



Profile Certificate of Circulation

For the 49 issues distributed between 1 July 2007 and 30 June 2008

**Business
Magazines**

Morning Advertiser



Morning Advertiser

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The Primary Market Sector for this publication is:

Food & Drink

This certificate expires on 30 September 2009 unless ABC has issued a new certificate before that date.

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Certification Statement

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Morning Advertiser

Certificate of Average Net Circulation for the 49 issues distributed between 1 July 2007 and 30 June 2008

	Net Total	United Kingdom	Other Countries
TOTAL AVERAGE NET CIRCULATION PER ISSUE	31,288	31,276	12
Total Average Net Newstrade Sales Per Issue	1,292	1,292	-

Analysis for the Audit issue cover dated 29/05/2008 and distributed on 29 May 2008

Total Net Circulation	32,402	32,394	8
Newstrade & Other Single Copy Sales	1,224	1,224	-
At Full Cover Prive/NTT	1,224	1,224	-
At a Lower Rate	-	-	-
Paid and Controlled	-	-	-
see terms of control on page 3. Sources for all addressees are less than 3 years old.			
At Full Rate	-	-	-
At Between 50% and 100% of Full Rate	-	-	-
At less than 50% of Full Rate	-	-	-
Single Copy Subscription Sales	1,362	1,355	7
At Full Rate	1,022	1,015	7
At Between 50% and 100% of Full Rate	340	340	-
At less than 50% of Full Rate	-	-	-
Multiple Copy Subscription Sales	11	11	-
At Full Rate	9	9	-
At Between 50% and 100% of Full Rate	2	2	-
At less than 50% of Full Rate	-	-	-
Bulk Sales	-	-	-
At Full Rate	-	-	-
At Between 50% and 100% of Full Rate	-	-	-
At less than 50% of Full Rate	-	-	-
Society/Association/Organisation Circulation	-	-	-
Paid Optional Single Copies	-	-	-
Unpaid Single copies (Written Requests)	-	-	-
Unpaid Single copies (Electronic Requests)	-	-	-
Unpaid Single copies (Telephone Requests)	-	-	-
Non-Optional single copies	-	-	-
Controlled Free Circulation	29,416	29,416	-
see terms of control on page 3. Sources for all addressees are less than 3 years old.			
Individual Written Requests	558	558	-
Individual Electronic Requests	-	-	-
Individual Telephone Requests	27,106	27,106	-
Company Written Requests	1,242	1,242	-
Company Electronic Requests	-	-	-
Company Telephone Requests	510	510	-
Non-requested by name	-	-	-
Non-requested by job title / function	-	-	-
Non-Controlled Free Circulation	389	388	1
By Name	389	388	1
Not by Name	-	-	-

Duplication: The level of duplication on the mailing list for the audit issue was: 0%

Miscellaneous Data:

The Basic Cover Price for the audit issue was: £2.00

The United Kingdom Basic Annual Rates for Subscriptions for the audit issue ranged between: £78.00 to £198.00

The Annual Other Countries Subscription Rates for the audit issue ranged between: £130.00 to £200.00

2 or 3 year subscriptions are available

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Certificate of Average Net Circulation for the 49 issues distributed between 1 July 2007 and 30 June 2008

Society / Association / Organisation Circulation

None

Controlled Circulation - Terms of Control in audit period

Owners, landlords, licensees, managers, tenants and staff in the licensed on-trade sector within pubs, including Managed pubs with purchasing influence, inns and clubs. Directors, buyers, managers and individuals at head and regional offices of brewers, pub companies, leisure, hotel and catering licensed chains.

Age of source data for the Audit Issue

Category by Quantity	Total	0-1 yr	1-2 yrs	2-3 yrs
Total	29,416	24,574	4,842	-
Individual Requests	27,664	23,235	4,429	-
Company Requests	1,752	1,339	413	-
Category by percentage	Total	0-1 yr	1-2 yrs	2-3 yrs
Total	100.0	83.5	16.5	-
Individual Requests	94.0	79.0	15.1	-
Company Requests	6.0	4.6	1.4	-

Actual Distribution Dates for issues distributed during the audit period

Variations for issues with a variance of more than 10% above (+) or below (-) the average net circulation

Bulk Sales for issues with Bulk Sales representing 10% or above of the circulation for that issue

