



## ***National press readership figures to July 2006***

### ***Independent Bucks the Trend***

The Independent was the only daily newspaper to buck the downward trend in readership for the national press. The Independent gained 10% to record a readership figure of 753,000 for the period February to July 2006. Sister sunday title the The Independent on Sunday also saw a rise up 4.3% with the only other sunday to increase readership being the Observer, up 221,000 to 1,503,000.

The worst hit titles were again in the popular market place with the Star down -23.9%, the Daily Mirror down -11.7%, the Sun fared better but still fell -4.0%.

Of course the falls are relative. For instance the Daily Mail fell -6.8%, but its readership is still over 5.5million per day. And the News of The World is still read by 8.5million adults.

So despite hard times and an almost inevitable decline given the rapid rise of the internet as a news medium, the national press still offer a high impact medium with considerable reach.

See below for full details.

*The figures listed are those reported by the NRS February 2006 to July 2006. For individual newspaper profiles or to discuss your media requirements contact Ian Jones on 01273 206157 or e-mail [ianj@djhadvertising.co.uk](mailto:ianj@djhadvertising.co.uk).*



National Newspaper NRS Readership Figures - Feb-July 2006

Daily Titles	Feb-Jul'05	Feb-Jul'06	Actual Change	% Change
<b>Quality</b>				
Daily Telegraph	2,239,000	2,073,000	-166,000	-7.4
Guardian	1,256,000	1,144,000	-112,000	-8.9
Independent	683,000	753,000	70,000	10.2
Times	1,837,000	1,817,000	-20,000	-1.1
<b>Mid Market</b>				
Daily Express	1,946,000	1,722,000	-224,000	-11.5
Daily Mail	5,583,000	5,203,000	-380,000	-6.8
<b>Popular</b>				
Daily Mirror	4,112,000	3,630,000	-482,000	-11.7
Daily Record	1,284,000	1,105,000	-179,000	-13.9
Daily Star	1,925,000	1,465,000	-460,000	-23.9
Sun	7,896,000	7,584,000	-312,000	-4.0
<b>Total Daily</b>	<b>28,761,000</b>	<b>26,496,000</b>	<b>-2,265,000</b>	<b>-7.88</b>

Source: ABC/MediaTel □ □ □ □ □ □ □ □

NEED MORE DETAILS

For further information on the National Press market including individual titles, contact Ian Jones on 01273 206157 or e-mail [ianj@djhadvertising.co.uk](mailto:ianj@djhadvertising.co.uk).



## National Newspaper NRS Readership Figures Feb-July 2006

Daily Titles	Feb-Jul'05	Feb-Jul'06	Actual Change	% Change
<b>Quality</b>				
Independent On Sunday	770,000	803,000	33,000	4.3
Observer	1,282,000	1,503,000	221,000	17.2
Sunday Telegraph	2,112,000	1,962,000	-150,000	-7.1
Sunday Times	3,596,000	3,502,000	-94,000	-2.6
<b>Mid Market</b>				
Mail On Sunday	6,424,000	6,094,000	-330,000	-5.1
Sunday Express	2,166,000	1,964,000	-202,000	-9.3
<b>Popular</b>				
Daily Star Sunday	1,081,000	918,000	-163,000	-15.1
News Of The World	8,595,000	8,212,000	-383,000	-4.5
People	1,975,000	1,771,000	-204,000	-10.3
Sunday Mirror	4,593,000	4,138,000	-455,000	-9.9
<b>Total Sunday</b>	<b>32,594,000</b>	<b>30,867,000</b>	<b>-1,727,000</b>	<b>-5.3</b>

Source: ABC/MediaTel



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