

Background information

1. On 31 October 1988 the Secretary of State for Trade and Industry received an application (which application was amended by letter dated 21 November 1988) for his consent under section 58 of the Fair Trading Act 1973 (the Act) to the transfer of certain newspapers, of which T R Beckett Ltd (Beckett) is proprietor, to EMAP PLC (EMAP), and of the assets necessary to the continuation of these newspapers as separate newspapers and of plant and premises used in their publication.

2. On 22 November 1988, in pursuance of section 59 of the Act, the Secretary of State referred the proposed transfer to the Commission for investigation and report.

Reference to the Monopolies and Mergers Commission under section 59 of the Fair Trading Act 1973

Whereas the Secretary of State received on 31 October 1988 an application (which application was amended by letter dated 21 November 1988) for his consent under section 58 of the Fair Trading Act 1973 to the transfer of newspapers specified in the Schedule hereto, of which T R Beckett Limited is proprietor, and of the assets necessary to the continuation of those newspapers as separate newspapers and of plant and premises used in their publication, to EMAP PLC:

Now, therefore, the Secretary of State, in pursuance of section 59 of the said Act, hereby refers to the Monopolies and Mergers Commission for investigation and report the matter of the proposed transfers.

(Signed) R E ALLEN
An Assistant Secretary

22 November 1988

Department of Trade and Industry

3. In pursuance of the powers vested in him by virtue of section 4 of the Fair Trading Act 1973 and Part II of Schedule 3 thereto, the Chairman of the Commission directed that the functions of the Commission in relation to the transfer of newspapers and related assets from T R Beckett Ltd to EMAP PLC should be discharged through a group consisting of the following members of the Commission:

Miss P K R Mann
Mr D G Richards

4. He further appointed Mr D G Richards, being a member of the group, to act as Chairman of the group.

5. In pursuance of the powers vested in him by virtue of section 4 of the said Act and paragraph 22 of Schedule 3 thereto, the Secretary of State appointed for the purpose of this investigation the following additional members who, by virtue of the said paragraph 22, were also members of the group:

Mr D C Churchill
Mr J Clement Jones CBE
Sir Ronald Halstead CBE

6. Notices inviting interested parties to submit evidence were inserted in the following newspapers, which are the subject of the reference detailed in paragraph 3 hereto:

Adur Herald
Arun Gazette
Eastbourne and District Advertiser
The *Gazette* Series comprising
Eastbourne Gazette
Seaford Gazette
Hailsham Gazette
Eastbourne Herald
Worthing & District Advertiser
The *Herald* Series incorporating the *Worthing Gazette* comprising
Worthing Herald
Chanctonbury Herald
Lancing Herald

7. We invited written evidence from the Eastbourne Health Authority, the Press Council, the Newspaper Society, the National Federation of Retail Newsagents, the Newspaper Publishers Association, the Guild of British Newspaper Editors, the Association of Free Newspapers, the TUC and affiliated unions, the CBI and various advertising organisations. We also sought comments from chambers of commerce, county and district councils in those areas where the newspapers referred to us are circulated and from owners of competing newspapers which circulate in and around these areas. A summary of the evidence we received is in Chapter 5.

8. We obtained written submissions from and held hearings with EMAP and Beckett.

9. Some of the evidence obtained in the course of our inquiry was of a confidential nature; our report contains only such information as we consider necessary for an understanding of our conclusions.

10. We should like to thank all those who helped us in our inquiry, particularly the two companies principally concerned.

