Caledonian Newspapers – Glasgow	-	55.135	17.060	309.42	130.000	131.23
THE SCOTSMAN	Scotsman Publications – Edimburgo	1817	46.138	7.950	172.30	131.000	352.19
EIRE							
BELFAST TELEGRAPH	Independent News & Media - Belfast	-	67.353	6.577	97.64	nc	-
IRISH NEWS	Irish News Ltd - Belfast	-	45.667	4.838	105.95	nc	-
THE IRISH DAILY MIRROR	Mirror Group Ireland - Belfast	-	56.998 PS	4.929	86.48	nc	-



REGNO UNITO

PRINCIPALI QUOTIDIANI NAZIONALI

INFORMAZIONE

fonte diffusione: ABC 8/2010 - fonte lettori: NRS 2010 – cambio €=Gbp 0.8763

PROFILO DEI LETTORI

testata	sesso					Età (%)						livello culturale (%)			ceto sociale (%)				reddito familiare netto (%)			
	lettori	donne	%	uomini	%	15-24	25-34	35-44	45-54	55-64	>65	Studi universitari	medie sup + college	elementari + medie inf	A	B	C1+C2	DE	< € 13.693	Da € 13.694 a €33.093	da €33.094 a €78.740	>€ 79.881
The Sun	7.694	3.301	42.9	4.393	57.1	18.4	18.6	19.0	16.3	12.0	15.8	6.6	40.6	21.9	0.9	11.6	54.9	32.6	29.3	40.4	11.6	0.7
Daily Mail	4.896	2.506	51.2	2.390	48.8	7.4	7.6	10.3	16.9	21.6	36.1	11.1	41.9	17.2	5.8	25.9	53.5	14.9	29.5	38.0	18.1	3.0
The Daily Mirror	3.244	1.532	47.2	1.712	52.8	13.5	13.3	13.7	15.4	16.3	27.8	7.5	37.8	17.7	1.2	13.0	54.6	31.1	35.8	37.0	10.8	0.7
Daily Telegraph	1.796	848	47.2	948	52.8	6.4	6.5	9.5	15.6	20.6	41.4	26.2	44.5	11.6	15.8	43.9	34.3	6.0	19.7	39.8	24.1	7.0
The Times	1.673	710	42.5	962	57.5	14.1	12.5	16.3	16.9	19.7	20.5	36.2	41.5	9.6	17.0	42.1	35.2	5.6	13.0	32.5	28.5	11.0
Daily Star	1.586	517	32.6	1.069	67.4	20.5	21.9	22.0	16.2	9.9	9.5	3.3	45.3	21.2	0.7	6.7	57.3	35.4	24.2	48.1	8.2	0.3
Daily Express	1.463	752	51.4	711	48.6	6.1	7.8	11.0	13.6	19.6	41.8	10.3	39.2	16.4	3.4	20.5	59.3	16.7	33.6	38.9	15.7	1.6
The Guardian	1.132	523	46.2	609	53.8	14.7	16.2	19.6	20.1	15.9	13.5	51.6	31.6	6.8	11.6	48.8	34.4	5.1	13.6	35.2	29.5	7.8
The Independent	607	256	42.2	351	57.8	15.8	21.8	17.7	19.7	13.8	11.2	37.6	40.4	11.1	10.7	42.7	39.9	6.8	12.0	39.2	27.2	5.9
SCOZIA																						
The Scotsman	131	54	40.8	78	59.2	12.6	12.4	9.2	17.1	24.4	24.3	35.8	42.5	14.4	14.3	40.9	39.3	5.6	14.5	34.0	32.1	6.2
The Daily Record	958	454	47.4	504	52.6	10.8	13.6	18.9	17.1	16.7	22.9	5.5	41.5	20.3	1.2	11.5	52.1	35.3	31.0	41.4	13.2	0.6
The Herald	130	75	57.5	55	42.5	7.0	7.1	8.7	22.3	23.9	31.0	22.7	50.5	10.9	7.0	40.3	50.1	2.6	12.5	48.6	27.4	6.1

REGNO UNITO

PRINCIPALI QUOTIDIANI NAZIONALI

**ECONOMICO
FINZIARI**



SPORTIVI

REGNO UNITO

PRINCIPALI QUOTIDIANI NAZIONALI

ECONOMICO-FINANZIARI

fonte diffusione: ABC 8/2010 - fonte lettori: NRS 2010 - Cambio €=Gbp 0.8763

PANORAMA STAMPA

estata	casa editrice	anno fondazione	diffusione	costo 1/1 pag. 4c 2010 in €	costo per mille in €	lettori	costo contatto in €
FINANCIAL TIMES Uk+Ireland Edition	The Financial Times - Londra	1888	109.899	65.502	596.02	404.000	162.14

PROFILO DEI LETTORI

testata	lettori	donne	sesso		%	Età (%)						livello culturale (%)			ceto sociale (%)				reddito familiare netto (%)			
			uomini	%		15-24	25-34	35-44	45-54	55-64	>65	Studi universitari	medie sup + college	elementari + medie inf	A	B	C1+C2	DE	< €13.693	Da €13.694 a €33.093	da €33.094 a €78.740	>€79.881
Financial Times Uk	404	111	27.5	293	72.5	9.1	26.1	20.8	22.7	11.9	9.3	47.3	35.0	4.3	20.0	50.6	23.7	5.6	9.1	24.2	38.8	17.6

fonte diffusione: ABC 8/2010 - fonte lettori: NRS 2010 - Cambio €=Gbp 0.8763

PANORAMA STAMPA

testata	casa editrice	Anno fondazione	diffusione	costo 1/1 pag. 4c 2010 in €	costo per mille in €	lettori	costo contatto in €
RACING POST	Centurycomm Ltd - Londra	-	56.003	5.820	103.92	190.000	30.63

PROFILO DEI LETTORI

testata	lettori	donne	sesso			Età (%)					livello culturale (%)			ceto sociale (%)				reddito familiare netto (%)			
			%	uomini	%	15-24	25-34	35-44	45-54	>55	Studi universitari	medie sup + college	elementari + medie inf	A	B	C1+C2	DE	< € 13.693	Da € 13.694 a €33.093	da €33.094 a € 78.740	>€ 79.881
Racing Post	190	profilo non disponibile																			

REGNO UNITO

QUOTIDIANI NAZIONALI DEL WEEKEND



REGNO UNITO

QUOTIDIANI NAZIONALI DEL WEEKEND

SCOZIA – IRLANDA DEL NORD





REGNO UNITO

PRINCIPALI QUOTIDIANI NAZIONALI
QUOTIDIANI DEL WEEKEND

fonte diffusione: ABC 8/2010 - fonte lettori: NRS 2010 – Cambio €=Gbp 0.8763

PANORAMA STAMPA

testata	casa editrice	Anno fondazione	diffusione	costo 1/1 pag. 4c 2010 in €	costo per mille in €	lettori	costo contatto in €
DAILY STAR SUNDAY	Express Newspapers, Londra	2002	381.283	31.968	83.84	961.000	33.26
FT WEEKEND (Uk+Ireland Edition)	The Financial Times - Londra	-	131.155	46.011	350.82	285.000	161.45
NEWS OF THE WORLD	News Group Newspaper - Londra	1843	2.868.850	64.110	22.34	7.587.000	8.44
SUNDAY MIRROR	Trinity Mirror plc - Londra	-	1.140.118	44.049	38.63	3.843.000	11.46
THE INDEPENDENT ON SUNDAY	Newspapers Publications - Londra	1990	156.725	14.892	95.01	623.000	24.04
THE MAIL ON SUNDAY	Associated Newspapers - Londra	1982	1.964.945	63.677	32.40	5.028.000	12.66
THE OBSERVER	Guardian Newspapers - Londra	1791	309.068	25.105	81.22	1.138.000	22.06
THE PEOPLE	Trinity Mirror plc - Londra	1881	537.381	33.664	62.64	1.309.000	25.71
THE SUNDAY EXPRESS	Express Newspaper - Londra	1900	574.872	45.748	79.57	1.533.000	29.86
THE SUNDAY TELEGRAPH	Telegraph Media Group - Londra	1961	506.781	47.928	94.57	1.563.000	30.66
THE SUNDAY TIMES	News Intl. Newspapers - Londra	1822	1.066.240	102.807	96.42	3.153.000	32.60
SCOZIA							
THE SUNDAY MAIL	Trinity Mirror plc - Londra	-	397.493	20.606	51.83	1.100.000	18.73
THE SUNDAY POST	DC Thomson & Co. - Dundee	1914	328.710	14.906	45.34	852.000	17.49
SCOTLAND ON SUNDAY	Scotsman Publications – Edimburgo	-	59.716	17.147	287.14	209.000	82.04
SUNDAY HERALD	SMG Publishing - Glasgow	-	43.974	5.563	126.51	121.000	45.98
IRLANDA DEL NORD (ULSTER)							
SUNDAY LIFE	Independent News & Media - Belfast	1988	64.125	4.609	71.88	nc	-
SUNDAY MIRROR Northern Ireland Edition	Mirror Group Ireland - Belfast	1988	36.942	3.924	106.23	nc	-
THE PEOPLE Northern Ireland Edition	Mirror Group Ireland - Belfast	1973	14.111 PS	2.784	197.30	nc	-



