

APPENDIX 3.1  
(referred to in paragraphs 2.4, 3.14 and 6.3)

**Newspapers published by Trinity in the UK: audited circulation or verified distribution figures per issue, July to December, 1988 to 1992**

	<i>July to December circulation audited figures</i>				
	1992	1991	1990	1989	1988
<b>Daily</b>					
<i>Daily Post</i> (morning)	78,607	78,488	75,753	73,690	69,794
<i>Liverpool Echo</i> (evening) (Mon-Fri)	176,887	183,919	194,444	200,516	200,140
(Sat)	148,117	162,533	175,783	180,418	177,447
<i>Paisley Daily Express</i> (evening)	9,849	-	-	-	-
<b>Weekly and twice-weekly: paid-for</b>					
<i>Southport Visiter Series:</i>	34,756	34,553	34,458	37,985	36,103
<i>Southport Visiter</i>	20,058	20,221	20,369	20,424	19,710
<i>Crosby Herald</i>	10,128	9,722	9,451	8,911	7,994
<i>Formby Times</i>	4,570	4,610	4,638	4,625	4,403
<i>Bootle Times</i>	Free	Free	Free	4,025	3,996
<i>Caernarvon Herald Series</i>	29,050	29,070	29,233	28,969	28,571
<i>The Caernarvon &amp; Denbigh Herald</i>	15,259	}			
<i>Holyhead &amp; Anglesey Mail</i>	11,078				
<i>Herald Môn</i>	2,713	}	*		
<i>Yr Herald Cymraeg a'r Genedl</i>	*	}			
<i>North Wales Weekly News</i>	25,816	25,723	25,646	25,648	25,614
<i>Abergele Visiter</i>	5,290	5,351	5,491	5,626	5,452
<i>Hamilton Advertiser</i>	32,077	-	-	-	-
<i>Lanark &amp; Carlisle Advertiser</i>	*	-	-	-	-
<i>Ayrshire Post</i>	26,925	-	-	-	-
<i>Airdrie &amp; Coatbridge Advertiser</i>	23,012	-	-	-	-
<i>Lothian Courier</i>	22,470	-	-	-	-
<i>Broxburn Courier</i>	*	-	-	-	-
<i>Livingston Courier</i>	*	-	-	-	-
<i>Kilmarnock Standard</i>	19,152	-	-	-	-
<i>East Kilbride News</i>	15,325	-	-	-	-
<i>Lennox Herald</i>	13,516	-	-	-	-
<i>Wishaw Press</i>	13,051	-	-	-	-
<i>Galloway News</i>	9,331	-	-	-	-
<i>Dumfries News</i>	*	-	-	-	-
<i>Rutherglen Reformer</i>	6,384	-	-	-	-
<i>Irvine Herald</i>	6,054	-	-	-	-
<i>Blairgowrie Advertiser</i>	3,591	-	-	-	-
<i>Strathearn Herald</i>	2,696	-	-	-	-
<i>Stirling Observer</i> † — Wednesday	13,466	-	-	-	-
— Friday	6,354	-	-	-	-
<i>Perthshire Advertiser</i> † — Tuesday	12,798	-	-	-	-
— Friday	20,261	-	-	-	-
<i>Dumfries &amp; Galloway Standard</i> † — Wednesday	12,053	-	-	-	-
— Friday	19,708	-	-	-	-
<b>Weekly: free</b>					
<i>Liverpool Weekly Newspaper Group:</i> ‡	205,034	-	-	-	-
<i>Liverpool Star Group</i>	-	176,248	200,351	194,003	193,547
<i>Allerton &amp; Woolton Merseyside</i>	29,792	-	-	*	*
<i>Anfield &amp; Walton Star</i>	38,609	}			
<i>Bootle Times</i>	24,718				
<i>Huyton &amp; Roby Star</i>	11,934	}	*	*	*
<i>Maghull Star</i>	11,214	}		*	*
<i>South Liverpool Merseyside</i>	40,243	-	-	-	-
<i>West Derby &amp; Tuebrook Merseyside</i>	48,524	-	-	-	-
<i>Wirral News Group</i>	148,395	149,487	149,691	149,706	144,588
<i>Bebington News</i>	24,780	}			
<i>Birkenhead News</i>	48,516				
<i>Heswall News</i>	13,216				
<i>Hoylake &amp; West Kirby News</i>	15,943	}	*		
<i>Neston News</i>	9,642				
<i>Wallasey News</i>	36,298	}			

