

Paid Newspapers

Republic of Ireland Cross Platform Circulation Certificate

January to June 2017



Setting the standard

Irish Independent (Series)

Irish Independent

Key information

Certificate type

Cross Platform

Metric type

Circulation

ABC total

94,502 average per issue (print)
1,976 average (digital)

Period

2 January 2017 to 2 July 2017

No of issues

151

Primary distribution region

Republic of Ireland

Editions

Main
International
Light

Cover price

€2.00 to €2.70

Format

Newspaper - Broadsheet

Excluded issues

2-Jan, 4-Jan, 17-Apr, 1-May, 5-Jun

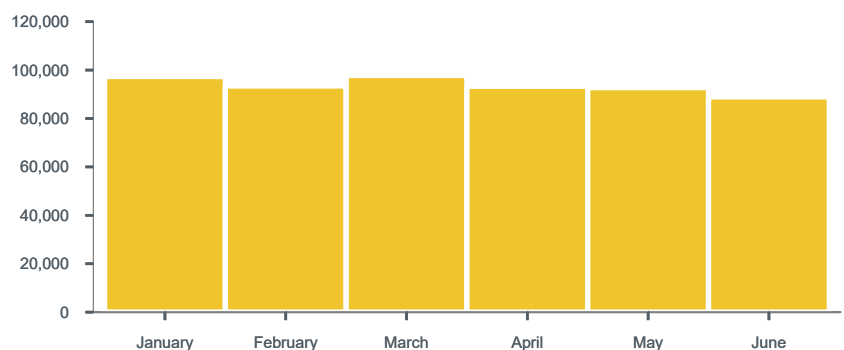
Circulation breakdown

Republic of Ireland	86,921
Northern Ireland	1,189
Other	6,392
Actively purchased - print	82.1%
Actively purchased - digital	100.0%

Contact details

Independent News & Media
Marketing/Circulation Department
Independent House
27 – 32 Talbot Street
Ireland
D01 X2E1
+353 (0) 1 - 70 55 333
ddawson@independent.ie
www.independent.ie

Average circulation by ABC month (print)



Average Circulation Per Issue (Print)

94,502

Circulation Breakdown

AVERAGE CIRCULATION PER ISSUE

Retail, single copy and subscription sales

At full rate

Below full rate

Overseas (outside the UK/RoI)

Multiple copy sales

Short-term

Non short-term

Special edition sales

Single copies sold at full rate

Sports edition sales

Corporate subscription sales

Actively Purchased percentage

Print

Digital

94,502

1,976

77,665

1,976

74,334

1,976

2,918

-

413

-

16,837

523

16,314

-

-

-

-

82.1%

100.0%

Geographic Breakdown

RoI

NI

Other

Total

Print

86,921

1,189

6,392

94,502

Analysis by Edition

Edition	Total	Retail, Single Copies and Subscription Sales	Multiple copy Sales	Special Edition Sales	Sports Edition Sales
Total Average	94,502	77,665	16,837	-	-
Main	74,193	74,193	-	-	-
International	6,395	3,472	2,923	-	-
Light	13,914	-	13,914	-	-

Analysis of Average Circulation by Month

	Total Average	January	February	March	April	May	June
Total Average	94,502	97,361	93,451	97,774	93,324	92,767	88,940
Retail & single copy and subscription sales	77,665	81,709	77,626	79,480	76,880	75,531	71,878
Multiple Copy Sales	16,837	15,652	15,825	18,294	16,444	17,236	17,062

Excluded Issues

Issue	Reason	Number	Issue	Reason	Number	Issue	Reason	Number
02-Jan-17	Public Holiday		17-Apr-17	Public Holiday		05-Jun-17	Public Holiday	
04-Jan-17	Xmas/New Year		01-May-17	Public Holiday				

Analysis of Multiple Copy Sales The figures shown in this table are averages per issue

Category	Total		United Kingdom & Republic of Ireland		Other countries	
	Quantity	%	Quantity	%	Quantity	%
Total Average	16,837	100.0	16,837	100.0	-	-
Airside & International Rail	411	2.4	411	2.4	-	-
Hotels	9,294	55.2	9,294	55.2	-	-
Trains	-	-	-	-	-	-
Other publication inserts	-	-	-	-	-	-
Voucher redemption	-	-	-	-	-	-
Sports events	-	-	-	-	-	-
Leisure centres	54	0.3	54	0.3	-	-
Food/beverage outlets	5,359	31.8	5,359	31.8	-	-
Others	1,719	10.2	1,719	10.2	-	-

Short-term Multiple Copy Sales Issue by Issue Analysis

Issue	Quantity	Country of Distribution	Issue	Quantity	Country of Distribution
27/02/2017	17,500	Republic of Ireland	20/04/2017	2,000	Republic of Ireland
03/03/2017	17,500	Republic of Ireland	27/04/2017	2,000	Republic of Ireland
06/03/2017	17,500	Republic of Ireland	04/05/2017	2,000	Republic of Ireland
13/03/2017	17,500	Republic of Ireland	11/05/2017	2,000	Republic of Ireland
13/04/2017	2,000	Republic of Ireland			

Technical Information

Published Day	Basic Cover Price (Last Issue)	Format
Monday	€2.00	Newspaper - Broadsheet
Tuesday	€2.00	Newspaper - Broadsheet
Wednesday	€2.00	Newspaper - Broadsheet
Thursday	€2.00	Newspaper - Broadsheet
Friday	€2.00	Newspaper - Broadsheet
Saturday	€2.70	Newspaper - Broadsheet
Sunday	-	-

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

Republic of Ireland, UK, and other countries

More Information

To find out more about ABC, please visit www.abc.org.uk

To find out more about the Republic of Ireland Paid Newspapers sector and the definitions used on this certificate, please visit:
www.abcstandards.org.uk

About this certificate

This certificate was issued on 17 August 2017.

The data included is derived from a return of circulation prepared by the publisher: Independent News & Media.

The Publisher has certified that the data has been reported in accordance with ABC reporting standards. If an audit or inspection reveals a material difference ABC will revise and re-issue the certificate together with an audit/inspection report detailing the changes. For details of audit or inspection reports issued or the reporting standards and procedures, please contact ABC.

ABC cannot accept responsibility for mistakes or omissions although every care is taken to ensure that the information is correct.
This certificate is the copyright property of the Publisher and ABC.

ABC Ref: 24054/CC:20170817/RPIPV22