REGNO UNITO

PRINCIPALI QUOTIDIANI NAZIONALI QUOTIDIANI DEL WEEKEND

fonte diffusione: ABC 8/2010 - fonte lettori: NRS 2010 – Cambio €=Gbp 0.8763

PROFILO DEI LETTORI

testata	sesso					Età (%)						livello culturale (%)			ceto sociale (%)				reddito familiare netto (%)			
	lettori	donne	%	uomini	%	15-24	25-34	35-44	45-54	55-64	>65	Studi universitari	medie sup + college	elementari + medie inf	A	B	C1+C2	DE	< € 13.693	Da € 13.694 a € 33.093	da € 33.094 a € 78.740	> € 79.881
News of the World	7.587	3.574	47.1	4.012	52.9	14.7	20.8	21.3	17.1	12.2	13.9	6.5	41.0	22.2	1.4	12.1	55.1	31.5	27.8	40.5	13.9	1.2
The Mail on Sunday	5.028	2.539	50.5	2.489	49.5	8.9	8.6	14.2	19.0	21.5	27.8	12.7	44.9	16.4	6.2	27.8	52.5	13.5	24.8	37.3	21.8	3.7
The Sunday Mirror	3.843	1.914	49.8	1.929	50.2	18.3	14.3	15.2	16.3	14.4	21.5	7.0	41.9	18.9	1.7	13.4	56.6	28.2	32.5	36.3	11.7	0.9
The Sunday Times	3.153	1.463	46.4	1.690	53.6	12.7	13.2	18.6	22.1	18.5	14.8	37.2	41.4	10.9	15.8	42.4	36.0	5.8	12.1	31.6	31.8	11.9
The Sunday Telegraph	1.563	786	50.3	777	49.7	8.4	8.7	11.1	16.2	17.7	37.9	29.0	42.4	11.4	15.9	42.9	36.0	5.2	16.7	39.6	23.3	7.9
The Sunday Express	1.533	781	50.9	752	49.1	7.0	7.7	11.0	15.7	18.5	40.0	10.9	41.9	17.2	3.8	23.0	57.6	15.7	31.4	40.3	17.1	1.6
The People	1.309	606	46.3	703	53.7	7.6	11.6	14.7	18.6	18.1	29.4	5.1	38.6	16.4	0.9	13.3	55.6	30.2	34.3	41.2	12.9	1.3
The Observer	1.138	549	48.2	59.0	51.8	12.1	18.8	24.9	19.1	12.6	12.6	8.3	33.5	49.3	12.6	50.1	32.7	4.7	10.2	32.1	34.4	9.0
Daily Star Sunday	961	339	35.3	622	64.7	31.5	20.2	19.0	14.1	8.1	7.2	4.3	49.4	19.5	0.7	8.9	48.6	41.7	26.4	38.6	9.2	0.4
Indep. On Sunday	623	268	43.1	355	56.9	17.2	23.3	21.3	20.6	9.4	8.3	42.1	39.7	10.2	10.9	40.0	41.7	7.5	13.6	34.2	30.0	6.2
FT Weekend	285	94	30.5	152	69.5	9.2	12.1	24.9	20.0	14.0	19.7	49.0	37.1	2.6	21.3	46.3	28.0	4.4	24.0	32.0	28.7	13.5
SCOZIA																						
The Sunday Mail	1.100	562	51.0	539	49.0	9.4	15.7	18.4	16.1	17.7	22.7	6.3	44.5	17.4	1.4	15.1	52.1	31.5	29.8	42.5	16.4	1.4
The Sunday Post	852	468	55.0	384	45.0	3.5	5.6	8.0	11.9	19.8	51.2	6.4	31.9	12.9	1.4	12.9	50.3	35.4	48.7	35.8	8.5	0.6
Scotland on Sunday	209	89	42.5	120	57.5	10.5	9.9	21.6	20.4	19.6	18.0	29.5	47.8	10.4	10.9	40.4	38.5	10.2	16.2	35.2	31.3	8.4
Sunday Herald	121	68	56.3	53	43.7	6.9	14.9	20.0	20.4	20.6	17.1	35.0	48.7	5.6	9.8	49.3	34.2	6.8	9.7	38.5	35.5	7.2



REGNO UNITO



BUSINESS ELITE

Fonte BE Europe 2010

BE: EUROPE

The Media Survey of Europe's Business Elite

testata	Lettori BE	Penetra- zione %	Dimensione Aziendale			Status Professionale			Retribuzione lorda		Business Responsibility				
			<1.000 lavoratori	>1.000 lavoratori	finanziaria	C- Suite	Director VP – Senior Management	HofD /Altri executives	< € 160.000	> € 160.000	IT Telecoms	Attrezzature materiali	Auto aziendali	Servizi finanziari	Servizi legali
UNIVERSO	106.149	100.0	54.0	39.0	7.0	48.0	28.0	22.0	56.0	36.0	44.0	24.0	38.0	28.0	58.0
QUOTIDIANI															
THE TIMES	43.417	41.0	36.0	45.0	54.0	42.0	42.0	37.0	35.0	50.0	39.0	35.0	40.0	45.0	42.0
FINANCIAL TIMES	39.278	37.0	29.0	42.0	69.0	42.0	36.0	27.0	29.0	49.0	40.0	33.0	42.0	52.0	39.0
THE DAILY TELEGRAPH	28.530	27.0	26.0	27.0	39.0	29.0	25.0	25.0	25.0	30.0	28.0	23.0	27.0	26.0	27.0
THE GUARDIAN	13.082	12.0	12.0	14.0	5.0	10.0	12.0	16.0	15.0	8.0	12.0	7.0	10.0	9.0	13.0
THE INDEPENDENT	12.190	11.0	10.0	14.0	7.0	10.0	14.0	11.0	11.0	13.0	11.0	10.0	9.0	11.0	12.0
QUOTIDIANI DEL WEEKEND															
THE SUNDAY TIMES	62.545	59.0	54.0	63.0	74.0	62.0	61.0	50.0	51.0	71.0	57.0	57.0	62.0	64.0	63.0
THE SUNDAY TELEGRAPH	25.587	24.0	25.0	24.0	22.0	23.0	30.0	20.0	25.0	24.0	23.0	26.0	27.0	21.0	26.0
THE OBSERVER	11.508	11.0	10.0	13.0	8.0	10.0	13.0	11.0	12.0	9.0	10.0	7.0	10.0	9.0	12.0
THE INDEPENDENT ON SUNDAY	10.286	10.0	10.0	11.0	4.0	9.0	12.0	9.0	11.0	8.0	9.0	8.0	11.0	7.0	10.0

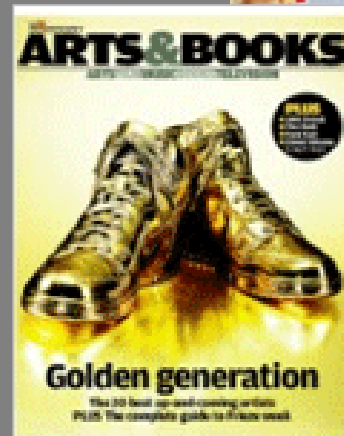
REGNO UNITO

MAGAZINES ALLEGATI AI QUOTIDIANI NAZIONALI



REGNO UNITO

MAGAZINES ALLEGATI AI QUOTIDIANI NAZIONALI



REGNO UNITO

MAGAZINES ALLEGATI AI QUOTIDIANI NAZIONALI

QUOTIDIANI DEL WEEKEND



REGNO UNITO

MAGAZINES ALLEGATI AI QUOTIDIANI NAZIONALI

SCOZIA





REGNO UNITO

MAGAZINES ALLEGATI AI QUOTIDIANI NAZIONALI

fonte diffusione: ABC 8/2010 - fonte lettori: NRS 2010 (°2009) – Cambio €=Gbp 0.8763

PANORAMA STAMPA

quotidiano di riferimento	magazine	settore	periodicità	diffusione	costo 1/1 pag. 4c 2010 in €	costo per mille in €	lettori	costo contatto in €
DAILY STAR	HOT TV	guida tv	settimanale	862.005*	17.117	19.85	1.044.000	16.40
FINANCIAL TIMES	HOW TO SPEND IT (Europe Edition)	life-style	mensile	287.633	19.970	69.43	575.266 PS	34.72
LONDON EVENING STANDARD	ES MAGAZINE	life-style	settimanale	698.528*	19.171	27.44	732.000	26.18
THE DAILY TELEGRAPH	TELEGRAPH MAGAZINE	life-style	settimanale	673.010*	26.534	39.42	1.735.000	15.29
THE GUARDIAN	WEEKEND GUARDIAN	life-style	settimanale	272.112*	17.460	64.16	1.160.000	15.05
	THE GUIDE	spettacolo	settimanale	272.112*	10.270	37.74	1.102.000	9.31
THE INDEPENDENT	THE INDEPENDENT MAGAZINE	life-style	settimanale	205.964 PS	11.411	55.40	437.000	26.11
	THE INFORMATION	intrattenimento	settimanale	205.964 PS	11.411	55.40	403.000	28.31
	ARTS & BOOKS	intrattenimento	settimanale	205.964 PS	17.382	84.39	607.000*	28.63
THE DAILY MAIL	WEEKEND	lifestyle	settimanale	2.169.690*	46.787	21.56	5.244.000	8.92
THE SUN	BUZZ (EX Tv Magazine da settembre 2010)	guida tv	settimanale	3.009.987*	35.376	11.75	6.641.000	5.32
THE DAILY RECORD	SATURDAY PLUS	familiare	settimanale	331.452*	14.835	44.75	850.000	17.45
THE HERALD	THE HERALD MAGAZINE	lifestyle	settimanale	55.135*	6.847	124.18	130.000*	52.66
THE DAILY EXPRESS	SATURDAY	guida tv	settimanale	725.284°	34.235	47.20	1.293.000	26.47
THE DAILY MIRROR	WE LOVE TELLY!	familiare	settimanale	1.232.961*	35.661	28.92	2.630.000	13.55
THE SCOTSMAN	THE SCOTSMAN MAGAZINE	lifestyle	settimanale	46.138*	6.430	139.36	131.000*	49.08
THE TIMES	EUREKA	scienza, ambiente	mensile	494.205*	13.694	27.70	1.673.000*	8.18
	PLAYLIST	intrattenimento	settimanale	494.205*	7.988	16.17	1.147.000	6.97
	TIMES MAGAZINE	life-style	settimanale	494.205*	18.875	38.19	1.451.000	13.00
	LUXX	life-style	trimestrale	494.205*	13.694	27.70	1.673.000*	8.18