APPENDIX 2.1
(referred to in paragraphs 2.1 and 3.28)

EMAP titles and exhibitions

<i>Title</i>	<i>Circulation</i>
<i>Daily paid-for</i>	
Northamptonshire Evening Telegraph Series	41,113
Peterborough Evening Telegraph	32,962
Nuneaton Evening Tribune	13,442
Scarborough Evening News	18,694
Leamington and District Morning News	10,452
Total	116,663
 <i>Weekly paid-for</i>	
North Herts Gazette	15,835
Bedfordshire Times	21,565
Biggleswade Chronicle	11,097
Whitby Gazette	13,613
Bridlington Free Press	15,522
The Mercury	22,237
Driffield Times Series	11,950
Grantham Journal	19,310
Stamford Mercury	21,489
Lincolnshire Free Press	19,274
Spalding Guardian	15,483
Melton Times	13,018
Harborough Mail	11,068
Diss Express	12,446
Newmarket Journal	12,850
Suffolk Free Press	12,012
Bury Free Press	30,544
Haverhill Echo	7,175
Lynn News & Advertiser*	24,065
Leamington Spa Courier	18,364
Kenilworth Weekly News	4,709
Banbury Guardian	22,534
Rugby Advertiser	17,758
Daventry Weekly Express	7,766
Islington Gazette	23,287
Hornsey Journal	8,993
The Western Telegraph	28,565
Carmarthen Times	3,202
Cardigan & Tivy-Side Advertiser	8,754
South Wales Guardian	11,881
Bexhill on Sea Observer	9,942
Mid Sussex Times	18,157
Crawley Observer	13,477
Folkestone Herald/Dover Express	30,034
Hastings & St Leonards Observer	23,741
Sussex Express Series	23,320
Chatham Standard	9,115
Chatham News	26,426
Thanet Gazette	16,822
Thanet Times	10,211
Whitstable Times	5,793
Herne Bay Times	2,226
East Kent Gazette	12,355
Sheppey Gazette	3,642
Faversham Times	2,954
Total	674,581
Total paid-for	791,244
No of titles	50

*Twice weekly.

<i>Title</i>	<i>Circulation*</i>
<i>Free</i>	
The Shopper (Hitchin)	58,000
Welwyn & Hatfield Express	31,000
Bedfordshire Express	81,627
North Herts Express	70,288
Hunts County News Express	47,343
Milton Keynes Mirror	82,028
Milton Keynes Citizen	85,706
Luton & Dunstable Citizen	99,157
Northampton Citizen	94,500
Stamford Leader	40,000
Melton Leader	17,610
Grantham Leader	20,442
Kettering Leader	27,131
Corby Leader	17,569
Wellingborough Leader	40,833
Kings Lynn Leader	40,729
Fenland Advertiser	31,815
Leader (Bury)	52,046
Rugby Review	49,557
Rugby Midweek Advertiser	38,140
Leamington Spa Review	53,924
Banbury Focus	34,781
Warwick Advertiser	11,483
Nuneaton, Bedworth & Atherstone Observer	48,710
Hinckley & District Journal	33,413
Peterborough Advertiser	72,026
East Yorkshire Weekly News	16,000
Ryedale Leader	15,300
Scarborough Leader	34,250
Bridlington Leader	13,900
Eastbourne News	54,448
Hastings News	39,362
Rye & Battle News	15,500
Bexhill News	19,692
Mid Sussex News	43,134
Seaford, Newhaven & Lewes News	22,731
Folkestone & Dover People	65,374
Weekend People	58,000
Ashford People	36,000
Midweek People	30,000
Crawley Courier	35,959
Weekend Herald	96,000
Weekend Herald/Weekend Express	30,000
Bournemouth Streetlife	155,080
Portsmouth Streetlife	188,297
Southampton Streetlife	40,000
Total	2,288,885
No of titles	46

*Circulation figures calculated on the basis of section 57 of the Fair Trading Act 1973 or Audit Bureau of Circulation figures which do not differ substantially from that basis.

Exhibitions

Photography at Work
 UNIX
 PC User/PC CAD
 IBM Systems User
 Incentive Travel
 Money 88
 National Graphic Design
 BETT
 International Spring Fair
 Period Home
 Emergency!
 Fleet News Motor Show
 Audio Visual
 Energy 89
 BBEX
 Northern Money Show
 Regional Money Show

Design & Creative
 PIMS
 Autumn Gifts Fair 88
 DEC User
 Primex
 Wholesale Buyers Gift Fair
 West Country Gift Fair
 Hirex
 RAC
 Scottish Spring Fair
 Glassex
 CadCam 89
 Incentive Marketing
 International Autumn Fair
 Rubberex
 Scottish Money Show