July to December circulation audited figures

	1992	1991	1990	1989	1988
<i>Midweek Visiter (Southport)</i>	50,168	49,804	49,719	49,340	48,812
<i>Wrexham &amp; Mold Mail</i>	39,418	39,495	39,504	40,782	36,332
<i>Rhyl &amp; Prestatyn Visiter</i>	23,593	24,095	24,104	24,615	24,593
<i>Bangor/Anglesey Mail</i>	14,854	16,717	16,909	16,453	16,562
<i>The Vale Advertiser (Denbigh)</i>	11,645	11,728	11,204	10,461	10,483
<i>Llandudno Advertiser</i>	8,671	8,403	7,765	8,698	8,432
<i>Lanarkshire World Series:</i>	91,337	-	-	-	-
<i>Hamilton World</i>	29,825	-	-	-	-
<i>East Kilbride World</i>	24,992	-	-	-	-
<i>Airdrie &amp; Coatbridge World</i>	22,554	-	-	-	-
<i>Wishaw World</i>	13,966	-	-	-	-
<i>Lothian World</i>	28,047	-	-	-	-
<i>Ayrshire World</i>	44,841	-	-	-	-
<i>Renfrewshire World</i>	43,820	-	-	-	-
<i>Stirling Shopper</i>	39,114	-	-	-	-
<i>Alloa &amp; Hillfoots Shopper</i>	*	-	-	-	-
<i>Perth Shopper</i>	21,530	-	-	-	-
<i>Blackmore Vale Magazine</i> §	56,000	-	-	-	-
Total: all above titles (million copies per week¶)	2.8	2.1	2.2	2.2	2.2

\*The circulation or distribution figure(s) for this/these title(s) is/are included in the figure above.

†Twice-weekly.

‡New grouping formed from *Liverpool Star & Mersey mart* (acquired 20 December 1991).

§Unaudited figures for this title, which is distributed principally in north and west Dorset, south-east Somerset and south-west Wiltshire.

¶Including daily titles grossed up to weekly equivalents.

### Geographical areas of coverage

The *Daily Post* is a regional morning newspaper published in six distinct editions and circulating throughout Merseyside and North Wales, and parts of Lancashire and Cheshire.

The *Liverpool Echo* is a regional evening newspaper circulating throughout Merseyside and parts of Lancashire, Cheshire and North Wales.

The *Paisley Daily Express* is a regional evening paper in Ayrshire and West Strathclyde.

All the other titles are weekly community newspapers or free newspapers circulating in the local areas indicated by the title of the newspaper.

### Trinity's magazines

Trinity also publishes the following magazines:

*North Wales Life* (selling price £1; current circulation 4,500). This is a general interest monthly magazine which contains editorial and advertising about homes and life-styles. It is sold widely in North Wales.

*Trader Journal Magazines* (distributed free of charge; current distribution: Formby edition 9,200, Crosby edition 16,000, Ainsdale & Birkdale edition 12,000). These monthly magazines contain local information and advertisements. They are distributed to households in the areas indicated by the edition titles.

*Buy Sell* papers (distributed free of charge; current distribution: Mid-Cheshire & Chester edition 33,000, South Cheshire & North Shropshire edition 36,000, Clwyd edition 31,000). These weekly papers contain local advertisements and are distributed to households in the areas indicated by the edition titles.

Source: Trinity.