*monitoraggio del quotidiano di riferimento
segue



REGNO UNITO

MAGAZINES ALLEGATI AI QUOTIDIANI NAZIONALI PANORAMA STAMPA

fonte diffusione: ABC 8/2010 - fonte lettori: NRS 2010 (°2009) – Cambio €=Gbp 0.8763

quotidiano di riferimento	magazine	settore	periodicità	diffusione	costo 1/1 pag. 4c 2010 in €	costo per mille in €	lettori	costo contatto in €
FT WEEKEND	FT WEEKEND MAGAZINE (UK Edition)	approfondimento	settimanale	131.155	9.945	75.82	288.541 PS	34.46
NEWS OF THE WORLD	FABULOUS	life-style	settimanale	2.868.850*	45.646	15.91	5.195.000	8.78
SUNDAY EXPRESS	S MAGAZINE	femminile	settimanale	637.071°	31.381	49.25	1.219.000	25.74
SUNDAY MIRROR	CELEBS ON SUNDAY	gossip	settimanale	1.140.118*	30.355	26.62	2.669.000	11.37
	HOMES & HOLIDAYS	turismo	settimanale	1.140.118*	25.105	22.01	2.335.000	10.75
THE MAIL ON SUNDAY	LIVE	maschile	settimanale	1.964.945*	30.897	15.72	3.578.000	8.63
	YOU	intrattenimento	settimanale	1.964.945*	32.523	16.55	3.973.000	8.18
THE OBSERVER	THE OBSERVER MAGAZINE	life-style	settimanale	309.068*	11.411	36.92	923.000	12.36
	THE OBESERVER FOOD	gastronomia	mensile	309.068*	12.552	40.61	1.138.000*	11.02
	O: OBSERVER FASHION	moda	4xanno	309.068*	14.472	46.82	1.138.000*	12.71
THE SUNDAY TELEGRAPH	STELLA	femminile	settimanale	506.781*	20.883	41.20	943.000	22.14
	SEVEN	spettacolo	settimanale	506.781*	20.883	41.20	976.000	21.39
THE SUNDAY TIMES	CULTURE	cultura	settimanale	1.066.240*	22.823	21.41	2.410.000	9.48
	SUNDAY TIMES MAGAZINE	life-style	settimanale	1.066.240*	22.766	21.35	2.674.000	8.51
	STYLE	life-style	settimanale	1.066.240*	38.343	35.96	2.122.000	18.06
THE DAILY STAR SUNDAY	TAKE 5	gossip	settimanale	381.283*	17.117	44.89	571.000	29.98
THE INDEPENDENT ON SUNDAY	THE NEW REVIEW	life-style	settimanale	205.964	14.892	72.30	422.000	35.28
SCOZIA								
EDINBURGH EVENING NEWS	LIFE & STYLE	life-style	settimanale	43.046*	987	22.93	107.176 PS	9.21
SCOTLAND ON SUNDAY	AT HOME MAGAZINE	casa	settimanale	59.716*	6.430	107.67	209.000*	30.76
SUNDAY HERALD	SUNDAY HERALD MAGAZINE	intrattenimento	settimanale	43.974*	3.423	77.84	121.000*	28.28
SUNDAY MAIL	SEVEN DAYS	familiare	settimanale	397.493*	14.950	37.61	1.100.000*	13.59
THE PEOPLE	TAKE IT EASY	femminile	settimanale	537.381*	24.306	45.23	959.000	25.34
THE SUNDAY POST	POST PLUS	spettacolo	settimanale	328.710*	14.122	42.96	783.000	18.03

*monitoraggio del quotidiano di riferimento



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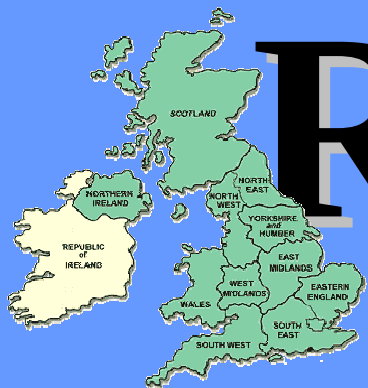
MAGAZINES ALLEGATI AI QUOTIDIANI NAZIONALI

fonte diffusione: ABC 8/2010 - fonte lettori: NRS 2010 – Cambio €=Gbp 0.8763

PROFILO DEI LETTORI

testata	sesso					Età (%)						livello culturale (%)			ceto sociale (%)				reddito familiare netto (%)			
	lettori	donne	%	uomini	%	15-24	25-34	35-44	45-54	55-64	>65	Studi universitari	medie sup + college	elementari + medie inf	A	B	C1+C2	DE	< €13.693	Da €13.694 a €33.093	da €33.094 a €78.740	>€79.881
Buzz	6.641	3.324	50.1	3.317	49.9	16.3	17.7	17.5	16.6	13.1	18.7	4.9	37.5	23.0	0.8	9.7	53.6	36.0	33.7	38.7	9.9	0.7
Weekend Daily Mail	5.244	2.930	55.9	2.314	44.1	5.2	6.3	10.8	17.4	22.7	37.6	10.6	42.0	17.0	5.9	25.4	53.2	15.5	31.4	37.6	18.1	3.0
Fabulous	5.195	3.019	58.1	2.176	41.9	11.7	20.9	22.6	17.6	12.4	14.7	6.5	41.0	21.9	1.2	12.2	54.0	32.7	30.2	41.0	14.0	1.1
You	3.973	2.307	58.1	1.666	41.9	4.7	8.1	14.3	19.6	23.3	30.0	12.6	43.0	17.1	6.3	28.2	52.5	13.0	26.3	37.6	22.8	3.9
Live	3.578	1.963	54.9	1.615	45.1	4.9	7.7	14.9	19.3	23.4	29.7	13.0	44.5	16.4	6.3	27.5	53.4	12.8	26.0	38.7	22.6	3.8
Sunday Times Mag	2.674	1.335	49.9	1.339	50.1	10.3	11.8	19.8	23.3	19.5	15.3	37.6	41.6	11.0	16.1	42.7	36.0	5.2	12.1	32.4	32.2	12.1
Celebrs on Sunday	2.669	1.585	59.4	1.084	40.6	14.6	14.6	15.8	17.0	15.2	22.8	6.9	41.8	18.7	1.8	13.5	57.1	27.7	33.6	38.0	11.6	1.1
We love Telly!	2.630	1.449	55.1	1.180	44.9	11.4	9.6	13.3	16.6	17.1	31.9	5.1	37.5	19.0	1.2	11.5	55.1	32.3	40.8	34.6	9.8	0.6
Culture	2.410	1.193	49.5	1.217	50.5	10.1	11.8	19.3	22.9	20.4	15.5	39.2	41.2	10.2	16.2	44.5	34.4	4.8	12.3	31.9	32.5	12.0
Homes & Holidays	2.335	1.314	56.3	1.021	43.7	10.2	13.3	16.9	17.0	17.1	25.5	6.8	43.1	18.0	2.0	12.9	58.3	26.8	35.1	38.2	13.8	1.3
Style	2.122	1.236	58.3	886	41.7	10.2	12.4	20.2	23.4	20.2	13.6	38.9	41.2	10.5	16.1	43.1	36.0	4.8	12.2	31.9	32.0	12.7
Telegraph Magazine	1.735	904	52.1	831	47.9	3.6	4.7	9.6	17.1	22.8	42.2	25.0	45.3	12.0	16.7	44.1	35.2	4.0	19.3	40.8	24.5	7.7
Times Magazine	1.451	714	49.2	737	50.8	10.0	10.1	16.4	20.2	21.0	22.4	37.3	40.5	10.1	17.9	42.3	33.8	6.0	13.8	33.8	28.1	11.4
S Magazine (Saturday)	1.293	752	58.2	540	41.8	4.6	6.2	9.2	12.8	20.4	46.9	9.1	38.5	15.9	3.2	20.7	58.2	17.9	36.8	37.0	15.5	1.3
S Magazine	1.219	682	55.9	537	44.1	3.6	6.5	11.8	13.9	20.4	43.8	9.9	41.2	17.6	4.1	23.7	56.7	15.4	34.2	40.1	17.5	1.8
Weekend Guardian	1.160	595	51.3	565	48.7	9.7	16.1	24.2	21.0	15.1	13.9	56.1	29.8	6.0	13.2	52.5	31.0	3.3	12.3	34.7	34.8	8.1
Playlist	1.147	544	47.4	603	52.6	11.3	10.9	16.0	20.1	21.7	20.1	38.7	40.7	9.3	17.8	43.4	33.5	5.3	13.7	32.4	28.2	11.3
The Guide	1.102	555	50.3	548	49.7	8.9	17.0	24.2	21.4	15.2	13.3	56.1	30.0	5.2	12.9	54.7	29.0	3.5	12.0	33.9	25.9	7.9
Hot Tv	1.044	446	42.7	598	57.3	20.8	18.9	22.7	16.5	10.5	10.6	2.9	42.7	22.5	0.5	6.0	53.2	40.2	26.7	47.3	8.1	0.1
Seven	976	540	55.4	436	44.6	3.6	6.6	10.4	16.4	19.5	43.5	29.6	43.6	11.0	18.6	44.9	32.4	4.1	18.4	41.9	24.6	8.1
Take it Easy	959	524	54.7	435	45.3	5.6	9.6	15.1	19.4	18.8	31.4	4.5	37.4	16.1	0.9	13.0	55.2	30.9	37.5	40.6	11.9	1.2
Stella	943	601	63.7	342	36.3	5.6	7.2	11.1	16.9	19.4	39.8	28.0	43.8	11.8	17.0	43.8	34.5	4.6	17.8	40.7	24.2	8.4
Observer magazine	923	465	50.4	458	49.6	9.6	18.6	25.7	18.7	13.6	13.8	52.5	29.3	8.0	14.4	51.1	31.5	3.0	10.0	33.8	35.7	9.1
Seven Days	922	506	54.8	416	45.2	9.1	16.2	17.9	15.7	17.4	23.8	6.5	43.3	17.7	1.4	14.3	51.8	32.5	30.9	43.3	15.7	1.2
Saturday Plus	850	425	50.0	425	50.0	9.0	13.1	18.8	17.7	16.8	24.7	5.0	41.5	21.6	1.7	11.5	52.0	35.1	31.0	42.1	14.4	0.7
Post Plus	783	461	58.9	322	41.1	1.5	4.5	7.6	12.4	21.1	53.0	6.8	32.8	12.6	1.1	13.6	51.6	33.8	51.1	35.8	8.7	0.3
Es Magazine	732	337	46.0	395	54.0	9.0	28.8	24.9	21.2	9.3	6.8	35.8	37.5	10.3	8.5	33.4	47.0	11.1	14.5	36.3	25.2	7.5
Take 5	571	240	41.9	332	58.1	25.8	19.7	22.6	15.9	8.9	7.1	3.1	47.9	22.0	1.3	8.4	47.4	42.9	28.9	44.2	8.2	0.5
The Independent Mag	437	196	44.7	242	55.3	8.3	20.1	19.8	24.3	16.3	11.2	39.7	42.9	8.8	12.0	44.4	35.9	7.7	12.6	39.7	28.8	8.6
The New Review	422	173	41.1	249	58.9	12.6	20.0	25.9	20.8	11.7	9.0	47.2	37.4	9.5	13.2	43.8	38.2	4.8	12.7	31.6	33.4	8.6
The Information	403	165	41.0	238	59.0	5.9	20.8	20.2	25.1	16.7	11.4	38.7	43.5	8.8	11.8	45.8	34.2	8.2	10.7	39.7	30.8	9.2