Business magazines

Computers
 DEC User
 IBM System User
 CadCam International
 Communications Management
 Industrial Computing
 3D
 PC User
 Which Computer
 Tech PC User
 The one

Transport
 Fleet News
 Fleet Facts
 Hire News
 Fleet Truck
 Van Buyer
 Fleet Van & Light Truck
 Local Authority Plant and Vehicles
 Coachmart & Bus Operator

Specialist business
 Plastics and Rubber Weekly W
 Plastics and Rubber Today
 British Baker W
 Heating & Ventilating News W
 Office Equipment Index
 Materials Reclamation Weekly W
 Audio Visual
 A V User
 Publican F
 Refrig AirCond & Heat Recovery
 Television and Video Production
 Professional Photographer
 Laboratory News F
 Club Mirror
 Middle East Economic Digest W
 Money Week W
 Facilities Manager
 Computer Images
 Television Weekly W

W = weekly, F = fortnightly, otherwise monthly or less frequent.

Consumer magazines

Angling
Practical Fishkeeping
Trout and Salmon
Coarse Fishing Handbook
Angling Times
Sea Angler
Trout Fisherman
Sea Angling Quarterly

Retirement

Choice
Yours
Residential Care

Motorcycles

What Bike?
Dirt Bike Rider
Classic Bike
Bike
Classic Mechanics
Motorcycle Dealer
Motor Cycle News
Classic Motorcycle
Performance Bikes
Classic Racer

Outdoor pursuits

Today's Runner
Tackle and Guns
Match
Match Yearbook
Bird Watching
Pet Product Marketing
Sporting Gun
Today's Golfer
Country Walking
Athletics Weekly

Source: EMAP

Equestrian
Your Horse
Horse and Pony

Gardening
Practical Gardening
Garden Answers
Garden Trade News
Garden News

Photography
SLR Photography
Practical Photography

Youth

Smash Hits
Q
Looks
Just Seventeen
More!
Fiction Special
Smash Hits Yearbook
Just 17 Yearbook

Transport

Rail
Steam Railway

Computing

Commodore User
Sinclair User
Computer & Video Games

APPENDIX 2.2
(referred to in paragraph 2.2)

EMAP: consolidated profit and loss accounts

Year ending	31.3.84		31.3.85		5.4.86		4.4.87		2.4.88	
	£'000	%	£'000	%	£'000	%	£'000	%	£'000	%
<i>Turnover</i>										
Consumer magazines } Business magazines }	37,099	51	50,563	53	33,651	33	42,318	36	47,904	25
Exhibitions	1,088	2	3,389	4	4,119	4	6,600	6	19,892	11
Newspapers	16,380	23	19,044	20	20,125	20	31,656	27	67,858	36
Printing	6,188	9	8,878	9	9,405	9	7,545	6	15,169	8
Retail and other	11,033	15	13,762	14	8,645	9	-	-	-	-
Total	71,788	100	95,636	100	101,441	100	116,625	100	187,880	100
<i>Trading profits</i>										
Consumer magazines } Business magazines }	4,023	74	6,416	75	5,674	49	7,866	51	8,613	34
Exhibitions	23	-	506	6	991	9	1,243	8	4,948	19
Newspapers	1,273	23	2,003	23	2,122	18	3,179	20	8,624	34
Printing	(73)	(1)	(629)	(7)	100	1	599	4	1,779	7
Retail	219	4	292	3	-	-	-	-	-	-
Other*	-	-	-	-	-	-	(1,240)	(8)	(3,229)	(13)
Total	5,465	100	8,588	100	11,521	100	15,465	100	25,724	100
Group services, other and interest	(162)		(865)		(1,348)		(442)		(687)	
Profit before tax	5,303		7,723		10,173		15,023		25,037	
Taxation	(1,878)		(3,267)		(3,778)		(5,410)		(8,856)	
Profit after tax	3,425		4,456		6,395		9,613		16,181	
Minority interests	(1)		-		39		9		-	
Extraordinary items	(984)		(2,500)		5,430		(46)		162	
Profit for the year	2,440		1,956		11,864		9,576		16,343	
Dividends	(1,207)		(1,683)		(2,335)		(3,427)		(5,611)	
Retained profit for the year	1,233		273		9,529		6,149		10,732	
Earnings per share (p)	3.3		4.2		6.0		8.9		12.2	

Source: MMC from EMAP data.