Cover Date / ID	Distribution Date	Net Circ.	Variance %	Bulk Qty	Cover Date / ID	Distribution Date	Net Circ.	Variance %	Bulk Qty
05/07/2007	05-Jul-2007	30,616	-	-	31/01/2008	30-Jan-2008	29,197	-	-
12/07/2007	11-Jul-2007	30,662	-	-	07/02/2008	06-Feb-2008	30,585	-	-
19/07/2007	18-Jul-2007	30,666	-	-	14/02/2008	13-Feb-2008	30,437	-	-
26/07/2007	25-Jul-2007	30,688	-	-	21/02/2008	20-Feb-2008	30,356	-	-
02/08/2007	01-Aug-2007	30,640	-	-	28/02/2008	27-Feb-2008	32,579	-	-
09/08/2007	08-Aug-2007	30,633	-	-	06/03/2008	05-Mar-2008	32,580	-	-
16/08/2007	15-Aug-2007	30,628	-	-	13/03/2008	12-Mar-2008	32,636	-	-
23/08/2007	22-Aug-2007	30,617	-	-	20/03/2008	19-Mar-2008	32,649	-	-
30/08/2007	31-Aug-2007	30,661	-	-	27/03/2008	26-Mar-2008	32,593	-	-
06/09/2007	05-Sep-2007	30,603	-	-	03/04/2008	02-Apr-2008	32,633	-	-
13/09/2007	12-Sep-2007	30,363	-	-	10/04/2008	09-Apr-2008	32,624	-	-
20/09/2007	19-Sep-2007	30,650	-	-	17/04/2008	16-Apr-2008	32,633	-	-
27/09/2007	26-Sep-2007	30,607	-	-	24/04/2008	23-Apr-2008	32,616	-	-
04/10/2007	03-Oct-2007	30,582	-	-	01/05/2008	30-Apr-2008	32,593	-	-
11/10/2007	10-Oct-2007	30,605	-	-	08/05/2008	09-May-2008	32,630	-	-
18/10/2007	17-Oct-2007	30,898	-	-	15/05/2008	14-May-2008	32,592	-	-
25/10/2007	25-Oct-2007	30,523	-	-	22/05/2008	21-May-2008	32,619	-	-
01/11/2007	31-Oct-2007	30,581	-	-	29/05/2008	29-May-2008	32,402	-	-
08/11/2007	07-Nov-2007	30,481	-	-	05/06/2008	04-Jun-2008	32,623	-	-
15/11/2007	14-Nov-2007	30,528	-	-	12/06/2008	11-Jun-2008	32,621	-	-
22/11/2007	21-Nov-2007	30,521	-	-	19/06/2008	18-Jun-2008	32,625	-	-
29/11/2007	28-Nov-2007	30,503	-	-	26/06/2008	26-Jun-2008	32,600	-	-
06/12/2007	06-Dec-2007	30,526	-	-					
13/12/2007	12-Dec-2007	30,531	-	-					
10/01/2008	09-Jan-2008	30,404	-	-					
17/01/2008	16-Jan-2008	30,494	-	-					
24/01/2008	23-Jan-2008	30,505	-	-					

Other Bulk Distribution (Please note, these copies are NOT included in the circulation of any issue)

None

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Certificate of Average Net Circulation for the 49 issues distributed between 1st July 2007 and 30th June 2008

Analysis of the Audit Issue by: Geographical Analysis

Description	Breakdown of Free Circulation				Total of Free Circulation	Total of Paid Circulation	Total	% of Total Circulation
	Controlled Free Copies		Non Controlled Free Circulation	Free Society/ Association/ Organisation Circulation				
	Requested	Non Requested						
TOTAL	29,416		389		29,805	2,597	32,402	100.00
Not Analysed						1,223	1,223	3.77
Analysed	29,416		389		29,805	1,374	31,179	96.23
<u>Breakdown of Analysed Responses</u>								
Total United Kingdom	29,416		388		29,804	1,367	31,171	96.20
East Anglia	1,753		19		1,772	66	1,838	5.67
East Midlands	2,927		21		2,948	115	3,063	9.45
Midlands	2,719		28		2,747	126	2,873	8.87
London	1,723		68		1,791	200	1,991	6.14
Northern	1,688		8		1,696	33	1,729	5.34
North West	2,751		23		2,774	126	2,900	8.95
South East	6,890		140		7,030	388	7,418	22.89
South West	4,138		32		4,170	121	4,291	13.24
Yorkshire	2,536		29		2,565	106	2,671	8.24
Scotland	191		12		203	32	235	0.73
Wales	2,089		8		2,097	49	2,146	6.62
Northern Ireland	11				11	5	16	0.05
Total Other Countries			1		1	7	8	0.02

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Certificate of Average Net Circulation for the 49 issues distributed between 1st July 2007 and 30th June 2008