*Publisher's Statement 2009



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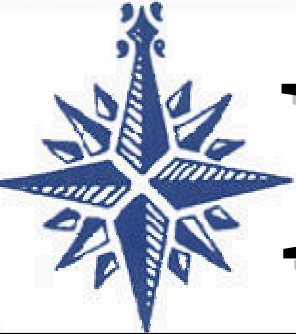
PRINCIPALI QUOTIDIANI REGIONALI

NORTH WEST



NORTH EAST





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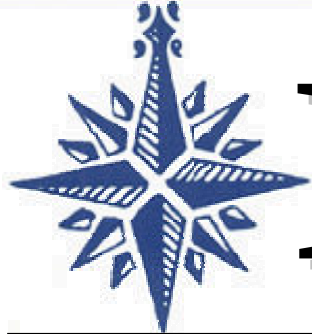
fonte diffusione: ABC 8/2010 - fonte lettori: JCREG ott. 2010 (*NRS 2010)- Cambio €=Gbp 0.8763

PRINCIPALI QUOTIDIANI REGIONALI

PANORAMA STAMPA

testata	casa editrice	anno fondazione	diffusione	costo 1/1 pag. 4c 2010 in €	costo per mille in €	lettori	costo contatto in €
NORTH EAST							
EVENING CHRONICLE	NCJ Media Ltd - Newcastle-upon-Tyne	-	57.089	9.188	160.95	213.403	43.06
EVENING GAZETTE	Gazette Media Company Ltd - Teesside	1869	42.246	4.760	112.68	137.404	34.65
HARTLEPOOL MAIL	Northeast Press Ltd - Sunderland	1877	15.084	1.180 (b/n)	78.23 (b/n)	37.527	31.45 (b/n)
SOUTH SCHIELD GAZETTE	Northeast Press Ltd-South Schield.Tyne and Wear	-	15.727	3.813 (b/n)	242.45 (b/n)	38.582	30.59 (b/n)
THE JOURNAL	NCJ Media Ltd - Newcastle-upon-Tyne	-	28.232	4.723 (b/n)	167.30 (b/n)	91.272	51.75 (b/n)
THE NORTHERN ECHO	Newsquest- Durham	1919	44.062	8.078	183.34	112.165	72.02
NORTH WEST							
BOLTON NEWS	Newsquest (Northwest) Ltd - Bolton	1867	24.159	2.695	111.56	60.839	44.30
MANCHESTER EVENING NEWS (lun-mer)	M.E.N. Ltd - Manchester	1868	65.163	18.895	289.97	195.779	96.52
MANCHESTER EVENING NEWS (gio-ven)	M.E.N. Ltd - Manchester	1868	158.596*	21.412	131.59	351.983	60.84
LANCASHIRE TELEGRAPH	Newsquest (Northwest) Ltd - Bolton	-	25.416	2.711	106.67	66.186	40.97
LIVERPOOL ECHO	Trinity Mirror Merseyside - Liverpool	1867	89.140	8.864	99.44	280.330	31.62
LIVERPOOL DAILY POST	Trinity Mirror Merseyside - Liverpool	1855	9.823	3.230	328.83	18.817	174.85
DAILY POST	Trinity Mirror Merseyside - Liverpool	1855	40.803	4.610	113.00	77.525	59.47

*71.612 a pagamento + 86.984 free



REGNO UNITO

fonte diffusione: ABC 8/2010 - fonte lettori: NRS 2010-°JCREG ott. 2010 – Cambio

PRINCIPALI QUOTIDIANI REGIONALI

PROFILO DEI LETTORI

testata	sesso					Età (%)					ceto sociale (%)				
	lettori	donne	%	uomini	%	15-24	25-34	35-44	45-54	55-64	>65	AB	C1	C2	DE
NORTH EAST															
Newcastle Ev.Chronicle	213	104	48.8	109	51.2	13.1	13.7	20.2	15.9	13.7	23.5	15.9	28.2	21.7	34.3
Teesside Ev.Gazette	137	71	51.8	66	48.2	13.3	15.9	17.7	17.8	12.8	22.7	18.9	27.8	20.6	32.9
The Northern Echo	112	54	48.2	58	51.8	14.9	11.3	14.2	17.9	17.7	23.9	25.6	28.7	21.5	24.1
The Journal (Newcastle)	91	42	46.1	49	53.9	4.8	13.6	17.2	18.9	21.2	24.5	32.4	35.3	18.0	14.5
South Scield Gazette	38	19	50.0	19	50.0	15.1	14.4	16.0	18.8	15.8	21.3	13.9	24.1	25.0	38.5
Harlepool Mail	37	18	48.6	19	51.3	15.9	13.8	16.3	18.9	16.0	20.4	36.4	23.2	25.9	39.1
NORTH WEST															
Manchester Ev.News (gio-ven)	351	169	48.1	182	51.9	18.1	23.1	19.5	12.7	9.9	16.9	16.8	30.9	13.7	38.7
Liverpool Echo	280	144	51.4	136	48.6	19.2	19.0	15.7	15.7	13.2	48.2	7.8	36.8	18.3	37.2
Manchester Ev.News (lun-mer)	195	99	50.7	96	49.3	12.9	15.9	18.5	15.5	13.0	24.4	12.9	28.2	15.4	43.9
Daily Post	77	profilo non disponibile													
Lancashire Telegraph	66	32	48.5	34	51.5	16.7	14.0	17.7	17.7	15.3	18.8	14.5	28.0	25.7	32.0
Bolton News	61	30	49.1	31	50.9	14.9	13.6	17.6	17.7	15.8	20.0	18.2	29.7	24.4	27.3
Liverpool Daily Post	19	6	31.6	13	68.4	38.2	10.4	15.4	21.7	16.9	30.8	20.0	45.6	14.3	19.1



REGNO UNITO

PRINCIPALI QUOTIDIANI REGIONALI

YORKSHIRE - HUMBERSIDE

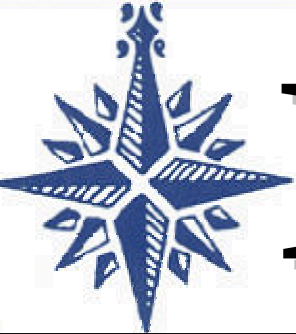


EAST MIDLANDS



WEST MIDLANDS





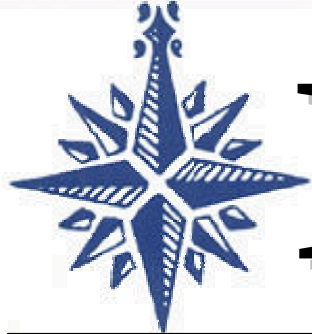
REGNO UNITO

fonte diffusione: ABC 8/2010 - fonte lettori: JCREG ott. 2010 (°NRS 2010) – Cambio €=Gbp 0.8763

PRINCIPALI QUOTIDIANI REGIONALI

PANORAMA STAMPA

testata	casa editrice	anno fondazione	diffusione	costo 1/1 pag. 4c 2010 in €	costo per mille in €	lettori	costo contatto in €
YORKSHIRE - HUMBERSIDE							
GRIMSBY TELEGRAPH	Grimsby & Scunthorpe Newspapers Ltd - Grimsby	1897	28.777	2.760 (b/n)	95.91 (b/n)	82.184	33.59 (b/n)
HUDDERSFIELD DAILY EXAMINER	Trinity Mirror Huddersfield Ltd - Huddersfield	-	21.544	2.408 (b/n)	111.78 (b/n)	58.660	41.06 (b/n)
HULL DAILY MAIL & EAST RIDING MAIL	Mail News & Media Ltd - Hull	-	47.422	4.798 (b/n)	101.18 (b/n)	142.780	33.61 (b/n)
SCARBOROUGH EVENING NEWS SERIES	Yorkshire Regional Newspapers Ltd - Scarborough	-	24.789	5.904 (b/n)	238.18 (b/n)	nc	-
SCARBOROUGH EVENING NEWS	Yorkshire Regional Newspapers Ltd - Scarborough	-	11.359	na	-	28.518	-
SCUNTHORPE TELEGRAPH	Grimsby & Scunthorpe Newspapers Ltd - Scunthorpe	1937	17.253	2.005 (b/n)	116.22 (b/n)	51.648	38.83 (b/n)
THE PRESS	Newsquest (York) Ltd - York	-	27.272	1.305 (b/n)	47.86 (b/n)	71.642	18.22 (b/n)
THE SCHIEFFELD STAR SERIES	Sheffield Newspapers Ltd - Sheffield	-	50.285	9.589 (b/n)	190.70 (b/n)	nc	-
THE STAR (SCHIEFFELD)	Sheffield Newspapers Ltd - Sheffield	-	43.609	na	-	111.545	-
YORKSHIRE EVENING POST	Yorkshire Post Newspapers Ltd - Leeds	-	42.772	7.801 (b/n)	182.39 (b/n)	108.919	71.63 (b/n)
YORKSHIRE POST	Yorkshire Post Newspaper - Leeds	-	41.896	12.344 (b/n)	294.64 (b/n)	173..000°	71.36 (b/n)
EAST MIDLAND							
CHRONICLE AND ECHO	Northamptonshire Newspapers Ltd - Northampton	-	17.483	2.814 (b/n)	160.96 (b/n)	44.021	63.93 (b/n)
DERBY EVENING TELEGRAPH	Derby Telegraph Media Group Ltd - Derby	-	35.075	4.695	133.86	118.172	14.35
LEICESTER MERCURY	Leicester Mercury Group Ltd - Leicester	1874	55.992	5.652	100.95	189.497	29.83
LINCOLNSHIRE ECHO	Lincolnshire Media Ltd.- Lincoln	-	18.559	2.300 (b/n)	123.93 (b/n)	52.245	44.03 (b/n)
NORTHANTS EVENING TELEGRAPH	Northamptonshire Newspapers Ltd - Northants	-	19.543	3.355 (b/n)	171.68 (b/n)	49.346	67.99 (b/n)
NOTTINGHAM EVENING POST	Nottingham Post Group Ltd - Nottingham	-	42.529	5.554 (b/n)	130.60 (b/n)	138.360	40.15 (b/n)
WEST MIDLANDS							
BIRMINGHAM MAIL	BPM Media - Birmingham	1870	51.353	11.156 (b/n)	217.25 (b/n)	131.707	84.71 (b/n)
BURTON MAIL	Staffordshire Newspapers Ltd - Burton on Trent	-	12.624	2.130 (b/n)	168.73 (b/n)	32.429	65.69 (b/n)
COVENTRY TELEGRAPH	Coventry Newspapers Ltd - Coventry	-	37.326	5.936 (b/n)	159.04 (b/n)	90.629	65.50 (b/n)
WORCESTER NEWS	Newsquest (Midlands South) Ltd - Worcester	1935	15.141	3.190	210.69	38.672	120.85



