

APPENDIX 3.4
(referred to in paragraphs 3.2, 3.25 and 5.55)

MIN: newspaper titles and circulation

Title	Frequency	Type	Average circulation/ distribution*
Birmingham Post & Mail			
<i>The Birmingham Post</i>	Morning daily	Paid-for	28,106
<i>Evening Mail</i> #	Evening daily	Paid-for	191,746
<i>Sunday Mercury</i>	Sunday	Paid-for	145,046
Midland Weekly Newspapers			
<i>Long Eaton Advertiser/Sandiacre and Stapleford News</i>	Weekly	Paid-for	5,563~
<i>Loughborough Echo Series</i> (including <i>Shepshed Echo</i>)	Weekly	Paid-for	20,671
<i>NuNews</i>	Weekly	Paid for	2,936
<i>Birmingham Metronews</i>	Weekly	Free	201,596
<i>Burton Trader</i>	Weekly	Free	65,741
<i>Cannock Chase/Burntwood Post</i>	Weekly	Free	54,371
<i>Coalville and Ashby Echo</i>	Weekly	Free	23,678
<i>Derby Trader</i>	Weekly	Free	78,090
<i>Ilkeston & Ripley Trader</i>	Weekly	Free	48,073
<i>Long Eaton Trader</i>	Weekly	Free	51,122
<i>Loughborough Echo Extra</i> Đ	Weekly	Free	44,901
<i>Loughborough Trader</i> Đ	Weekly	Free	40,010
<i>Solihull News</i>	Weekly	Free	75,824
<i>Solihull Times</i>	Weekly	Free	86,117
<i>Stafford Post</i>	Weekly	Free	36,987
<i>Sutton Coldfield News</i>	Weekly	Free	75,167
<i>Tamworth & N Warwickshire Times</i>	Weekly	Free	44,850
<i>The Lichfield/Rugely Post</i>	Weekly	Free	50,265
<i>The News of Willenhall,</i> <i>Wednesbury and Darlaston</i>	Weekly	Free	22,651
<i>The News of Wolverhampton</i>	Weekly	Free	79,980
<i>Walsall Observer</i>	Weekly	Free	66,863
<i>Wot's Wot</i>	Monthly	Free	14,002đ
Coventry Newspapers			
<i>Coventry Evening Telegraph</i> ß	Evening daily	Paid-for	81,640
<i>Bedworth Echo</i>	Weekly	Paid-for	4,000đ
<i>Hinckley Times</i>	Weekly	Paid-for	16,251
<i>Coventry Citizen</i>	Weekly	Free	120,227
<i>Hinckley Herald & Journal</i>	Weekly	Free	35,284
<i>Nuneaton Weekly Tribune</i>	Weekly	Free	50,839
Herald & Post Publishing			
<i>Brackley & Towcester Post</i>	Weekly	Free	17,730
<i>Corby Herald & Post</i>	Weekly	Free	11,686
<i>Kettering Herald & Post</i>	Weekly	Free	25,963
<i>Market Harborough Herald & Post</i>	Weekly	Free	12,019
<i>Northampton Herald & Post</i>	Weekly	Free	69,555
<i>Peterborough Herald & Post</i> (including <i>Oundle Herald & Post</i>)	Weekly	Free	70,877
<i>Stamford Herald & Post/Spalding Post</i>	Weekly	Free	29,033
<i>Wellingborough & Rushden Herald & Post</i>	Weekly	Free	33,177

Source: MIN.

*Source unless otherwise stated: ABC or VFD, July to December, 1996, or JICREG March 1997.

#Including the *Sports Argus* (Saturday evening)

~ Independently audited figure for 1995.

ĐNow merged into one title, *Loughborough Echo Trader Xtra*.

đMIN estimated figure.

ßIncluding *The Pink* (Saturday evening).