Analysis of the Audit Issue by: Geographical Analysis

This chart represents the analysed copies only



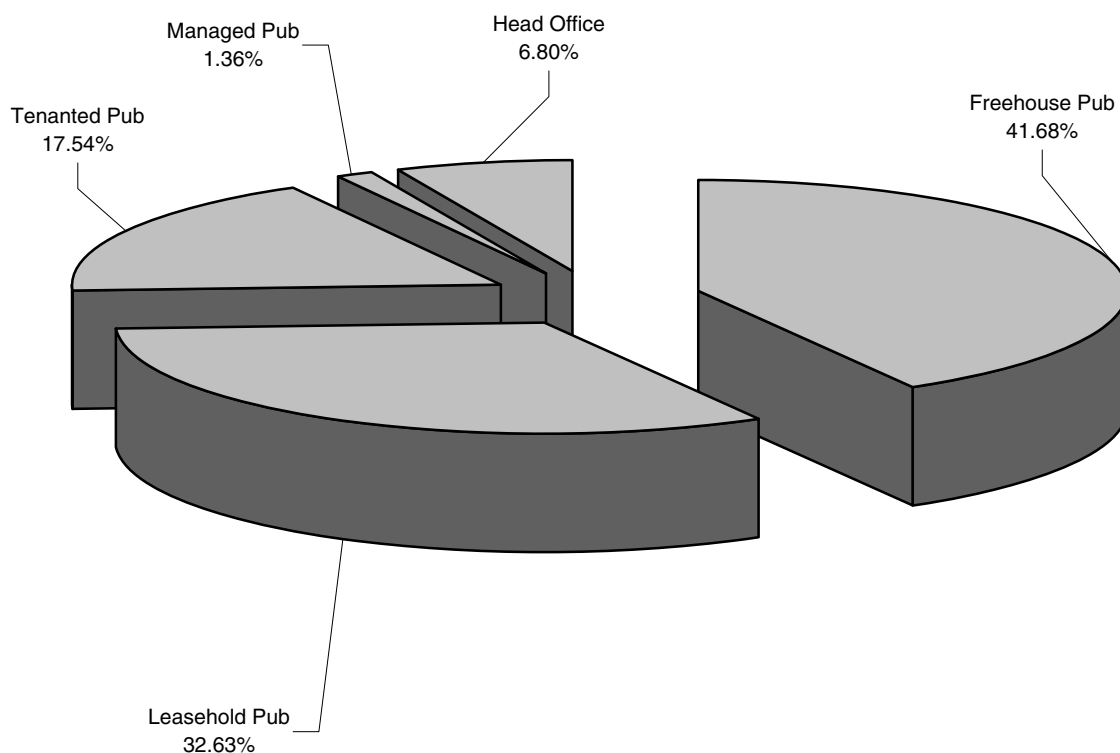
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Certificate of Average Net Circulation for the 49 issues distributed between 1st July 2007 and 30th June 2008

Analysis of the Audit Issue by: Industry/Business/Sector

Description	Breakdown of Free Circulation				Total of Free Circulation	Total of Paid Circulation	Total	% of Total Circulation
	Controlled Free Copies		Non Controlled Free Circulation	Free Society/ Association/ Organisation Circulation				
	Requested	Non Requested						
TOTAL	29,416		389		29,805	2,597	32,402	100.00
Not Analysed	400		389		789	2,597	3,386	10.45
Analysed	29,016				29,016		29,016	89.55
<u>Breakdown of Analysed Responses</u>								
Freehouse Pub	12,093				12,093		12,093	37.32
Leasehold Pub	9,467				9,467		9,467	29.22
Tenanted Pub	5,089				5,089		5,089	15.71
Managed Pub	394				394		394	1.22
Head Office	1,973				1,973		1,973	6.09
Brewery, Pub Company, Licensed Catering Chains, Hotels and Leisure Groups)								

This chart represents the analysed copies only
The percentages shown are of the analysed copies only