*Mainly the cost of new magazine launches.

APPENDIX 2.3
(referred to in paragraph 2.2)

EMAP: consolidated balance sheets

	<i>£'000</i>				
<i>Year ending</i>	<i>31.3.84</i>	<i>31.3.85</i>	<i>5.4.86</i>	<i>4.4.87</i>	<i>2.4.88</i>
Publishing rights and titles*	2,092	2,697	5,473	13,095	56,831
Fixed assets	18,920	20,538	15,509	18,147	25,014
Investments	326	6,383	214	5,851	3,909
Stock, debtors and net cash less liabilities	1,894	1,483	11,853	4,236	(11,168)
Net assets	<u>23,232</u>	<u>31,101</u>	<u>33,049</u>	<u>41,329</u>	<u>74,586</u>
Share capital and reserves	22,337	26,051	31,081	40,322	74,106
Minority interest	1	-	208	-	-
	<u>22,338</u>	<u>26,051</u>	<u>31,289</u>	<u>40,322</u>	<u>74,106</u>
Deferred tax liability	894	5,050	1,760	1,007	480
	<u>23,232</u>	<u>31,101</u>	<u>33,049</u>	<u>41,329</u>	<u>74,586</u>

Source: MMC from EMAP data.

*These are acquired publishing rights and titles.

APPENDIX 2.4
(referred to in paragraph 2.21)

T R Beckett: consolidated profit and loss accounts

<i>Year ending</i>	<i>31.12.83*</i>	<i>31.12.84*</i>	<i>31.12.85</i>	<i>31.12.86</i>	<i>£'000</i> <i>31.12.87</i>
Turnover	<u>4,433</u>	<u>5,092</u>	<u>5,643</u>	<u>5,978</u>	<u>7,127</u>
Profit on ordinary activities before tax	594	715	606	490	773
Taxation	<u>(120)</u>	<u>(312)</u>	<u>(244)</u>	<u>(189)</u>	<u>(319)</u>
Profit on ordinary activities after tax	474	403	362	301	454
Extraordinary items	<u>87</u>	<u>12</u>	<u>(9)</u>	<u>100</u>	<u>78</u>
	561	415	353	401	532
Dividends	<u>(105)</u>	<u>(105)</u>	<u>(105)</u>	<u>(105)</u>	<u>(123)</u>
Retained profit for the year	456	310	248	296	409
Earnings per share (£)	3.24	2.76	2.48	2.06	3.11

Source: MMC from T R Beckett data.

*These figures exclude those of Today Interiors Ltd which ceased to be a subsidiary of T R Beckett at the end of 1984.

APPENDIX 2.5
(referred to in paragraph 2.21)

T R Beckett: consolidated balance sheets

<i>Year ending</i>	<i>31.12.83*</i>	<i>31.12.84</i>	<i>31.12.85</i>	<i>31.12.86</i>	<i>£'000</i> <i>31.12.87</i>
Fixed assets	1,461	1,582	1,796	2,065	2,131
Investments	132	130	128	-	-
Stock, debtors & net cash less liabilities	879	1,070	1,026	873	1,233
Net tangible assets	<u>2,472</u>	<u>2,782</u>	<u>2,950</u>	<u>2,938</u>	<u>3,364</u>
Shareholders' funds	2,442	2,752	2,950	2,938	3,364
Provisions	30	30	-	-	-
	<u>2,472</u>	<u>2,782</u>	<u>2,950</u>	<u>2,938</u>	<u>3,364</u>

Source: MMC from T R Beckett data.

*These figures exclude those of Today Interiors Ltd which ceased to be a subsidiary of T R Beckett at the end of 1984.