REGNO UNITO

fonte diffusione: ABC 8/2010 - fonte lettori: JCREG ott. 2010 (°NRS 2010) – Cambio Gbp=€ 0.8763

PRINCIPALI QUOTIDIANI REGIONALI

PROFILO DEI LETTORI

testata	lettori	donne	sesso		Età (%)							livello culturale (%)			ceto sociale (%)				reddito familiare netto (%)			
			%	uomini	%	15-24	25-34	35-44	45-54	55-64	>65	Studi universitari	medie sup + college	elementari + medie inf	A	B	C1+C2	DE	< € 13.693	Da € 13.694 a €33.093	da €33.094 a €78.740	>€ 79.881
YORKSHIRE - HUMBERSIDE																						
Yorkshire Post	173°	69	39.7	104	60.3	6.6	6.1	12.0	15.6	24.5	35.1	17.6	39.9	15.9	7.8	24.2	53.9	14.1	26.9	40.3	17.6	4.3
Hull D. Mail & East Riding	142	74	52.1	38	47.9	18.8	19.4	17.1	15.0	14.3	15.8	na	na	na	13.3	51.8	35.4	na	na	na	na	
The Star (Schieffeld)	111	53	47.7	58	52.3	16.5	15.6	16.8	16.8	14.5	21.1	na	na	na	16.4	51.1	32.9	na	na	na	na	
Yorkshire Evening Post	109	53	48.6	56	51.4	18.4	19.0	16.2	15.5	13.0	17.7	na	na	na	18.2	51.1	30.6	na	na	na	na	
Grimsby Telegraph	82	43	52.4	39	47.6	17.2	11.9	18.3	17.2	14.3	21.1	na	na	na	17.8	46.3	36.1	na	na	na	na	
The Press	71	34	47.9	37	52.1	16.8	13.7	14.6	16.6	16.0	23.1	na	na	na	32.4	51.2	12.3	na	na	na	na	
Huddersfield Daily Exam.	58	30	51.7	28	48.3	18.2	14.3	16.2	16.0	13.0	13.5	na	na	na	18.8	51.7	30.7	na	na	na	na	
Scunthorpe Telegraph	51	27	52.9	24	47.1	12.7	15.2	17.4	12.9	17.6	25.4	na	na	na	17.1	49.4	34.6	na	na	na	na	
Scarboroug Ev.News	28	14	50.0	14	50.0	14.3	10.8	14.3	17.3	18.0	27.1	na	na	na	22.2	53.2	26.4	na	na	na	na	
EAST MIDLANDS																						
Leicester Mercury	189	85	45.0	104	55.0	15.2	16.0	9.0	17.7	16.6	25.7	na	na	na	17.2	55.5	27.5	na	na	na	na	
Nottingham Ev.Post	138	70	50.7	68	49.3	19.8	15.8	19.2	15.5	12.1	17.8	na	na	na	12.2	51.5	36.5	na	na	na	na	
Derby Ev.Telegraph	118	54	45.7	64	54.3	10.4	19.4	16.3	19.6	13.5	22.3	na	na	na	17.3	65.6	28.3	na	na	na	na	
Lincolnshire Echo	52	25	48.1	27	51.9	20.3	13.7	10.9	15.1	16.4	23.9	na	na	na	22.2	51.0	27.2	na	na	na	na	
Northants Ev.Telegraph	49	24	49.0	25	51.0	13.9	14.4	19.1	17.9	15.9	25.6	na	na	na	15.6	55.0	30.1	na	na	na	na	
Chronicle and Echo	44	21	47.7	23	52.3	14.9	15.9	17.7	17.3	15.5	18.5	na	na	na	19.4	54.0	26.5	na	na	na	na	
WEST MIDLANDS																						
Birmingham Mail	131	67	51.1	64	48.9	18.7	16.2	11.1	20.3	14.5	25.7	na	na	na	12.8	52.8	34.9	na	na	na	na	
Coventry Telegraph	90	47	52.2	43	47.8	16.2	17.0	21.7	13.3	7.3	25.1	na	na	na	17.7	50.9	32.0	na	na	na	na	
Burton Mail	32	15	46.9	17	53.1	14.4	13.8	18.6	18.4	15.8	20.4	na	na	na	18.0	55.4	27.8	na	na	na	na	
Worcester News	38	19	50.0	19	50.0	13.5	13.6	17.8	18.0	16.5	22.3	na	na	na	26.1	52.7	22.9	na	na	na	na	



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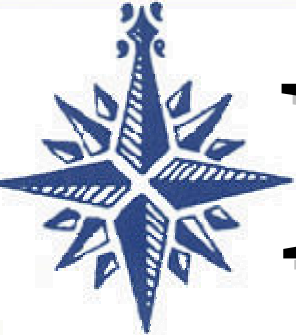
PRINCIPALI QUOTIDIANI REGIONALI

WALES



SOUTH WEST





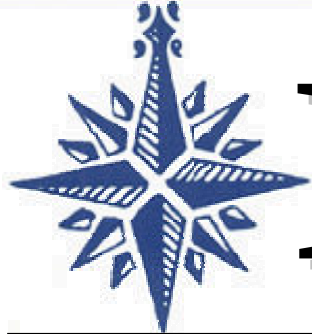
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PRINCIPALI QUOTIDIANI REGIONALI

fonte diffusione: ABC 8/2010 - fonte lettori: JCREG ott. 2010 – Cambio €=Gbp 0.8763

PANORAMA STAMPA

testata	casa editrice	anno fondazione	diffusione	costo 1/1 pag. 4c 2010 in €	costo per mille in €	lettori	costo contatto in €
SOUTH WEST							
BRISTOL EVENING POST	Bristol News & Media Ltd - Bristol	1932	41.506	4.470	86.79	156.837	28.51
DAILY ECHO (BOURNEMOUTH)	Newsquest Ltd - Dorset	1900	28.579	2.210 (b/n)	77.33 (b/n)	71.518	30.91 (b/n)
DORSET ECHO	Newsquest Ltd - Dorset	1921	18.121	2.210	121.96	43.986	50.25
EXPRESS AND ECHO (EXETER)	South West Media Group Ltd - Exeter	1904	17.742	2.219 (b/n)	125.08 (b/n)	45.820	48.43 (b/n)
GLOUCESTER CITIZEN	Gloucestershire Media Group - Cheltenham	-	21.410	2.235 (b/n)	104.40 (b/n)	68.710	32.53 (b/n)
GLOUCESTERSHIRE ECHO	Gloucestershire Media Group - Cheltenham	-	17.155	2.173 (b/n)	126.67 (b/n)	58.674	37.04 (b/n)
HERALD EXPRESS (TORQUAY)	South West Media Group Ltd - Torquay	-	21.600	2.017 (b/n)	93.38 (b/n)	61.027	33.06 (b/n)
THE HERALD (PLYMOUTH)	South West Media Group Ltd - Plymouth	1895	31.803	2.812 (b/n)	88.42 (b/n)	75.420	37.29 (b/n)
WESTERN DAILY PRESS	Bristol United Press – Bristol	-	31.809	2.995 (b/n)	94.16 (b/n)	93.513	32.03 (b/n)
WESTERN MORNING NEWS	South West Media Group Ltd - Plymouth	1860	33.579	2.812 (b/n)	83.75 (b/n)	79.881	35.21 (b/n)
WALES (GALLES)							
DAILY POST (Ed.Wales)	Trinity Mirror North Wales Ltd - Conwy	1855	32.414	3.274 (b/n)	101.01 (b/n)	114.949	28.49 (b/n)
SOUTH WALES ECHO	Media Wales - Cardiff	-	35.389	8.151	230.33	123.984	65.75
SOUTH WALES EVENING POST	South West Wales Media Ltd - Swansea	1930	42.619	3.516 (b/n)	82.50 (b/n)	135.873	25.88 (b/n)
THE LEADER	NWN Media Ltd - Mold	1973	18.443	3.020 (b/n)	163.75 (b/n)	46.892	64.41 (b/n)
WESTERN MAIL	Media Wales - Cardiff	-	29.567	8.855	299.40	107.680	82.24



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fonte diffusione: ABC 8/2010 - fonte lettori: NRS 2010-°JCREG ott. 2010 – Cambio

PRINCIPALI QUOTIDIANI REGIONALI

PROFILO DEI LETTORI

testata	lettori	donne	sesso			Età (%)						ceto sociale (%)				
			%	uomini	%	15-24	25-34	35-44	45-54	55-64	>65	AB	C1	C2	DE	
SOUTH WEST																
Bristol Evening Post	157	68	43.3	89	56.7	14.5	18.1	16.6	13.1	15.5	22.0	18.8	22.3	27.0	31.7	
Western Daily Press	93	56	60.2	37	39.8	6.7	3.5	5.6	19.0	21.5	41.0	18.5	26.0	24.1	31.8	
Western Morning News	80	42	52.5	38	47.5	2.7	5.4	9.6	14.9	26.0	41.1	12.4	33.5	21.8	29.0	
The Herald	75	39	52.0	36	48.0	13.9	12.2	16.7	16.2	15.6	25.8	13.9	33.6	24.6	28.4	
Daily Echo	71	35	49.3	36	50.7	14.2	12.2	14.9	16.4	16.0	27.0	28.9	30.0	22.9	18.8	
Gloucester Citizen	68	36	52.9	32	47.1	13.7	10.7	20.5	16.2	18.5	21.3	20.0	27.7	28.9	24.4	
Herald Express	61	31	50.8	30	49.2	16.8	9.8	17.7	13.0	18.3	24.3	18.3	31.3	16.9	33.5	
Gloucestershire Echo	58	29	50.0	29	50.0	18.6	16.0	11.1	11.6	14.3	29.5	29.3	24.7	22.2	24.9	
Express and Echo	46	23	50.0	23	50.0	17.0	12.0	17.2	18.5	11.6	23.2	15.9	31.2	19.9	32.6	
Dorset Echo	44	21	47.7	23	52.3	12.8	9.7	15.0	18.1	18.1	26.1	26.1	29.3	24.7	19.8	
WALES																
South Wales Ev. Post	136	64	47.0	72	53.0	16.6	16.0	16.1	16.0	15.5	19.6	19.7	33.6	22.7	23.8	
South Wales Echo	124	66	53.2	58	46.8	14.1	20.5	11.1	43.6	16.9	22.2	29.1	30.7	21.7	18.4	
Daily Post Wales	115	61	53.0	54	47.0	7.1	14.7	15.7	17.0	19.1	26.3	25.6	29.3	18.3	26.7	
Western Mail	107	43	40.2	64	59.8	8.9	11.5	13.5	16.0	16.4	36.6	38.5	34.3	14.7	13.0	
The Leader	47	22	46.8	25	53.2	14.0	12.2	15.0	17.3	17.6	23.6	25.3	31.5	22.6	20.3	



