



# Standard Certificate of Circulation

## July 2008 to December 2008

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

### Regional Publication

## MK News

Circulation  
99.7% 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 26 February 2009. The data included is derived from a return of circulation prepared by the publisher: LSN Media Limited.

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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#### Published by

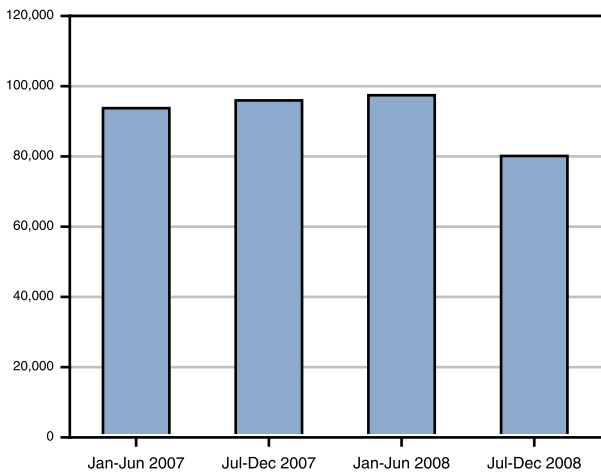
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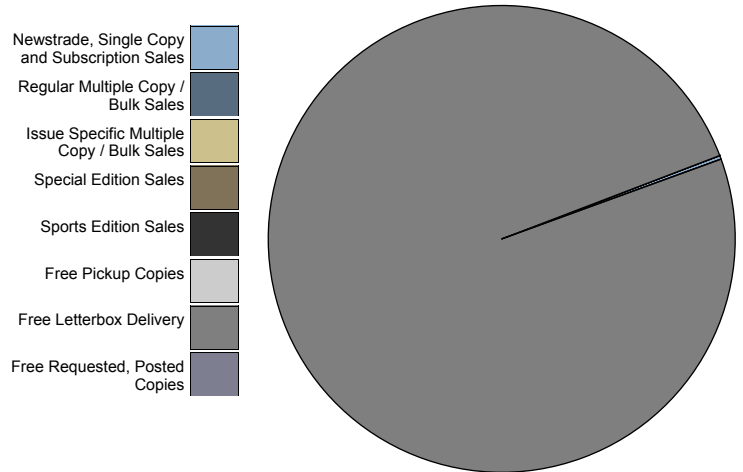


	<b>TOTAL</b>	<b>%</b>
<b>TOTAL AVERAGE NET CIRCULATION PER ISSUE</b>	<b>80,139</b>	<b>100.00</b>
<b>Newstrade, Single Copy and Subscription Sales</b>	<b>211</b>	<b>0.26</b>
Basic Cover Price	211	
Below BCP	-	
Overseas Copies sold outside the UK/Rol	-	
<b>Regular Multiple Copy / Bulk Sales</b>	<b>-</b>	<b>-</b>
Not Less than 50% of Basic Cover Price	-	
Less than 50% of BCP	-	
<b>Issue Specific Multiple Copy / Bulk Sales</b>	<b>-</b>	<b>-</b>
Not Less than 50% of Basic Cover Price	-	
Less than 50% of BCP, but not less than 10p/15 eurocents	-	
<b>Special Edition Sales</b>	<b>-</b>	<b>-</b>
Single Copies Sold at Basic Cover Price	-	
<b>Sports Edition Sales</b>	<b>-</b>	<b>-</b>
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	-	
<b>Free Pickup Copies</b>	<b>-</b>	<b>-</b>
Net Distribution	-	
Capped Distribution	-	
<b>Free Letterbox Delivery</b>	<b>79,928</b>	<b>99.74</b>
<b>Free Requested, Posted Copies</b>	<b>-</b>	<b>-</b>

**Historical Total Average Net Circulation Figures**



**Total Circulation by Circulation Type**



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

## 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
<b>Total Average</b>	<b>80,139</b>	<b>97,835</b>	<b>88,527</b>	<b>80,978</b>	<b>72,532</b>	<b>76,364</b>	<b>64,389</b>
Newtrade & Single Copy Sales	211	178	190	226	229	229	209
Multiple Copy Sales	-	-	-	-	-	-	-
Free Pick up Copies	-	-	-	-	-	-	-
Free Letterbox Delivery	79,928	97,657	88,337	80,752	72,303	76,135	64,180
Free Requested Posted Copies	-	-	-	-	-	-	-

## Analysis of Free Pickup Copies by Month

Not Applicable

## Excluded Issues

Issue	Reason	Issue	Reason	Issue	Reason
24-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	£0.50	Newspaper - Tabloid	61	88
Thursday	-	-	-	-
Friday	-	-	-	-
Saturday	-	-	-	-
Sunday	-	-	-	-

## 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	110	MK5 7	826	MK9 1	217	MK13 8	1,008
MK2 2	1,404	MK5 8	612	MK9 2	110	MK13 9	857
MK2 3	589	MK6 3	1,846	MK9 3	1,076	MK14 5	1,872
MK3 5	2,086	MK6 4	852	MK9 4	52	MK14 6	955
MK3 6	1,408	MK6 5	1,326	MK10 9	2,187	MK14 7	658
MK3 7	2,226	MK7 6	492	MK11 1	1,552	MK15 0	132
MK4 1	1,624	MK7 7	2,178	MK11 2	519	MK15 8	669
MK4 2	936	MK7 8	1,268	MK12 5	1,470	MK15 9	1,282
MK4 3	822	MK8 0	1,439	MK12 6	1,698	MK16 0	1,758
MK4 4	696	MK8 8	1,030	MK13 0	1,412	MK16 8	1,823
MK5 6	770	MK8 9	820	MK13 7	2,230	MK16 9	686
						MK19 7	150

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

Milton Keynes, Bletchley, Stony Stratford, Wolverton, Newport Pagnell & surrounding villages

### Distribution method of free pickup copies

Not Applicable

### Special Editions

Not Applicable

## 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.