APPENDIX 3.1
(referred to in paragraphs 3.1 and 3.14)

Sussex coast newspaper market

<i>Title</i>	<i>Publisher</i>	<i>Weekly circulation</i>
<i>Dailies</i>		
Evening Argus	Pearson	560,557*
The News	Portsmouth & Sunderland (PSN)	17,976*
Total dailies		578,533
<i>Paid-for weeklies</i>		
Hailsham Gazette	Beckett	2,435
Eastbourne Gazette	Beckett	11,874
Eastbourne Herald	Beckett	30,073
Adur Herald	Beckett	5,118
Arun Gazette	Beckett	9,975
Worthing Herald	Beckett	21,350
Seaford Gazette	Beckett	2,355
Sussex Express	EMAP	23,320
Bexhill on Sea Observer	EMAP	9,804
Hastings Observer	EMAP	23,829
Bognor Regis Post	Sussex County Press (SCP)	Uncertified circulation
Observer Series	PSN	26,379
West Sussex Gazette	PSN	16,902
Total paid-for weeklies		183,414
<i>Free weeklies</i>		
Eastbourne & District Advertiser	Beckett	55,466
Worthing & District Advertiser	Beckett	105,078
Eastbourne News	EMAP	54,448
Seaford, Newhaven & Lewes News	EMAP	22,731
Bexhill News	EMAP	19,635
Hastings News	EMAP	39,514
Rye, Battle News	EMAP	15,500
Weekend People	EMAP	58,000
Bognor Regis Observer	EMAP	28,403
Chichester Journal	PSN	22,206
Brighton & Hove Leader	Pearson	138,494
Friday-Ad-Hastings, Bexhill	Friday-Ad	28,500
Friday-Ad-Eastbourne, Hailsham	Friday-Ad	31,500
Friday-Ad-Seaford, Newhaven	Friday-Ad	25,500
Chichester Post		Uncertified circulation
Chichester & Bognor Promoter Group	Independent	53,771
Bognor & Chichester Guardian	SCP	43,693
Worthing Guardian	SCP	97,286
Total free weeklies		839,725
Total all titles		1,601,672

Source: BRAD December 1988 edition.

*Total copies per week. For The News estimated Sussex copies only.

APPENDIX 3.2
(referred to in paragraph 3.3)

T R Beckett: newspapers and competing titles by local area

<i>Title</i>	<i>Publisher</i>	<i>Type</i>	<i>Weekly circulation in area</i>	<i>Total weekly circulation (all areas)*</i>
<i>Eastbourne & district</i>				
Hailsham Gazette	Beckett	WP	2,435	
Eastbourne Gazette	Beckett	WP	11,874	
Eastbourne Herald	Beckett	WP	30,073	
Eastbourne & District Advertiser	Beckett	WF	55,466	
Eastbourne News	EMAP	WF	54,448	
Sussex Express	EMAP	WP	9,249†	23,320
Evening Argus	Pearson	DP	38,376†	560,557
Friday-Ad	Friday-Ad	WF	31,500	
Area total			<u>233,421</u>	
<i>Worthing & district</i>				
Adur Herald	Beckett	WP	5,118	
Arun Gazette	Beckett	WP	9,975	
Worthing Herald	Beckett	WP	21,350	
Worthing & District Advertiser	Beckett	WF	105,078	
Worthing Guardian	SCP	WF	97,286	
Evening Argus	Pearson	DP	42,500†	560,557
West Sussex Gazette	PSN	WP	5,500†	16,902
Area total			<u>286,807</u>	
<i>Seaford</i>				
Seaford Gazette	Beckett	WP	2,355	
Friday-Ad	Friday-Ad	WF	10,000†	25,500
Seaford, Newhaven & Lewes News	EMAP	WF	9,679†	22,731
Sussex Express	EMAP	WP	3,068†	23,320
Evening Argus	Pearson	DP	7,596†	560,557
Area total			<u>32,698</u>	

Source: As Appendix 3.1 and WHERE for local circulation of newspapers circulating in more than one area.