REGIONO UNITO

PRINCIPALI QUOTIDIANI REGIONALI

EAST ANGLIA

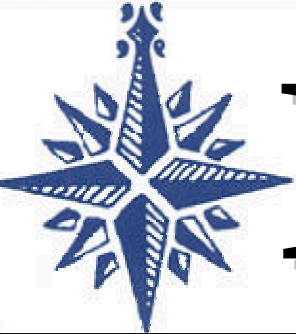


SOUTH EAST



CHANNEL ISLANDS





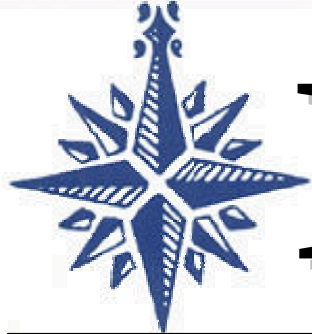
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fonte diffusione: ABC 2010 - fonte lettori: JCREG ott. 2010 (°NRS 2010) – Cambio Gbp=€ 0.8763

PRINCIPALI QUOTIDIANI REGIONALI

PANORAMA STAMPA

testata	casa editrice	anno fondazione	diffusione	costo 1/1 pag. 4c 2010 in €	costo per mille in €	lettori	costo contatto in €
EAST ANGLIA							
CAMBRIDGE EVENING NEWS	Cambridge Newspapers Ltd - Cambridge	1888	21.997	3.670 (b/n)	166.85 (b/n)	62.560	58.67
EAST ANGLIAN DAILY TIMES	Archant Suffolk - Ipswich	-	30.332	4.137	136.40	92.744	44.61
IPSWICH EVENING STAR	Archant Suffolk - Ipswich	-	15.413	2.542	164.93	38.479	66.07
NORFOLK EASTERN DAILY PRESS	Archant Norfolk - Norwich	-	59.139	5.193	87.82	149.651	34.71
NORWICH EVENING NEWS	Archant Norfolk - Norwich	-	18.532	4.000	215.85	47.197	84.76
PETERBOROUGH EVENING TEELGRAPH	East Midlands Newspapers Ltd - Peterborough	-	15.800	3.122 (b/n)	197.60 (b/n)	39.706	78.63 (b/n)
SOUTH EAST							
OXFORD MAIL	Newsquest (Oxfordshire) Ltd - Oxford	-	20.593	3.535	171.67	60.465	58.47
SOUTHERN DAILY ECHO	Newsquest (Hampshire) Ltd - Southampton	-	34.550	4.632	134.07	89.031	52.03
THE ARGUS	Newsquest (Sussex) Ltd - Brighton	1880	26.364	3.385	128.40	65.488	51.69
THE ECHO (SOUTHEND, BASILDON, CASTELPOINT)	Newsquest (Essex) Ltd - Basildon	1969	31.721	2.065	65.10	80.209	25.75
THE GAZETTE (COLCHESTER)	Newsquest (Essex) Ltd - Colchester	1970	18.084	1.050	58.07	47.249	22.23
THE NEWS (PORTSMOUTH)	Portsmouth Publishing & Printing Ltd - Portsmouth	-	45.175	5.478 (b/n)	121.27 (b/n)	117.922	46.46 (b/n)
CHANNEL ISLANDS							
JERSEY EVENING POST	Jersey Evening Post Ltd - Jersey	-	19.135	4.010 (b/n)	209.57 (b/n)	52.426	76.49 (b/n)
THE GUERNSEY PRESS & STAR	The Guernsey Press Company Ltd - Guernsey	-	15.274	3.376 (b/n)	221.03 (b/n)	44.603	75.69 (b/n)



REGNO UNITO

fonte diffusione: ABC 8/2010 - fonte lettori: JCREG ott. 2010 (°NRS 2010) – Cambio Gbp=€ 0.8763

PRINCIPALI QUOTIDIANI REGIONALI

PROFILO DEI LETTORI

testata	sesso					Età (%)						ceto sociale (%)			
	lettori	donne	%	uomini	%	15-24	25-34	35-44	45-54	55-64	>65	AB	C1	C2	DE
EAST ANGLIA															
Norfolk Eastern Daily Press	149	72	48.3	77	51.7	12.7	10.2	13.5	16.2	18.4	29.2	33.3	27.9	23.9	15.2
East Anglian Daily Times	93	47	50.5	46	49.5	5.3	7.7	13.0	16.2	20.6	34.2	18.9	37.1	21.4	22.2
Cambridge Evening News	62	29	46.8	33	53.2	20.1	17.3	17.2	15.7	13.4	10.6	28.2	29.9	24.4	18.4
Norwich Evening News	47	23	48.9	24	51.1	15.6	15.5	15.8	15.5	15.3	22.6	21.6	25.7	29.1	23.9
Peterborough Evening Telegraph	39	19	48.7	20	51.3	14.3	14.6	18.7	18.1	16.0	26.9	21.1	26.5	29.4	24.7
Ipswich Evening Star	38	20	52.6	18	47.4	9.4	13.1	15.5	17.9	15.6	29.7	8.4	28.4	26.8	37.6
SOUTH EAST															
The News	118	58	49.1	60	50.9	15.8	14.7	16.1	17.1	14.9	21.1	23.5	28.2	25.2	23.4
Southern Daily Echo	89	43	48.3	46	51.7	16.2	16.4	16.6	16.6	14.5	19.5	27.0	28.6	23.9	20.5
The Echo	80	40	50.0	40	50.0	13.9	13.1	16.9	17.6	16.3	17.8	25.9	28.7	24.7	20.9
The Argus	65	32	49.2	33	50.8	13.9	13.4	18.0	17.5	15.2	22.6	31.5	30.0	20.6	18.5
Oxford Mail	60	28	46.6	32	53.4	22.2	15.5	14.6	15.7	13.4	24.2	40.0	32.0	16.9	11.7
The Gazette	47	23	48.9	24	51.1	15.8	15.2	16.6	15.8	15.6	21.5	28.5	29.2	24.4	18.3
CHANNEL ISLANDS															
Jersey Evening Post	52	26	50.0	26	50.0	12.6	17.9	21.0	18.4	13.5	17.3	28.3	29.9	21.1	21.3
The Guernsey Press and Star	44	22	50.0	22	50.0	13.9	16.8	19.2	18.5	13.6	19.2	29.3	30.8	19.8	21.4



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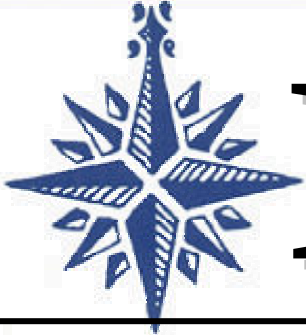
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IRLANDA DEL NORD



SCOZIA





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PRINCIPALI QUOTIDIANI REGIONALI

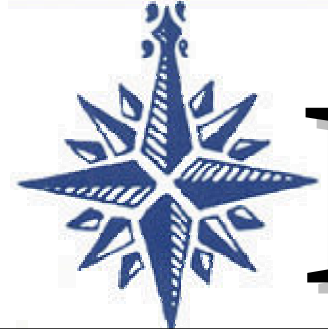
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PANORAMA STAMPA

testata	casa editrice	anno fondazione	diffusione	costo 1/1 pag. 4c 2010 in €	costo per mille in €	lettori	costo contatto in €
IRLANDA DEL NORD (ULSTER)							
BELFAST NEWS LETTER	Belfast Newsletter - Craigavon	-	48.504	4.958 (b/n)	102.22 (b/n)	nc	-
THE NORTH WEST TELEGRAPH	Independent News & Media - Londonderry	-	nc	2.863 (b/n)	-	nc	-
SCOZIA							
COURIER AND ADVERTISER	DC Thomson - Dundee	1810	65.012	12.187	187.46	165.000	73.81
HERALD & POST EDIMBOURGH	Scotsman Publications – Edimburgo	-	85.709	5.772	67.35	117.055°	49.32
PRESS AND JOURNAL	Aberdeen Journals Ltd - Aberdeen	1905	74.457	13.431 (b/n)	180.39 (b/n)	211.000	63.66 (b/n)
GLASGOW EVENING TIMES	Newsquest - Glasgow	-	58.843	9.643	163.87	139.874	68.94
THE SCOTTISH DAILY EXPRESS	Express Newspapers - Londra	-	69.802	32.677	468.14	nc	-
THE SUN (Scottish Edition)	News Group Newspapers Ltd - Glasgow	-	361.664	10.592	29.29	nc	-

PROFILO DEI LETTORI

testata	sesso					Età (%)						livello culturale (%)			ceto sociale (%)				reddito familiare netto (%)			
	lettori	donne	%	uomini	%	15-24	25-34	35-44	45-54	55-64	>65	Studi universitari	medie sup + college	elementari + medie inf	A	B	C1+C2	DE	< € 13.693	Da € 13.694 a €33.093	da €33.094 a € 78.740	>€ 79.881
SCOZIA																						
Press & Journal	211	94	44.6	117	55.4	7.2	8.6	17.3	14.5	23.5	29.0	17.1	39.8	15.4	3.8	26.2	51.7	18.4	21.5	41.9	25.5	1.5
Courier and Advertiser	165	89	54.1	76	45.9	6.9	6.4	9.0	12.6	20.5	44.7	6.6	38.7	13.9	2.1	21.9	44.1	32.0	46.8	32.7	9.7	4.1
Glasgow Ev. Times	139	68	48.8	71	51.2	13.3	13.2	16.0	16.5	14.3	26.7	8.9	33.0	19.2	0.9	15.5	43.5	40.0	36.1	36.2	12.7	1.3
Herald & Post Edinburgh	117°	63	53.8	54	46.2	12.1	22.0	17.9	15.8	13.0	19.2	na	na	na	26.8	50.8	13.8	na	na	na	na	na



