



Newspapers Institutions: some statistics

The following statistics are taken from the website of the Newspaper Marketing Agency (www.nmauk.co.uk) and represent *recent* sales figures (recorded during late 2004 or early 2005). Sales figures in 1999 will have been different (*The Daily Mirror*, for example, has experienced a sales slump in the last few years) but these figures should still serve as a broad guide to the differences between broadsheet and tabloid newspapers.

It should also be noted that *The Independent* newspaper is *technically* no longer a broadsheet. Although it is now *tabloid* in *size*, it is generally referred to as a *compact*.




Independent News and Media

Originally an Irish company, INM owns 165 newspapers and magazines in eight countries including Australia & South Africa.

	
<p>Readership: 60% male, 40% female Most popular with 45-54 year-olds (25%) Also 35-44 year-olds (18%) 88% ABC1</p> <p>Daily circulation 250,000 approx. Estimated 575,000 readers.</p>	<p>Readership: 55% male, 45% female Even spread of readership from 15-54: each decade = 19% of the readership. 83% ABC1</p> <p>Sunday circulation 205,000 approx Estimated 650,000 readers.</p>

Mirror Group Newspapers (part of Trinity Mirror plc)

Trinity Mirror owns 250 national and regional newspapers and claims to be the biggest newspaper published in the UK.

		
<p>Readership: 55% male, 45% female Most popular with 65+ (23%) Also 35-44 (18%) but fairly evenly spread 13% AB 52% C1C2 35% DE</p> <p>Daily circulation 1,700,000 Est. 4.75 million readers</p>	<p>Readership: 50% male, 50% female Most popular with 65+ (22%) Other sales fairly evenly spread</p> <p>14% AB 55% C1C2 31% DE</p> <p>Circulation: 1,500,000 Est. 5 million readers.</p>	<p>Readership: 52% male, 48% female Most popular with 65+ (23%) Sells evenly 35-64 (18% per decade)</p> <p>AB 9% C1C2 55% DE 36%</p> <p>Circulation: 900,000 Est. 2.2 million readers.</p>

Socio-economic class descriptors – a reminder:

A	Upper middle class Top management, bankers, lawyers, doctors and other professionals	C2	Skilled working class Skilled workers, tradespersons (white collar)
B	Middle class Middle management, teachers, many 'creatives' eg graphic designers etc	D	Working class Semi-skilled and unskilled manual workers (blue collar)
C1	Lower middle class Office supervisors, junior managers, nurses, specialist clerical staff etc	E	People at lowest level of income Unemployed, students, pensioners, casual workers