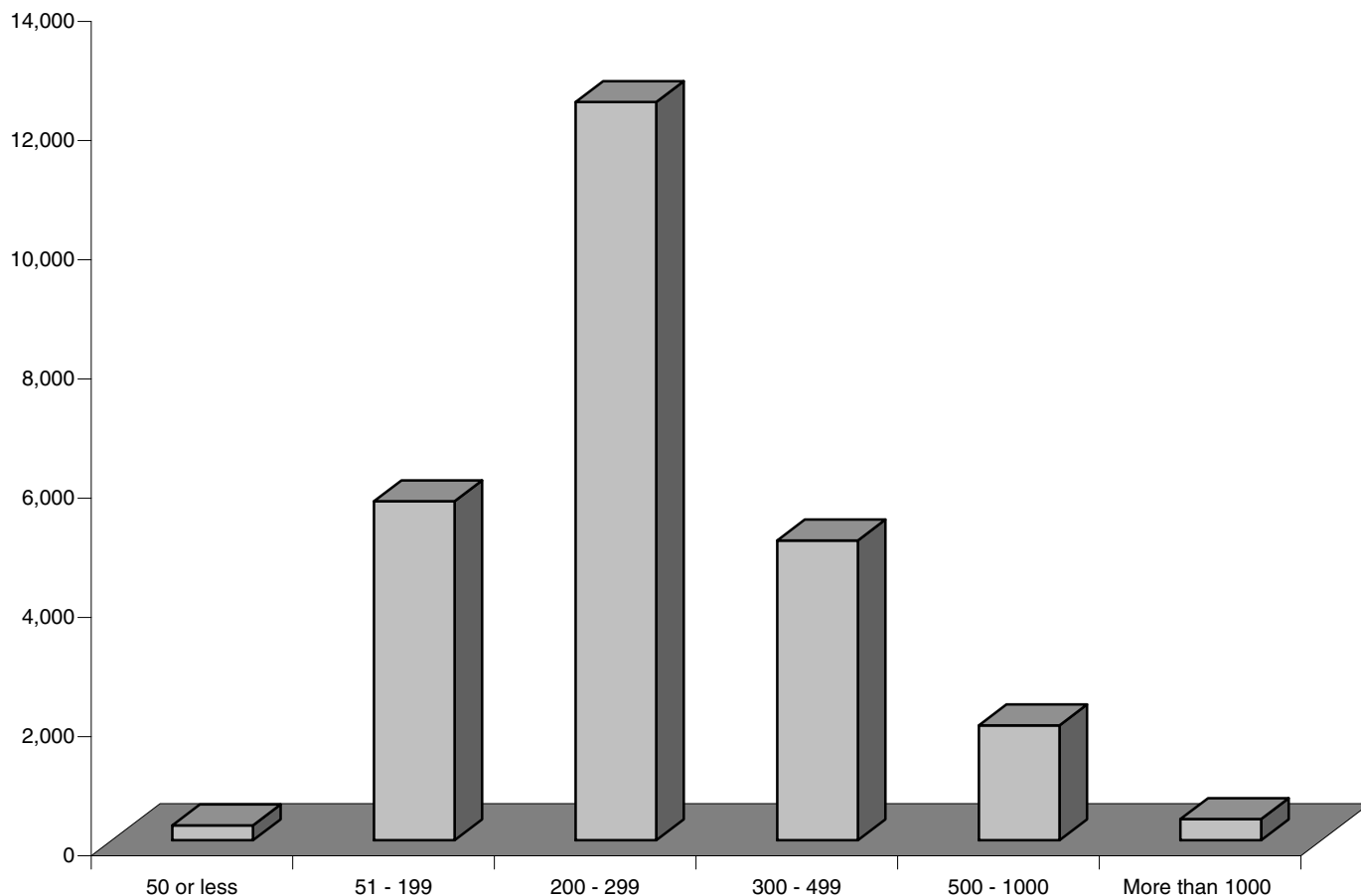
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Certificate of Average Net Circulation for the 49 issues distributed between 1st July 2007 and 30th June 2008

Analysis of the Audit Issue by: Annual Barrelage Count

Description	Breakdown of Free Circulation				Total of Free Circulation	Total of Paid Circulation	Total	% of Total Circulation
	Controlled Free Copies		Non Controlled Free Circulation	Free Society/ Association/ Organisation Circulation				
	Requested	Non Requested						
TOTAL	29,416		389		29,805	2,597	32,402	100.00
Not Analysed	3,785		389		4,174	2,597	6,771	20.90
Analysed	25,631				25,631		25,631	79.10
<u>Breakdown of Analysed Responses</u>								
50 or less	249				249		249	0.77
51 - 199	5,686				5,686		5,686	17.55
200 - 299	12,385				12,385		12,385	38.22
300 - 499	5,029				5,029		5,029	15.52
500 - 1000	1,927				1,927		1,927	5.95
More than 1000	355				355		355	1.10

This chart represents the analysed copies only.



