July-Dec 2012

	ONLINE (Monthly)			PRINT				
	UK Page Views	UK Unique Users	Product / Website	Paid/Free	Circulation/ Distribution	Readership	Combined Circulation	Combined Readership
BPM MEDIA	4,003,543	784,967	Birmingham Mail	Paid Daily	44,330	116,790	335,845	438,322**
	n/a	n/a	Metro	Free Daily	92,795	391,000		
	457,724	184,271	Birmingham Post	Paid Weekly	10,125	29,504		
	194,294	108,280	Sunday Mercury	Paid Weekly	43,376	123,580		
	n/a	n/a	Birmingham News	Free Weekly	78,197	116,678		
	34,924	14,418	Solihull News	Free Weekly	67,022	100,345		
COVENTRY	2,296,815	537,829	Coventry Telegraph	Paid Daily	32,619	87,200	169,473	303,225
	n/a	n/a	Coventry Times	Free Weekly	69,134	104,623		
	n/a	n/a	Nuneaton Tribune	Free Weekly	38,585	56,909		
	46,346	12,465	Hinckley Times	Paid Weekly	12,366	33,888		
	84,040	41,652	Loughborough Echo	Paid Weekly	16,769	53,042		

ADDITIONAL PRINT TITLES	Paid/Free	Circulation	Readership
Warwickshire Living Magazine	Free	30,000	43,500*

ADDITIONAL ONLINE PRODUCTS*	Monthly	
	Page Views	Unique Users
localmole.co.uk	373,191	202,525
buysellmidlands.co.uk	19,420	5,406
fish4jobs (Birmingham)	12,759	1,243
fish4jobs (midlands)	295,862	20,115
fish4jobs (Coventry)	13,809	1,294
homeseeker.co.uk	1,775	902

Product / Website	Female	Male	ABC1	15-44
Birmingham Mail	49%	51%	43%	51%
Metro				
Birmingham Post	51%	49%	52%	51%
Sunday Mercury	49%	51%	41%	44%
Birmingham News	53%	47%	49%	52%
Solihull News	53%	47%	64%	40%
Coventry Telegraph	48%	52%	43%	51%
Coventry Times	52%	48%	47%	49%
Nuneaton Tribune	52%	48%	48%	53%
Hinckley Times	51%	49%	52%	41%
Loughborough Echo	50%	50%	56%	50%

Trinity Mirror Midlands

IN PRINT ONLINE IN DEMAND

bpm MEDIA

Coventry Newspapers

Sources: ABC July-Dec 2011, JICREG April 2012, Omniture UK only audience figures Jan-June 2012 *based on JICREG RPC figure of 1.45 for free weekly **total reach excluding Metro Additional online products source - Omniture monthly average (Nov 2011-April 2012)