REGNO UNITO

PRINCIPALI QUOTIDIANI REGIONALI DEL WEEKEND

fonte diffusione: ABC 8/2010 - fonte lettori: NRS 2010 – Cambio €=Gbp 0.8763



PANORAMA STAMPA

testata	casa editrice	Anno fondazione	diffusione	costo 1/1 pag. 4c 2010 in €	costo per mille in €	lettori	costo contatto in €
QUOTIDIANI DEL WEEKEND							
SUNDAY MERCURY	BPM Media - Birmingham	1918	46.124	5.835	126.50	130.272	44.79
SUNDAY SUN	NCJ Media Ltd - Newcastle-upon-Tyne	1919	53.466	6.895	128.96	185.449	37.18
SUNDAY LIFE	Independent News & Media - Londonderry	-	64.125	4.609 (b/n)	71.88 (b/n)	211.000 PS	21.85 (b/n)

PROFILO DEI LETTORI

testata	lettori	sesso					Età (%)					ceto sociale (%)				
		donne	%	uomini	%		15-24	25-34	35-44	45-54	55-64	>65	AB	C1	C2	DE
Sunday Mercury	130	63	48.4	67	51.6		16.1	14.5	16.7	17.5	14.7	20.7	16.4	24.1	26.2	33.5
Sunday Sun	185	70	37.8	115	62.2		13.7	18.3	22.1	15.0	9.0	22.0	18.6	19.9	29.1	32.6

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■ AMAZING RESPONSE
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vulnerable in our community.
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commitment to social justice and
the fact that we are a newspaper
that is owned by the people of London.
We are asking you to help us make
a difference to the lives of the most
vulnerable in our community.
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Page 11.11.14 17.38.19

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P.73

FSA PAY RULES TO HURT THOUSANDS

Coalition in big welfare shake-up

► BREAKING NEWS

THE FINANCIAL SERVICES AUTHORITY (FSA) has unveiled a raft of new rules that will force firms to pay out more to staff, but will also mean that some staff will be forced to leave the industry. The rules are part of a wider effort to reform the financial services industry, and are expected to be implemented in the next few months. The rules will force firms to pay out more to staff, but will also mean that some staff will be forced to leave the industry. The rules are part of a wider effort to reform the financial services industry, and are expected to be implemented in the next few months.

A man in a suit, likely a financial executive, speaking at a podium.

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PANORAMA STAMPA

testata	casa editrice	copertura	Anno fondazione	diffusione	costo 1/1 pag. 4c 2010 in €	costo per mille in €	lettori	costo contatto in €
CITY A.M.	City A.M. - Londra	Londra	2005	94.000	11.799	125.52	nc	-
LONDON EVENING STANDARD	Associated Newspapers - Londra	Londra	2009	698.528	65.183	93.32	1.414.000	46.10
METRO	Associated newspapers Ltd-Londra	nazionale	1999	1.119.829	41.200	36.79	3.462.000	11.90
METRO	Associated newspapers Ltd-Londra	Bristol	2004	28.574	2.948	103.26	nc	-
METRO	Associated newspapers Ltd-Londra	Eastmidland	2004	43.026	4.140	96.23	nc	-
METRO	Associated newspapers Ltd-Londra	Liverpool	2006	23.960	1.876	78.23	nc	-
METRO	Associated newspapers Ltd-Londra	Londra	1999	547.145	29.135	53.24	nc	-
METRO NORTH EAST	Associated newspapers Ltd-Londra	Nord-est	2000	53.879	5.494	101.97	nc	-
METRO NORTH WEST	Associated newspapers Ltd-Londra	Nord-ovest	1999	108.451	9.755	89.95	nc	-
METRO SCOTLAND	Associated newspapers Ltd-Londra	Scozia	1999	117.517	7.312	62.22	nc	-
METRO SOUTH WALES	Associated newspapers Ltd-Londra	Galles	2004	25.131	1.688	67.18	nc	-
METRO SUSSEX	Associated newspapers Ltd-Londra	Sussex	2004	11.138	1.000	89.78	nc	-
METRO WEST MIDLANDS	Associated newspapers Ltd-Londra	West Midlands	2001	86.571	2.197	84.65	nc	-
METRO YORKSHIRE	Associated newspapers Ltd-Londra	Yorkshire	2001	74.437	3.149	42.30	nc	-

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testata	sesso					Età (%)						livello culturale (%)			ceto sociale (%)				reddito familiare netto (%)			
	lettori	donne	%	uomini	%	15-24	25-34	35-44	45-54	55-64	>65	Studi universitari	medie sup + college	elementari + medie inf	A	B	C1+C2	DE	< €13.693	Da €13.694 a €33.093	da €33.094 a €78.740	>€79.881
Metro	3.462	1.498	43.3	1.964	56.7	27.3	26.4	18.1	13.8	9.0	5.4	24.0	42.1	15.2	4.4	24.2	48.8	22.6	21.3	32.7	18.5	3.4
Evening Standard	1.414	525	37.2	888	62.8	16.5	29.2	17.4	19.6	11.8	5.4	35.9	37.9	9.7	7.8	33.8	45.4	13.0	16.1	32.0	28.2	7.7

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guardian.co.uk

Telegraph.co.uk

THE  TIMES

MailOnline

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 METRO co.uk

 EXPRESS.co.uk
Home of the Daily and Sunday Express

FT.com
FINANCIAL TIMES

EDINBURGH
Evening News 

THE IRISH NEWS
online 

London
Evening
Standard
standard.co.uk

THE  INDEPENDENT

MailOnline on Sunday

Mirror

MORNINGSTAR®

THE SCOTTISH
Sun

THE
Sun

SUNDAY
Sun

TheObserver

NEWS OF THE WORLD

scotsman.com

heraldscotland

sundaymail.co.uk

DAILY RECORD NEWS & SPORT
DailyRecord.co.uk

RACING POST.com

PEOPLE.co.uk

The
SUNDAY POST

THE SUNDAY TIMES

The Bolton News

LANCASHIRE
Telegraph

Manchester
Evening News

NORTH-WEST
Evening Mail

ic Newcastle.co.uk

Sunderland Echo

Hartlepool Mail 

gazettelive.co.uk

WalesOnline.co.uk

ChronicleLive.co.uk

EUROINVESTOR.CO.UK

The Northern Echo

ic Scotland.co.uk
The national website of Scotland

Google news
U.K.

ISLE News
The Latest Offshore News

NewsWales
Your daily Welsh news briefing

THE SHIELDS
Gazette

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this is westernmorningnews.co.uk



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QUOTIDIANI										
DAILY MAIL	dailymail.co.uk	news	45.539.202	467.562.100	X	-	X	X	-	-
THE GUARDIAN	guardian.co.uk	news	34.967.742	17.152.720	X	X	-	X	-	-
THE DAILY TELEGRAPH	telegraph.co.uk	news	32.346.325	42.314.630	X	X	X	X	-	-
THE TIMES	timesonline.co.uk	news	205.000**	na	X	X	-	X	-	-
THE INDEPENDENT	independent.co.uk	news	10.789.362	6.489.031	X	X	X	X	X	X
THE DAILY MIRROR	mirror.co.uk	news	10.536.392	na	-	-	-	X	X	X
METRO	metro.co.uk	news	4.478.868 (UU)	14.367.680	X	-	X	-	X	X
FINANCIAL TIMES	ft.com	economico	2.100.000* PS	29.200.000* PS	X	X	X	X	-	X
DAILY EXPRESS	express.co.uk	news	1.937.030 PS	5.523.454 PS	X	X	X	X	X	X
DAILY STAR	dailystar.co.uk	news	1.400.000 PS	10.000.000 PS	-	-	X	X	X	X
THE SUN	thesun.co.uk	news	1.388.831	346.595.200	X	X	-	-	-	-
THE HERALD	heraldscotland.com	news	1.103.963 PS	nc	X	-	X	X	X	X
THE SCOTSMAN	scotsman.com	news	614.962 PS	16.979.570 PS	-	-	-	X	X	X
EVENING NEWS	edinburghnews.scotsman.com	news	275.368	3.083.852	-	-	X	X	-	-
IRISH NEWS	irishnews.com	news	178.974	994.902	-	-	X	-	-	-
BELFAST TELEGRAPH	belfasttelegraph.co.uk	news	nc	nc	X	-	X	X	X	-
LONDON EVENING STANDARD	thisislondon.co.uk/standard	news	nc	nc	X	-	X	-	-	X
MORNING STAR	morningstar.co.uk	news	nc	nc	-	-	-	X	-	-
RACING POST	racingpost.com	sport	nc	nc	-	-	X	-	-	-
THE DAILY RECORD	dailyrecord.co.uk	news	nc	nc	-	-	-	X	-	-
THE SCOTTISH SUN	thescottishsun.co.uk	news	nc	nc	-	-	-	-	-	-