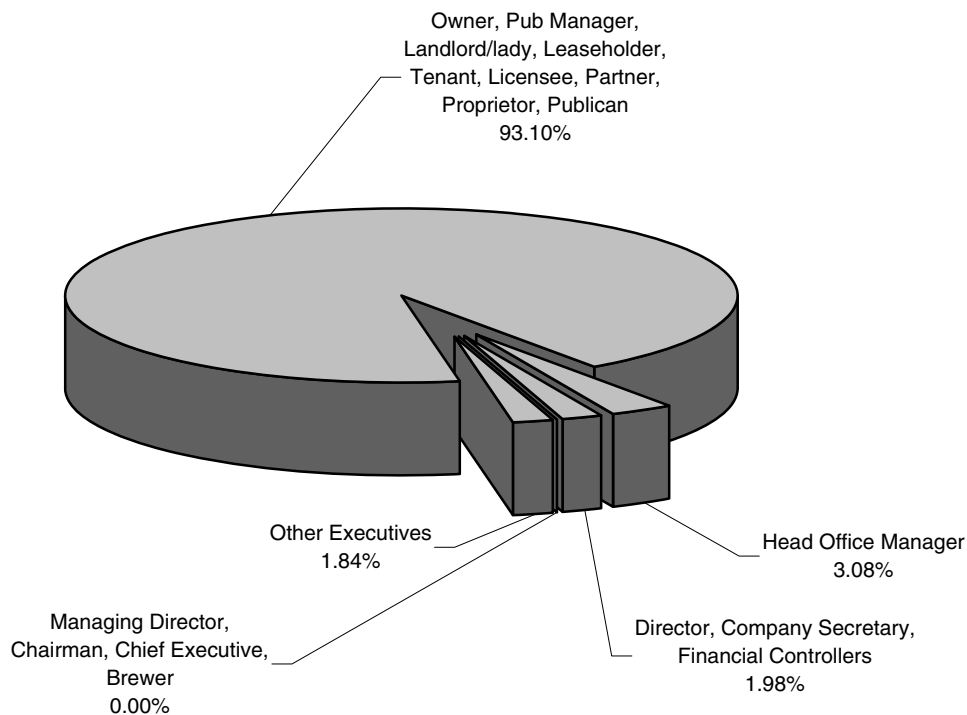
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Certificate of Average Net Circulation for the 49 issues distributed between 1st July 2007 and 30th June 2008

Analysis of the Audit Issue by: Job Title

Description	Breakdown of Free Circulation				Total of Free Circulation	Total of Paid Circulation	Total	% of Total Circulation
	Controlled Free Copies		Non Controlled Free Circulation	Free Society/ Association/ Organisation Circulation				
	Requested	Non Requested						
TOTAL	29,416		389		29,805	2,597	32,402	100.00
Not Analysed	823		389		1,212	2,597	3,809	11.76
Analysed	28,593				28,593		28,593	88.24
<u>Breakdown of Analysed Responses</u>								
Owner, Pub Manager, Landlord/lady, Leaseholder, Tenant, Licensee, Partner, Proprietor, Publican	26,619				26,619		26,619	82.15
Head Office Manager	881				881		881	2.72
Director, Company Secretary, Financial Controllers	567				567		567	1.75
Managing Director, Chairman, Chief Executive, Brewer.								
Other Personnel within the On-Trade Industry	526				526		526	1.62

This chart represents the analysed copies only
The percentages shown are of the analysed copies only



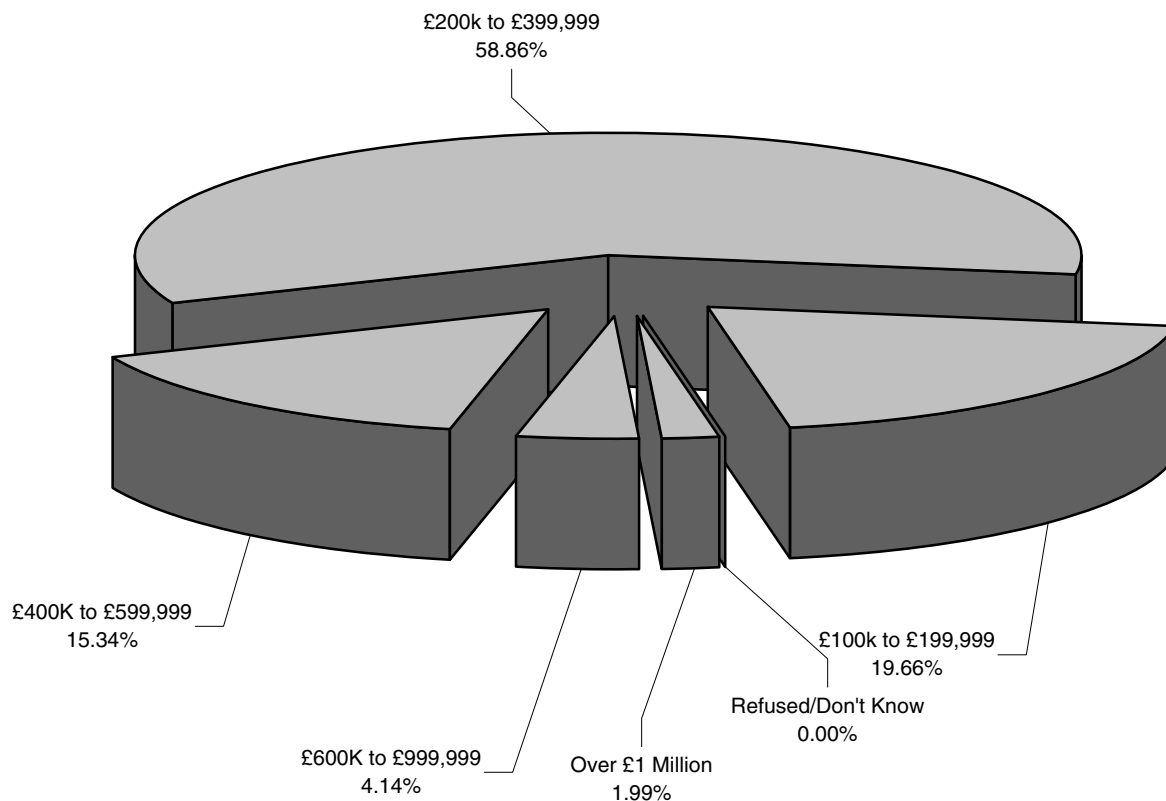
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Certificate of Average Net Circulation for the 49 issues distributed between 1st July 2007 and 30th June 2008

