



Standard Certificate of Circulation

July to December 2009

For the 25 issues distributed between 29 June 2009 and 3 January 2010

**Regional
Publication**

Barnsley Chronicle

Circulation
100% Paid

Contents

2	Analysis of Circulation
3	Analysis of Total Average Net Circulation for Daily Titles
3	Analysis by Edition
3	Analysis of Total Average Circulation by Month
3	Analysis of Free Pickup Copies by Month
3	Excluded Issues
3	Analysis of Regular Multiple Copy / Bulk Sales Analysis
3	Analysis of Issue Specific Multiple Copy / Bulk Sales Analysis
3	Issue Specific Multiple Copy / Bulk Sales Analysis by Issue
3	Analysis of Free Pickup copies by Distribution Point type
3	Technical Information
4	Geographical Information
4	Special Editions
5	Glossary of Terms

Primary Distribution Region

Yorkshire (South)

This certificate expires on 31 March 2011 unless ABC has issued a new certificate before that date.

Issued by

ABC
Saxon House, 211 High Street
Berkhamsted
Hertfordshire HP4 1AD
United Kingdom

Tel: +44 (0) 1442 870800
Fax: +44 (0) 1442 200700
Email: abcpost@abc.org.uk
Web: www.abc.org.uk
ABC Ref: E90865/16454129

Certification Statement

This certificate was issued on 25 February 2010. The data included is derived from a return of circulation prepared by the publisher: The Barnsley Chronicle Ltd.

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.

Published by

The Barnsley Chronicle Ltd
47 Church Street
Barnsley
South Yorkshire
S70 2AS

Tel: 01226 734259
Fax: 01226 734437
Email: briand@barnsley-chronicle.co.uk
Web: www.barnsley-chronicle.co.uk



The Voice
of British
Advertisers



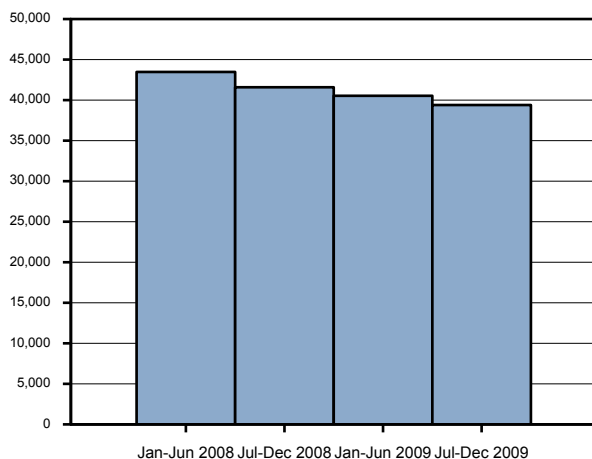
NS the voice of
local media

Barnsley Chronicle

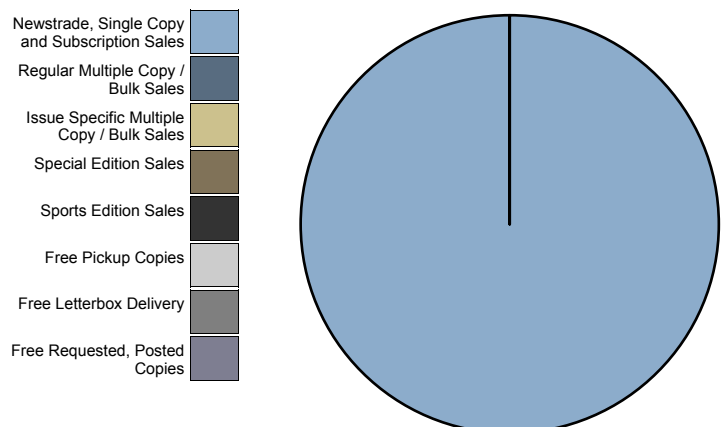
Certificate of Average Net Circulation for the 25 issues distributed between 29 June 2009 and 3 January 2010

	TOTAL	%
TOTAL AVERAGE NET CIRCULATION PER ISSUE	39,395	100.00
Newstrade, Single Copy and Subscription Sales	39,395	100.00
Basic Cover Price	39,382	
Below BCP	-	
Overseas Copies sold outside the UK/Rol	13	
Regular Multiple Copy / Bulk Sales	-	-
Not Less than 50% of Basic Cover Price	-	
Less than 50% of BCP	-	
Issue Specific Multiple Copy / Bulk Sales	-	-
Not Less than 50% of Basic Cover Price	-	
Less than 50% of BCP, but not less than 10p/15 eurocents	-	
Special Edition Sales	-	-
Single Copies Sold at Basic Cover Price	-	
Sports Edition Sales	-	-
Single Copies sold at Basic Cover Price	-	
Single Copies sold at less than BCP	-	
Multiple Copies sold at BCP	-	
Multiple Copies sold at less than BCP	-	
Free Pickup Copies	-	-
Net Distribution	-	
Capped Distribution	-	
Free Letterbox Delivery	-	-
Free Requested Delivered Copies	-	-

Historical Total Average Net Circulation Figures



Total Circulation by Circulation Type



Barnsley Chronicle

Certificate of Average Net Circulation for the 25 issues distributed between 29 June 2009 and 3 January 2010

Analysis of Total Average Net Circulation for Daily Titles

Not Applicable

Analysis by Edition. Where there is no changed ROP advertising between editions, a circulation breakdown will not be given.