SCP = Sussex County Press Ltd. PSN = Portsmouth & Sunderland plc. WP = weekly paid-for
WF = weekly free. DP = daily paid-for.

*Applies only to newspapers with circulation outside local area.

†Estimated circulation within local area.

APPENDIX 3.3
(referred to in paragraph 3.12)

Comparison of advertising rates of Sussex titles

		<i>Distribution</i>	<i>Cost per full page</i>	<i>Cost per thousand (pages)</i>	<i>Readership</i>	<i>Cost per thousand (readers)</i>
<i>Free titles</i>						
Beckett titles	Worthing & District Advertiser	105,078	1,108.80	10.55	15,7617	7.03
	Eastbourne & District Advertiser	55,466	644.00	11.61	83,199	7.74
EMAP	Eastbourne News	55,373	810.00	14.63	83,060	9.75
	Bexhill News	19,635	590.00	30.05	29,453	20.03
	Hastings News	38,514	890.00	23.11	57,771	15.41
<i>Others</i>						
Uckfield Press	Friday-Ad	25,000est	257.60	10.30	37,500	6.87
Southnews	Worthing Guardian	97,285	1,050.00	10.79	145,928	7.20
Brownhart	Review	85,000est	980.00	11.53	127,500	7.69
Westminster Press	Brighton & Hove Leader	138,494	1,160.25	8.38	207,741	5.59
Johnson PLC	Horsham Advertiser	41,440	360.00	8.69	62,160	5.79
<i>Paid-for titles</i>		<i>Circulation</i>				
Beckett	Worthing Herald	21,350	618.80	28.98	53,375	11.59
	Arun Gazette	9,975	352.80	35.37	24,938	14.15
	Adur Herald	5,118	308.00	60.18	12,795	24.07
	Eastbourne Herald	30,073	742.00	24.67	75,183	9.87
	Gazette Series	16,655	372.00	22.34	41,637	8.93
EMAP	Sussex Express	23,080	1,186.00	51.39	57,700	20.55
	Bexhill Observer	9,804	622.00	63.44	24,510	25.38
	Hastings Observer	23,829	936.00	39.28	59,573	15.71
<i>Others</i>						
Westminster Press	Evening Argus	95,445	1,475.00	15.45	238,613	6.18
Johnson PLC	West Sussex County Times	28,369	935.00	32.96	70,923	13.18
Southnews	Portobello	10,000est	196.00	19.60	25,000	7.84

Source: T R Beckett Ltd.

Notes:

1. Readership is generally calculated within the industry to be 1.5 readers per free copy and 2.5 readers per paid copy.
2. Costs per page are determined by reference to the latest edition of BRAD.

APPENDIX 3.4
(referred to in paragraph 3.20)

Regional paid-for newspapers: circulation and percentage share of major publishers

	<i>Regional daily</i>		<i>Bi-weekly/weekly</i>		<i>Total</i>		<i>Circulation ('1000 per issue)</i>	
	<i>Circulation</i>	<i>% share</i>	<i>Circulation</i>	<i>% share</i>	<i>Circulation</i>	<i>% share</i>	<i>Total</i>	<i>Copies per week</i>
National total	7,096		7,400		14,449		49,976	
EMAP	117	1.7	675	9.1	782	5.4	1,377	2.8
Beckett	0	0	83	1.1	83	0.6	83	0.2
EMAP + Beckett	117	1.7	758	10.2	865	6.0	1,460	3.0
BET	N/A		398	5.4	398	2.7	398	0.8
F Johnston	N/A		358	4.8	358	2.5	358	0.7
International Thomson	1,066	15.0	332	4.5	1,398	9.8	6,728	13.5
Associated News	884	12.5	309	4.1	1,193	8.1	5,613	11.2
United Newspapers	596	8.4	308	4.1	904	6.3	3,884	7.8
Pearson	484	6.8	326	4.4	810	5.6	3,230	6.5
Reed International	110	1.6	196	2.6	306	2.1	856	1.7

Sources: EMAP and Beckett for own figures; Press Council for regional dailies (1987 figures); BRAD Dataline, May 1988, for other figures.