Analysis of the Audit Issue by: Turnover

Description	Breakdown of Free Circulation				Total of Free Circulation	Total of Paid Circulation	Total	% of Total Circulation
	Controlled Free Copies		Non Controlled Free Circulation	Free Society/ Association/ Organisation Circulation				
	Requested	Non Requested						
TOTAL	29,416		389		29,805	2,597	32,402	100.00
Not Analysed	2,187		389		2,576	2,597	5,173	15.97
Analysed	27,229				27,229		27,229	84.03
<u>Breakdown of Analysed Responses</u>								
Over £1 Million	543				543		543	1.68
£600K to £999,999	1,127				1,127		1,127	3.48
£400K to £599,999	4,178				4,178		4,178	12.89
£200k to £399,999	16,027				16,027		16,027	49.46
£100k to £199,999	5,354				5,354		5,354	16.52
Refused/Don't Know								

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Certificate of Average Net Circulation for the 49 issues distributed between 1st July 2007 and 30th June 2008

Analysis of the Audit Issue by: Type of Business & Turnover

This is a cross analysis table.

This is an analysis of 27,021 copies, which represents 83% of the distribution of the audit issue

Description	Business Turnover						Not Analysed	Total
	£100k to £199,999k	£200k to £399,999k	£400k to £599,999k	£600k to £999,999k	Over £1 Million	Don't Know / Refused		
TOTAL	5,297	15,974	4,146	1,116	488		1,995	29,016
Not Analysed							1,995	1,995
Analysed	5,297	15,974	4,146	1,116	488			27,021
<u>Breakdown of Analysed Responses</u>								
Freehouse Pub	2,122	6,988	2,042	635	306			12,093
Leasehold Pub	1,895	5,723	1,432	320	82		15	9,467
Managed Pub	88	139	74	43	46		4	394
Tenanted Pub	1,192	3,124	598	118	54		3	5,089
Head Office (Brewery, Pub Company, Licensed Catering Chains, Hotels and Leisure Groups)							1,973	1,973

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Analysis of the Audit Issue by: Food Offering / Location

