

APPENDIX 3.1
(referred to in paragraph 3.9)

Mirror Group: newspaper titles and circulation

<i>Title</i>	<i>Frequency</i>	<i>Type</i>	<i>Average circulation/ distribution*</i>
England			
<i>The Mirror</i>	Morning daily	Paid-for	2,366,434
<i>The Independent</i>	Morning daily	Paid-for	257,010
<i>The Sporting Life</i>	Morning daily	Paid-for	52,634
<i>Sunday Mirror</i>	Sunday	Paid-for	2,284,985
<i>The People</i>	Sunday	Paid-for	1,956,977
<i>Independent on Sunday</i>	Sunday	Paid-for	275,810
Scotland			
<i>Daily Record</i>	Morning daily	Paid-for	696,332
<i>Sunday Mail</i>	Sunday	Paid-for	821,209
<i>The Glaswegian</i>	Weekly	Free	193,000#
Northern Ireland			
<i>News Letter (Ulster)</i>	Morning daily	Paid-for	35,000#
<i>News Letter (Belfast)</i>	Morning daily	Free	66,000#
<i>North Down News</i>	Weekly	Free	40,100#
<i>East Belfast News</i>	Weekly	Free	20,100#

Source: Mirror Group.

*Source unless otherwise stated: ABC, January to July, 1997.
#Mirror Group's estimate.