Edition	Total	Newstrade, Single Copies and Subscription Sales	Regular Bulk Sales	Issue Specific Bulk Sales	Special Edition Sales	Sports Edition Sales	Free Pickup Copies	Free Letterbox Delivery	Free Requested Delivered Copies
Town	-	-	-	-	-	-	-	-	-
Darton	-	-	-	-	-	-	-	-	-
Royston/Cudworth/Grimethorpe	-	-	-	-	-	-	-	-	-
Penistone	-	-	-	-	-	-	-	-	-
Dearne	-	-	-	-	-	-	-	-	-
Hoyland	-	-	-	-	-	-	-	-	-
Wombwell/Darfield	-	-	-	-	-	-	-	-	-

Analysis of Total Average Circulation by Month

	Total	July	August	September	October	November	December
Total Average	39,395	39,507	38,905	39,637	40,245	39,900	37,654
Newstrade & Single Copy Sales	39,395	39,507	38,905	39,637	40,245	39,900	37,654
Multiple Copy Sales	-	-	-	-	-	-	-
Free Pick up Copies	-	-	-	-	-	-	-
Free Letterbox Delivery	-	-	-	-	-	-	-
Free Requested Delivered Copies	-	-	-	-	-	-	-

Analysis of Free Pickup Copies by Month

Not Applicable

Excluded Issues

Issue	Reason	Issue	Reason	Issue	Reason
25-Dec-09	Xmas/New Year	01-Jan-10	Xmas/New Year	-	-

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

Not Applicable

Analysis of Issue Specific Multiple Copy Bulk Sales. The figures shown in this table are averages per issue.

Not Applicable

Issue Specific Multiple Copy / Bulk Sales Analysis by Issue

Not Applicable

Analysis of Free Pickup copies by distribution point type (last non-excluded Monday to Friday issue in the Audit Period)

Not Applicable

Technical Information (Ad Content & Pagination only if Free Circulation is > 75%)

Published Day	Basic Cover Price (Last Issue)	Format	Average Ad Content %	Average Pagination
Monday	-	-	-	-
Tuesday	-	-	-	-
Wednesday	-	-	-	-
Thursday	-	-	-	-
Friday	£0.60	Newspaper - Broadsheet	-	-
Saturday	-	-	-	-
Sunday	-	-	-	-

Barnsley Chronicle

Certificate of Average Net Circulation for the 25 issues distributed between 29 June 2009 and 3 January 2010

Geographical Information

Analysis of Distribution by Post Code Sector

Analysis of the total number of households distributed to by post code sector for the last issue reported in the full audit period (ignoring excluded issues)

Not Applicable

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

Barnsley and District

Distribution method of free pickup copies

Not Applicable

Special Editions

Not Applicable

Barnsley Chronicle

Certificate of Average Net Circulation for the 25 issues distributed between 29 June 2009 and 3 January 2010

Glossary of Terms

Total Average Net Circulation

This is sometimes referred to as the `headline` or `ABC` figure. It is the sum of all circulation types. Sales are broken out by circulation type in the UK, and Republic of Ireland (RoI). Sales outside of the UK and RoI are reported as overseas copies.

Newstrade, Single Copy and Subscription Sales

Newstrade sales are copies sold to individuals through the normal wholesale/retail distribution system. Also included are other single copy sales of both current and back issues. Sales are reported by price banding which highlights copies sold at basic cover price and those sold at a discount to the basic cover price. Subscription sales are copies individually mailed to persons who have contracted to purchase copies for a given period. Sales are reported by price banding which highlights copies sold at basic annual subscription rate (BAR), and those sold at a discount to the BAR.

Regular Multiple Copy / Bulk Sales

Regular Multiple Copy Bulk Sales are copies sold in bulk to a third party on a regular and contractual basis and are normally distributed free to the final recipient. For example a newspaper may be sold in bulk to a hotel for free pick up in the hotel. These copies must be sold to the third party at a minimum of 1p or 1 Euro cent per copy. Sales are further analysed by audience type, e.g hotels. The number of copies that may be claimed is capped depending upon the audience type.

Issue Specific Multiple Copy / Bulk Sales

These are copies sold on an irregular basis and are free to the final recipient. These copies must be sold by the publisher to a third party at a minimum of 10p or 15 Euro cents. Sales per issue are reported. The number of copies that may be claimed is capped depending upon the audience type.

Special Edition Sales

Special editions are stand alone publications produced to cover a special subject eg, Queen visits town. Special editions can only be sold as single copy sales at full cover price and must comprise at least 25% editorial. The issue, price and sales for each Special Edition are analysed in a specific table.

Sports Edition Sales

Sports editions are separate editions of the parent newspaper usually published on a Saturday giving results and reports of sporting events.

Free Pickup Copies

These copies are supplied in bulk to known distribution points and are either left for free pick up or handed out individually. Circulation must be regular in quantity, frequency and types of distribution point. Copies are claimed either as `net` (copies picked up by end user) or `capped` where a cap is placed on the numbers claimed based on potential audiences at the distribution point.

Free Letterbox Delivery

These are copies delivered individually, a single copy through a letterbox. Circulation must be regular in frequency and within a defined area. A set percentage of the circulation is back checked for each issue to prove the circulation claimed.

Free Requested Delivered Copies

These copies have been personally requested by an individual and have been delivered individually to their address by a third party.

Editions

All editions of a publication must be reported. Editions that change ROP advertising also have to report an average sale for each edition. Publications that change ROP advertising between editions are identified by having the word `Series` added to the title's name on ABC data.

Excluded Issues

A publisher may exclude, at their option, an issue due to certain bank holidays eg. Christmas. A publisher may also exclude an issue from the analysis if the circulation is adversely affected due to either circumstances beyond the publishers control or to a public holiday.

Digital Editions (Optional)

A digital edition is a facsimile of the print editions. The number of digital editions are not included in the total circulation on page 2, but are reported separately.

Circulation Percentage paid/free

The percentage of the majority circulation type, paid or free, is reported on the front page. Paid circulation is defined as that purchased by the end user. Newstrade, single copy and subscription sales are defined as paid.