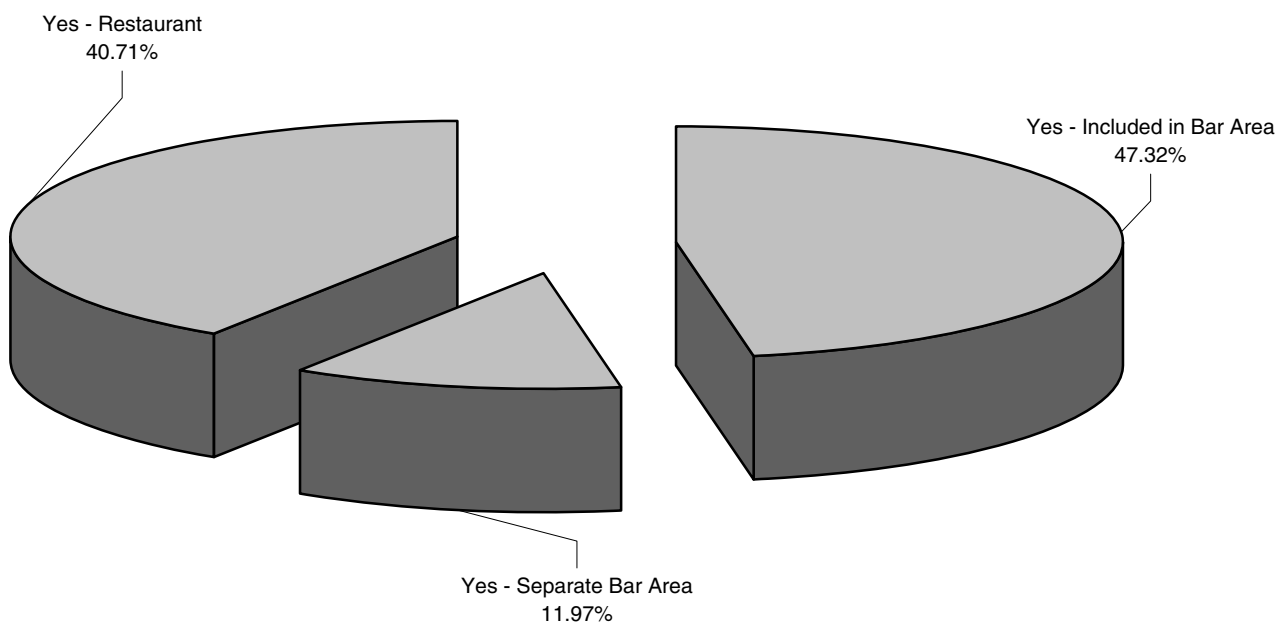
This analysis allows for multiple responses by the addressee.

This is an analysis of 17579 copies, which represents 54% of the distribution of the audit issue

Description	Breakdown of Free Circulation				Total of Free Circulation	Total of Paid Circulation	Total	% of Total Circulation
	Controlled Free Copies		Non Controlled Free Circulation	Free Society/ Association/ Organisation Circulation				
	Requested	Non Requested						
TOTAL	29,416		389		29,805	2,597	32,402	100.00
Not Analysed	11,837		389		12,226	2,597	14,823	45.75
Analysed	17,579				17,579		17,579	54.25
Total Responses	28,007				28,007		28,007	
<u>Breakdown of Analysed Responses</u>								
Yes - Included in Bar Area	13,253				13,253		13,253	40.90
Yes - Separate Bar Area	3,353				3,353		3,353	10.35
Yes - Restaurant	11,401				11,401		11,401	35.19

This chart represents the analysed copies only

The percentages shown are of the analysed copies only



Morning Advertiser

Certificate of Average Net Circulation for the 49 issues distributed between 1st July 2007 and 30th June 2008