APPENDIX 3.5
(referred to in paragraph 3.20)

Circulation and percentage share of regional free newspapers and total regional newspapers by major publishers

	<i>Frees*</i>		<i>Frees plus weekly/ bi-weekly/paid-for</i>		<i>Total regional market, ie total paid-for + free</i>		<i>Total regional market copies/week</i>	
	<i>Circulation</i>	<i>% share</i>	<i>Circulation</i>	<i>% share</i>	<i>Circulation</i>	<i>% share</i>	<i>Circulation</i>	<i>% share</i>
National total	37,405		44,805		51,901		87,381	
EMAP	2,288	6.1	2,963	6.6	3,070	5.9	3,665	4.2
Beckett	161	0.4	244	0.5	244	0.5	244	0.3
EMAP + Beckett	2,449	6.5	3,207	7.1	3,314	6.4	3,909	4.5
Reed International	4,619†	12.3	4,815	10.7	4,925	9.5	5,475	6.3
Yellow Advertiser	2,244	6.0	2,244	5.0	2,244	4.3	2,244	2.6
United Newspapers International	1,802	4.8	2,110	4.7	2,706	5.2	5,686	6.5
Thomson	2,741‡	7.4	3,073	6.9	4,139	8.0	9,469	10.8
Pearson	1,586	4.2	1,912	4.3	2,396	4.6	4,816	5.5
Associated News	1,465	3.9	1,774	4.0	2,658	5.1	7,078	8.1
BET	1,397	3.7	1,795	4.0	1,795	3.5	1,795	2.1
F Johnson	502	1.3	860	1.9	860	1.7	860	1.0

Sources: EMAP and Beckett for own figures; BRAD Datafile, May 1988, for other figures.

*Almost all free newspapers are either weekly or bi-weekly.

†Includes Birmingham Daily News.

‡International Thomson advertised figures, taking into account recent acquisitions.

APPENDIX 3.6
(referred to in paragraph 3.22 and 3.27)

The 11 largest owners of paid-for weekly and bi-weekly newspapers: circulation and number of titles, 1983 to 1987

	1983		1984		1985		1986		1987	
	Number of titles	Aggregate* circulation '000	Number of titles	Aggregate circulation '000	Number of titles	Aggregate circulation '000	Number of titles	Aggregate circulation '000	Number of titles	Aggregate circulation '000
D C Thomson†	3	1,044	3	993	3	931	2	46	2	43
Pearson	92	925	84	761	82	757	29	322	25	298
Reed International	26	350	32	373	34	355	41	338	29	325
F Johnston	27	333	20	274	26	352	28	503	24	350
United Newspapers	46	298	41	265	47	347	47	356	47	367
BET	44	304	44	309	44	334	48	377	45	373
Associated Newspapers Guardian & Manchester Evening News	33	374	33	379	23	318	24	320	22	321
Lonrho	32	205	28	201	31	256	31	250	30	242
International Thomson	18	231	18	247	18	255	18	289	15	293
	26	217	26	210	31	241	28	202	29	214
Total	347	4,281	329	4,012	339	4,146	296	3,003	268	2,826
EMAP	10	170	12	179	12	219	21	324	45	618
Others	533	5,718	527	4,946	488	4,658	505	4,736	489	4,238
Total	890	10,169	868	9,137	839	9,023	822	8,063	802	7,682

Source: The Press Council.

*Aggregate circulation is the total average circulation per issue of all titles owned by the group.

†The entry for D C Thomson in 1986 reflects the removal of the company's Weekly News (786,096) from the regional circulation tables, after its reclassification as a magazine.

