



Standard Certificate of Circulation

July 2008 to December 2008

For the 25 issues distributed between 30 June 2008 and 28 December 2008

Regional Publication

Milton Keynes Citizen

Circulation
99.3% Free

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Primary Distribution Region

Buckinghamshire

This certificate expires on 31 March 2010 unless ABC has issued a new certificate before that date.

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Certification Statement

This certificate was issued on 3 March 2009. The data included is derived from a return of circulation prepared by the publisher: Premier Newspapers 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.

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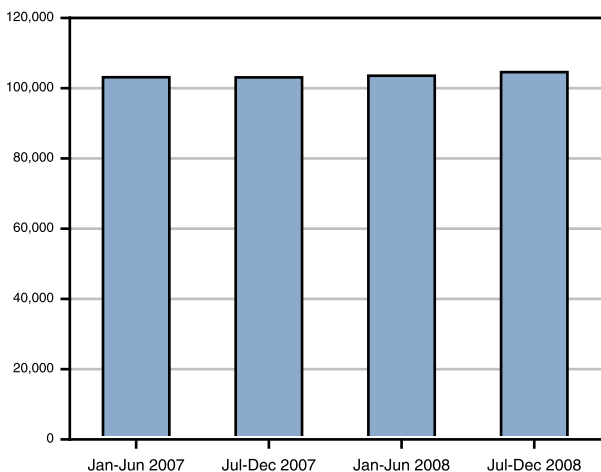


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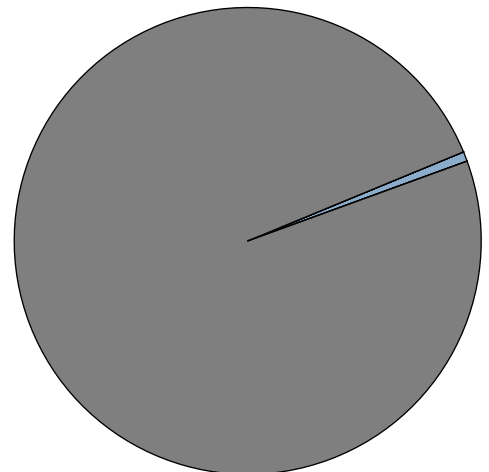
Certificate of Average Net Circulation for the 25 issues distributed between 30 June 2008 and 28 December 2008

	TOTAL	%
TOTAL AVERAGE NET CIRCULATION PER ISSUE	104,570	100.00
Newstrade, Single Copy and Subscription Sales	708	0.68
Basic Cover Price	708	
Below BCP	-	
Overseas Copies sold outside the UK/Rol	-	
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	103,862	99.32
Free Requested, Posted Copies	-	-

Historical Total Average Net Circulation Figures



Total Circulation by Circulation Type



Milton Keynes Citizen

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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.

Not Applicable

Analysis of Total Average Circulation by Month

	Total	July	August	September	October	November	December
Total Average	104,570	104,452	104,598	104,506	104,665	104,640	104,573
Newtrade & Single Copy Sales	708	898	936	737	605	592	470
Multiple Copy Sales	-	-	-	-	-	-	-
Free Pick up Copies	-	-	-	-	-	-	-
Free Letterbox Delivery	103,862	103,554	103,662	103,769	104,060	104,048	104,103
Free Requested Posted Copies	-	-	-	-	-	-	-

Analysis of Free Pickup Copies by Month

Not Applicable

Excluded Issues

Issue	Reason	Issue	Reason	Issue	Reason
25-Dec-08	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	£1.50	Newspaper - Tabloid	74	192
Friday	-	-	-	-
Saturday	-	-	-	-
Sunday	-	-	-	-

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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)

Sector	Distribution	Sector	Distribution	Sector	Distribution	Sector	Distribution
MK1 1	371	MK6 3	2,441	MK10 9	3,962	MK15 9	1,820
MK2 2	2,824	MK6 4	2,126	MK11 1	3,016	MK16 0	2,577
MK2 3	3,203	MK6 5	2,296	MK11 2	622	MK16 8	3,241
MK3 5	2,339	MK7 6	937	MK11 3	94	MK16 9	1,832
MK3 6	2,331	MK7 7	3,004	MK12 5	3,010	MK17 0	1,449
MK3 7	4,431	MK7 8	1,945	MK12 6	2,020	MK17 8	2,842
MK4 1	2,428	MK8 0	1,727	MK13 0	2,132	MK17 9	1,061
MK4 2	2,067	MK8 8	1,934	MK13 7	3,126	MK18 2	195
MK4 3	1,490	MK8 9	1,197	MK13 8	1,316	MK18 3	4
MK4 4	2,115	MK9 1	150	MK13 9	1,223	MK19 6	2,483
MK5 6	2,067	MK9 2	211	MK14 5	2,768	MK19 7	1,944
MK5 7	2,518	MK9 3	705	MK14 6	2,303	MK43 0	41
MK5 8	1,256	MK9 4	257	MK14 7	2,139	MK43 8	100
MK6 1	61	MK10 0	37	MK15 0	363	MK46 4	1,375
MK6 2	3,808			MK15 8	811	MK46 5	2,403

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

Milton Keynes, Bletchley, Stony Stratford, Newport Pagnell, Olney, Woburn, Woburn Sands

Distribution method of free pickup copies

Not Applicable

Special Editions

Not Applicable

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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, Posted 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.