

Paid Newspapers

Republic of Ireland Cross Platform Circulation Certificate

July to December 2016



Setting the standard

Sunday Independent (Series)

Key information

Certificate type

Cross Platform

Metric type

Circulation

ABC total

191,594 average per issue (print)
1,902 average (digital)

Period

4 July 2016 to 1 January 2017

No of issues

24

Primary distribution region

Republic of Ireland

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Editions

Main
International
Light

Cover price

€3.00

Format

Newspaper - Broadsheet

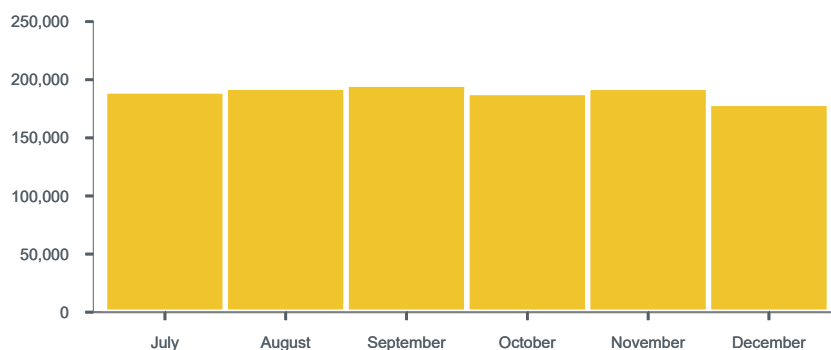
Excluded issues

25-Dec, 1-Jan

Circulation breakdown

Republic of Ireland	180,833
Northern Ireland	5,618
Other	5,143
Actively purchased - print	93.7%
Actively purchased - digital	100.0%

Average circulation by ABC month (print)



Average Circulation Per Issue (Print)

191,594

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
AVERAGE CIRCULATION PER ISSUE	191,594	1,902
Retail, single copy and subscription sales	179,548	1,902
At full rate	177,015	1,902
Below full rate	1,405	-
Overseas (outside the UK/RoI)	1,128	-
Multiple copy sales	12,046	
Short-term	-	
Non short-term	12,046	
Special edition sales	-	
Single copies sold at full rate	-	
Sports edition sales	-	
Corporate subscription sales		-
Actively Purchased percentage	93.7%	100.0%

Geographic Breakdown

	RoI	NI	Other	Total
Print	180,833	5,618	5,143	191,594

Analysis by Edition

Edition	Total	Retail, Single Copies and Subscription Sales	Multiple copy Sales	Special Edition Sales	Sports Edition Sales
Total Average	191,594	179,548	12,046	-	-
Main	174,405	174,405	-	-	-
International	5,143	5,143	-	-	-
Light	12,046	-	12,046	-	-

Analysis of Average Circulation by Month

	Total Average	July	August	September	October	November	December
Total average	191,594	190,347	193,477	196,149	189,003	193,465	179,680
Retail & single copy and subscription sales	179,548	178,137	181,263	183,970	176,919	181,610	168,092
Multiple Copy Sales	12,046	12,210	12,214	12,179	12,084	11,855	11,588

Excluded Issues

Issue	Reason	Number	Issue	Reason	Number	Issue	Reason	Number
25-Dec-16	Xmas/New Year		01-Jan-17	Xmas/New Year				

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	12,046	100.0	12,046	100.0	-	-
Airside & International Rail	293	2.4	293	2.4	-	-
Hotels	8,642	71.7	8,642	71.7	-	-
Trains	-	-	-	-	-	-
Other publication inserts	-	-	-	-	-	-
Voucher redemption	-	-	-	-	-	-
Sports events	-	-	-	-	-	-
Leisure centres	44	0.4	44	0.4	-	-
Food/beverage outlets	2,894	24.0	2,894	24.0	-	-
Others	173	1.4	173	1.4	-	-

Technical Information

Published Day	Basic Cover Price (Last Issue)	Format
Monday	-	-
Tuesday	-	-
Wednesday	-	-
Thursday	-	-
Friday	-	-
Saturday	-	-
Sunday	€3.00	Newspaper - Broadsheet

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 16 February 2017.

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

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