APPENDIX 3.7
(referred to in paragraph 3.29)

Total advertising expenditure (including direct mail) by medium

<i>Media</i>	<i>£ million</i>							
	1980	1981	1982	1983	1984	1985	1986	1987
National newspapers	426	467	515	584	678	747	844	959
Regional newspapers	640	684	737	817	921	1,003	1,101	1,280
Consumer magazines	192	200	209	224	250	253	274	299
Business and professional magazines	214	222	247	276	311	344	373	407
Directories	82	97	124	154	182	209	267	310
Press production costs	130	146	154	181	216	245	277	305
Total press	1,684	1,816	1,986	2,236	2,558	2,801	3,136	3,560
Television	692	809	928	1,109	1,249	1,376	1,675	1,872
Direct mail	260	299	341	299	324	445	474	483
Poster and transport	107	115	124	137	150	164	196	216
Radio	54	60	70	81	86	82	91	111
Cinema	18	18	18	16	16	18	19	22
Total	2,815	3,117	3,467	3,878	4,383	4,886	5,591	6,264
Percentage of total								
National newspapers	15.1	15.0	14.9	15.1	15.5	15.3	15.1	15.3
Regional newspapers	22.7	21.9	21.3	21.1	21.0	20.5	19.7	20.4
Consumer magazines	6.8	6.4	6.0	5.8	5.7	5.2	4.9	4.8
Business and professional magazines	7.6	7.1	7.1	7.1	7.1	7.0	6.7	6.5
Directories	2.9	3.1	3.6	4.0	4.2	4.3	4.8	4.9
Press production costs	4.6	4.7	4.4	4.7	4.9	5.0	5.0	4.9
Total press	59.8	58.3	57.3	57.7	58.4	57.3	56.1	56.8
Television	24.6	26.0	26.8	28.6	28.5	28.2	30.0	29.9
Direct mail	9.2	9.6	9.8	7.7	7.4	9.1	8.5	7.7
Poster and transport	3.8	3.7	3.6	3.5	3.4	3.4	3.5	3.4
Radio	1.9	1.9	2.0	2.1	2.0	1.7	1.6	1.8
Cinema	0.6	0.6	0.5	0.4	0.4	0.4	0.3	0.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
At constant (1986) prices								
National newspapers	624	610	621	673	744	773	844	921
Regional newspapers	937	894	888	942	1,010	1,038	1,101	1,229
Consumer magazines	281	261	252	258	274	262	274	287
Business and professional magazines	313	290	298	318	341	356	373	391
Directories	120	127	149	178	200	216	267	298
Press production costs	190	191	186	209	237	253	277	293
Total press	2,465	2,374	2,394	2,578	2,806	2,898	3,136	3,419
Television	1,013	1,058	1,119	1,279	1,370	1,424	1,675	1,798
Direct mail	381	391	411	345	355	460	474	464
Poster and transport	157	150	149	158	165	170	196	207
Radio	79	78	84	93	94	85	91	107
Cinema	26	24	22	18	18	19	19	21
Total	4,121	4,075	4,179	4,472	4,808	5,055	5,591	6,016
Percentage change year on year								
National newspapers	4.2	-2.1	1.7	8.5	10.4	3.9	9.2	9.1
Regional newspapers	-8.4	-4.6	-0.7	6.1	7.2	2.7	6.0	11.7
Consumer magazines	-9.5	-7.0	-3.6	2.5	6.2	-4.5	4.7	4.8
Business and professional magazines	-10.6	-7.4	2.6	6.9	7.2	4.3	4.8	4.8
Directories	12.2	5.6	17.9	18.8	12.4	8.3	23.5	11.5
Press production costs	-7.3	0.3	-2.7	12.4	13.5	7.0	9.3	5.8
Total press	-5.0	-3.7	0.8	7.7	8.8	3.3	8.2	9.0
Television	24.6	4.4	5.8	14.3	7.1	3.9	17.7	7.4
Direct mail	-	2.7	5.2	-16.1	3.1	29.5	3.0	-2.1
Poster and transport	-2.4	-4.0	-0.6	5.7	4.2	3.1	15.5	5.7
Radio	-11.9	-0.8	7.6	10.7	1.0	-10.1	7.3	17.2
Cinema	-10.2	-10.7	-7.8	-15.0	-4.9	6.1	2.0	11.2
Total	-	-1.1	2.6	7.0	7.5	5.1	10.6	7.6

Source: Advertising Association.