Analysis of the Audit Issue by: Facilities Offered

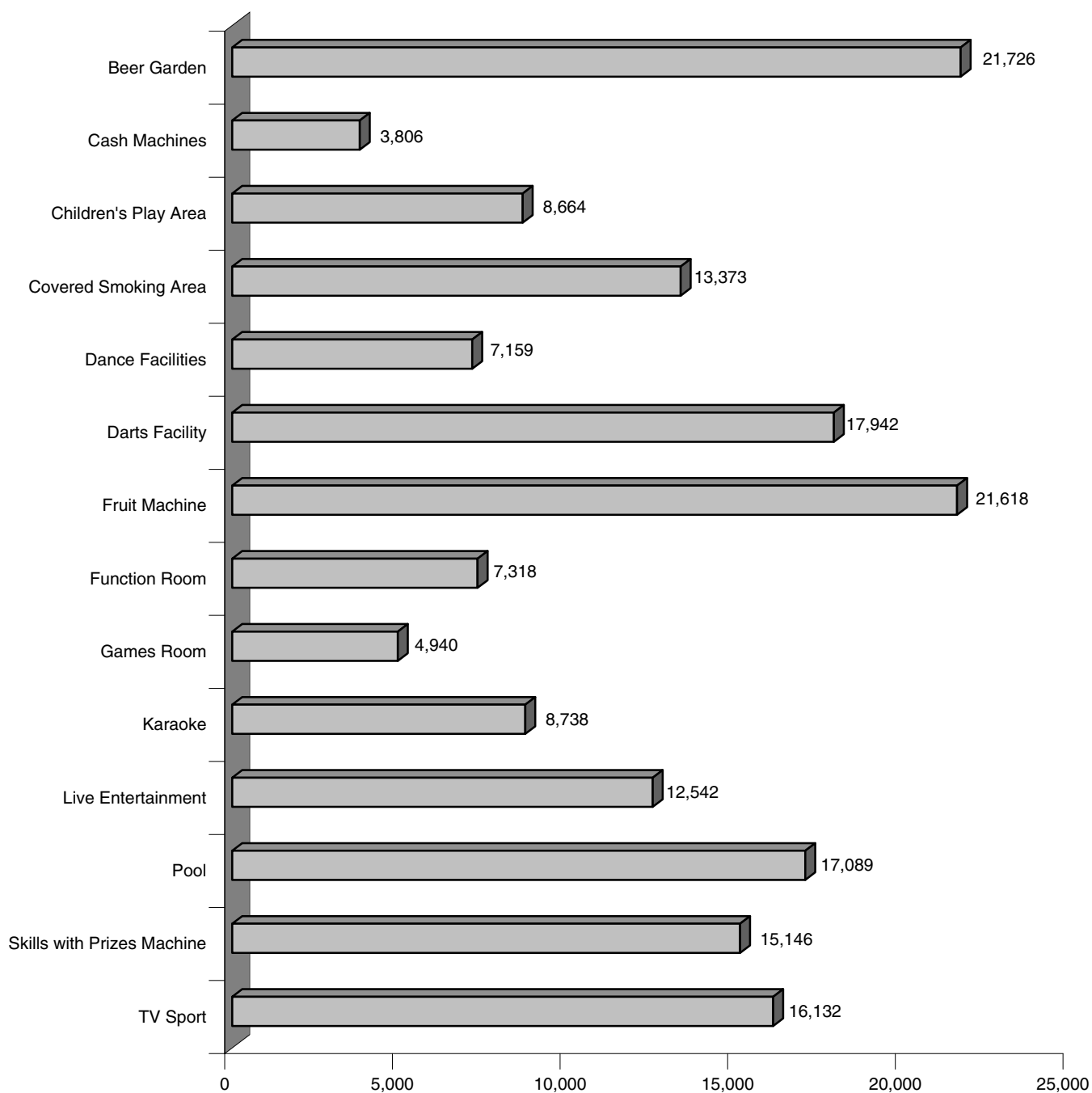
Description	Breakdown of Free Circulation				Total of Free Circulation	Total of Paid Circulation	Total	% of Total Circulation
	Controlled Free Copies		Non Controlled Free Circulation	Free Society/ Association/ Organisation Circulation				
	Requested	Non Requested						
TOTAL	29,416		389		29,805	2,597	32,402	100.00
Not Analysed	2,406		389		2,795	2,597	5,392	16.64
Analysed	27,010				27,010		27,010	83.36
<u>Breakdown of Analysed Responses</u>								
Beer Garden	21,726				21,726		21,726	67.05
Cash Machines	3,806				3,806		3,806	11.75
Children's Play Area	8,664				8,664		8,664	26.74
Covered Smoking Area	13,373				13,373		13,373	41.27
Dance Facilities	7,159				7,159		7,159	22.09
Darts Facility	17,942				17,942		17,942	55.37
Fruit Machine	21,618				21,618		21,618	66.72
Function Room	7,318				7,318		7,318	22.59
Games Room	4,940				4,940		4,940	15.25
Karaoke	8,738				8,738		8,738	26.97
Live Entertainment	12,542				12,542		12,542	38.71
Pool	17,089				17,089		17,089	52.74
Skills with Prizes Machine	15,146				15,146		15,146	46.74
TV Sport	16,132				16,132		16,132	49.79

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Analysis of the Audit Issue by: Facilities Offered

This chart represents the analysed copies only.



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Certificate of Average Net Circulation for the 49 issues distributed between 1st July 2007 and 30th June 2008

Analysis of the Audit Issue by: Sources & Ages of Name and Address Records

Description	Less Than 1 Year	Between 1 and 2 Years	Between 2 and 3 Years	Not Analysed (Includes Paid Circulation)	Total	% of Total Circulation
TOTAL	24,574	4,842		2,986	32,402	100.0
Not Analysed				2,986	2,986	9.2
Analysed	24,574	4,842			29,416	90.8
<u>Breakdown of Analysed Responses</u>						
Controlled Free Circulation - Requested	24,574	4,842			29,416	90.8
Individual Written Requests	347	211			558	1.7
Individual Electronic Requests						
Individual Telephone Requests	22,888	4,218			27,106	83.7
Company Written Requests	1,090	152			1,242	3.8
Company Electronic Requests						
Company Telephone Requests	249	261			510	1.6
Controlled Free - Non Requested						
By Name						
By Job Title/Function						
Non Controlled Free Circulation				389	389	1.2
By Name				389	389	1.2
Not by Name						
Paid Circulation				2,597	2,597	8.0