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QUOTIDIANI										
NEWS OF THE WORLD	newsoftheworld.co.uk	news	4.000.000 PS (UU)	33.000.000 PS	X	X	X	-	-	-
THE PEOPLE	people.co.uk	news	2.600.000 PS (UU)	nc	-	-	-	X	-	-
SUNDAY MERCURY	sundaymercury.net	news	148.594	297.203	-	-	-	X	X	-
SUNDAY SUN	sundaysun.co.uk	news	131.219	368.881	-	-	-	X	-	-
MAIL ON SUNDAY	mailonsunday.co.uk	news	nc	nc	X	-	-	X	-	-
SCOTLAND ON SUNDAY	scotlandonsunday.scotsman.com	news	nc	nc	-	-	-	X	-	-
THE OBSERVER	observer.guardian.co.uk	news	nc	nc	X	X	X	X	X	-
THE SUNDAY MAIL	sundaymail.co.uk	news	nc	nc	-	-	-	-	-	-
THE SUNDAY POST	sundaypost.com	news	nc	nc	-	-	-	-	-	-
THE SUNDAY TIMES	thesundaytimes.co.uk	news	na	na	X	X	-	-	-	X
QUOTIDIANI REGIONALI: NORTH EAST										
EVENING CHRONICLE	chroniclelive.co.uk	news	354.578	2.593.232	X	-	-	X	X	X
THE NORTHERN ECHO	thenorthernecho.co.uk	news	313.919	1.744.890	X	-	-	X	-	-
EVENING GAZETTE	gazettelive.co.uk	news	265.513	22..497.307	-	-	X	X	-	X
THE JOURNAL	icnewcastle.icnetwork.co.uk	news	155.834	925.128	-	-	-	-	-	-
SOUTH SHIELD GAZETTE	shieldsgazette.com	news	75.622	186.946	-	-	-	X	-	-
HARTLEPOOL MAIL	hartlepoolmail.co.uk	news	62.545	536.835	-	-	-	X	-	-
CARLISLE NEWS & STAR	news-and-star.co.uk	news	nc	nc	X	-	-	-	X	X
QUOTIDIANI REGIONALI: NORTH WEST										
MANCHESTER EVENING NEWS	menmedia.co.uk/manchestereveningnews	news	1.057.941	7.798.013	X	-	-	X	-	X
LIVERPOOL ECHO	liverpoolecho.co.uk	news	811.605	5.939.263	-	-	-	X	X	X
LIVERPOOL DAILY POST	liverpooldailypost.co.uk	news	333.638	990.578	-	-	-	X	X	X
LANCASHIRE TELEGRAPH	lancashiretelegraph.co.uk	news	267.926	1.926.342	X	-	-	X	-	-
BOLTON NEWS	theboltonnews.co.uk	news	nc	nc	X	-	X	X	X	X



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QUOTIDIANI REGIONALI: YORKSHIRE - HUMBERSIDE										
YORKSHIRE EVENING POST	yorkshireeveningpost.co.uk	news	354.287	nc	-	-	-	X	-	-
THE SHIEFFELD STAR SERIES	thestar.co.uk	news	345.879	5.740.797	-	-	-	X	-	-
HULL DAILY MAIL & EAST RIDING MAIL	thisishullandeastriding.co.uk	news	340.678	nc	-	-	-	X	X	X
YORKSHIRE POST	yorkshirepost.co.uk	news	311.999	nc	-	-	X	X	-	-
THE PRESS	yorkpress.co.uk	news	237.138	1.964.747	X	-	-	X	X	X
GRIMSBY TELEGRAPH	thisisgrimsby.co.uk	news	196.937	nc	-	-	X	X	X	X
HUDDERSFIELD DAILY EXAMINER	examiner.co.uk	news	180.426	1.472.930	-	-	-	X	-	X
SCUNTHORPE TELEGRAPH	thisisscunthorpe.co.uk	news	92.797	nc	-	-	-	X	X	X
SCARBOROUGH EVENING NEWS	scarborougheveningnews.co.uk	news	62.639	646.160	-	-	-	X	-	-
QUOTIDIANI REGIONALI: EAST MIDLAND										
NOTTINGHAM EVENING POST	thisisnottingham.co.uk	news	398.869	nc	-	-	-	X	X	X
LEICESTER MERCURY	thisisleicestershire.co.uk	news	333.657	20.945.288	-	-	-	X	X	X
DERBY EVENING TELEGRAPH	thisisderbyshire.co.uk	news	299.451	nc	-	-	-	X	X	X
LINCOLNSHIRE ECHO	thisislincolnshire.co.uk	news	157.708	nc	-	-	-	X	X	X
CHRONICLE AND ECHO	northamptonchron.co.uk	news	112.175	1.408.644	-	-	-	X	-	-
NORTHANTS EVENING TELEGRAPH	northantset.co.uk	news	80.245	710.235	-	-	-	X	-	X
QUOTIDIANI REGIONALI: WEST MIDLAND										
BIRMINGHAM MAIL	birminghammail.net	news	460.709	2.543.460	X	-	-	X	-	X
COVENTRY TELEGRAPH	coventrytelegraph.net	news	452.725	1.509.645	X	-	-	X	-	-
WORCESTER NEWS	worcesternews.co.uk	news	140.807	1.166.879	X	-	-	X	X	-
BURTON MAIL	burtonmail.co.uk	news	71.508	730.151	-	-	X	X	X	X



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QUOTIDIANI REGIONALI: SOUTH WEST										
BRISTOL EVENING POST	thisisbristol.co.uk	news	386.785	3.544.486	-	-	-	X	X	X
THE HERALD (PLYMOUTH)	thisisplymouth.co.uk	news	292.180	3.093.634	-	-	-	X	X	X
GLOUCESTER CITIZEN	thisisgloucestershire.co.uk	news	254.932	3.194.006	-	-	-	X	X	X
DAILY ECHO (BOURNEMOUTH)	bournewouthecho.co.uk	news	252.273	2.658.726	X	-	-	X	-	-
EXPRESS AND ECHO (EXETER)	thisisexeter.co.uk	news	136.466	1.515.690	-	-	-	X	X	X
HERALD EXPRESS (TORQUAY)	thisissouthdevon.co.uk	news	108.891	1.287.129	-	-	-	X	X	X
DORSET ECHO	dorsetecho.co.uk	news	86.284	896.474	X	-	-	X	-	-
WESTERN MORNING NEWS	thisiswesternmorningnews.co.uk	news	80.475	313.748	-	-	-	-	X	X
WESTERN DAILY PRESS	thisissomerset.co.uk	news	nc	nc	-	-	-	X	X	X
QUOTIDIANI REGIONALI: WALES (GALLES)										
SOUTH WALES ECHO - WESTERN MAIL	walesonline.co.uk	news	729.488	3.940.167	-	-	-	X	X	X
DAILY POST (Ed. Wales)	dailypost.co.uk	news	218.014	792.873	X	-	-	X	-	-
SOUTH WALES EVENING POST	thisissouthwales.co.uk	news	188.383	1.999.377	-	-	-	X	X	X
THE LEADER	leaderlive.co.uk	news	nc	nc	-	-	X	X	X	X
QUOTIDIANI REGIONALI: SOUTH EAST										
SOUTHERN DAILY ECHO	dailyecho.co.uk	news	365.389	3.398.831	X	-	-	X	-	-
THE ARGUS	theargus.co.uk	news	319.074	2.845.265	X	-	-	X	-	-
THE NEWS (PORTSMOUTH)	portsmouth.co.uk	news	262.201	1.766.213	-	-	X	X	-	-
OXFORD MAIL	oxfordmail.co.uk	news	201.787	1.921.739	X	-	-	X	-	X
THE ECHO (SOUTHEND, BASILDON, CASTELPOINT)	echo-news.co.uk	news	160.547	1.392.340	X	-	-	X	-	-
THE GAZETTE (COLCHESTER)	gazette-news.co.uk	news	82.060	511.217	X	-	-	X	-	-



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QUOTIDIANI REGIONALI: EAST ANGLIA										
CAMBRIDGE EVENING NEWS	cambridge-news.co.uk	news	216.244	240.588	-	-	x	-	x	x
PETERBOROUGH EVENING TELEGRAPH	peterboroughtoday.co.uk	news	192.852	1.268.815	-	-	-	x	x	x
EAST ANGLIAN DAILY TIMES	eadt.co.uk	news	nc	nc	x	-	x	x	x	x
IPSWICH EVENING STAR	eveningstar.co.uk	news	nc	nc	x	-	x	-	x	-
NORFOLK EASTERN DAILY PRESS	edp24.co.uk	news	nc	nc	x	-	x	x	-	-
NORWICH EVENING NEWS	eveningnews24.co.uk	news	nc	nc	-	-	x	-	x	x
QUOTIDIANI REGIONALI: CHANNEL ISLANDS										
THE GUERNSEY PRESS & STAR	thisisguernsey.com/guernsey-press	news	116.628	1.701.789	-	-	-	x	x	-
JERSEY EVENING POST	thisisjersey.com/jersey-evening-post	news	nc	nc	-	-	-	x	-	-
IRLANDA DEL NORD (ULSTER)										
BELFAST NEWS LETTER	newsletter.co.uk	news	nc	nc	-	-	-	x	x	x
SCOZIA										
COURIER AND ADVERTISER	thecourier.co.uk	news	nc	nc	-	-	-	x	x	x
PRESS AND JOURNAL	pressandjournal.co.uk	news	nc	nc	-	-	x	x	-	-
GLASGOW EVENING TIMES	eveningtimes.co.uk	news	nc	nc	x	-	-	x	-	x
THE SCOTTISH DAILY EXPRESS	express.co.uk/scottish	news	nc	nc	-	-	x	x	x	x
ALLEGATI DEI QUOTIDIANI CON SITO INDIPENDENTE										
HOW TO SPEND IT	howtospendit.com	lifestyle	131.687°	705.462°	x	x	-	-	-	-

°Google Analytics February 2011



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NEWS										
-	uk.news.yahoo.com	news	25.000.000 PS	na	X	X	-	X	-	-
-	web.orange.co.uk	news	7.000.000 PS	15.000.000 PS	X	-	-	X	-	-
-	uk.reuters.com	news	4.920.000 PS	19.600.000 PS	X	-	-	X	-	-
-	weather.co.uk	meteo	2.000.000 PS	20.000.000 PS						
-	newsnow.co.uk	news	200.000 PS (UU)	11.800.000 PS	X	-	-	-	X	X
-	marketwatch.com	economico	154.000 PS	3.000.000 PS						
-	anhourago.co.uk	news	nc	nc	-	-	-	-	-	-
-	euroinvestor.co.uk	economico	nc	nc	-	-	-	-	X	-
-	news.google.co.uk	news	nc	nc	-	-	-	X	-	-
-	isle-news.com	news	nc	nc	-	-	-	-	-	-
-	newswales.co.uk	news	nc	nc	-	-	-	-	X	X
-	walesonline.co.uk	news	nc	nc	X	-	-	X	-	-
-	icscotland.icnetwor	news	nc	nc	-	-	-	-	-	-
-	aol.co.uk	news	nc	nc	-	-	-	-	-	-
-	msn.co.uk	news	nc	nc	-	-	-	-	-	X
-	netscape.aol.com	news	nc	nc	-	-	-	X	-	-
-	thisismoney.co.uk	economico	nc	nc	-	-	-	X	X	X

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