

APPENDIX 4.3
(referred to in paragraphs 2.54, 2.56, 4.64 and 4.73 to 4.78)

Analysis of areas of overlap: Johnston

The tables below show the circulation/distribution data for all of those areas in which titles owned by both Newscom and Johnston have a household penetration rate of more than 10 per cent. The tables also show the percentage of each title's total circulation/distribution accounted for within that area, highlighting cases in which this exceeds 30 per cent. For each case we show in the final column whether and why we believe the overlap is such as to warrant further examination.

Area (including postcode)	Number of households	Title	Type	Owner	Circulation/ distribution*	Share %	Household penetration %	% of titles' circulation in area	Comments
Hampshire									
1. Fareham (PO14, PO15 and PO16)	27,000	<i>Portsmouth News</i>	PE	Johnston	6,473	12.3	24.0	8.8	} This is not a core area for any of the overlapping titles
		<i>Chichester Observer series</i>	PW	Johnston	13	0.0	0.0	0.0	
		<i>West Sussex County Times</i>	PW	Johnston	71	0.1	0.3	0.3	
		<i>Portsmouth Journal series</i>	FW	Johnston	21,153	40.3	78.3	13.9	
		<i>Southern Daily Echo</i>	PE	Newscom	725	1.4	2.7	1.2	
		<i>Southampton Advertiser†</i>	FW	Newscom	<u>24,080</u>	45.9	89.2	14.3	
		Total*			<u>52,515</u>	<u>100.0</u>			
2. Hamble Bursledon (SO31)	16,958	<i>Chichester Observer series</i>	PW	Johnston	5	0.0	0.0	0.0	} This is not a core area for any of the overlapping titles
		<i>Portsmouth Journal series</i>	FW	Johnston	7,542	27.9	44.5	4.9	
		<i>Portsmouth News</i>	PE	Johnston	732	2.7	4.3	1.0	
		<i>Southampton Advertiser†</i>	FW	Newscom	15,040	55.7	88.7	8.9	
		<i>Southern Daily Echo</i>	PE	Newscom	<u>3,669</u>	13.6	21.6	6.1	
		Total*			<u>26,988</u>	<u>100.0</u>			
3. Lee-on-the-Solent (PO13)	13,638	<i>Chichester Observer series</i>	PW	Johnston	9	0.1	0.1	0.0	} This is not a core area for any of the overlapping titles
		<i>Portsmouth Journal series</i>	FW	Johnston	5,490	41.0	40.3	3.6	
		<i>Portsmouth News</i>	PE	Johnston	3,028	22.6	22.2	14.0	
		<i>Southampton Advertiser†</i>	FW	Newscom	4,768	35.6	35.0	2.8	
		<i>Southern Daily Echo</i>	PE	Newscom	<u>98</u>	<u>0.7</u>	0.7	7.4	
		Total*			<u>13,393</u>	<u>100.0</u>			

Area (including postcode)	Number of households	Title	Type	Owner	Circulation/ distribution*	Share %	Household penetration %	% of titles' circulation in area	Comments
4. Wickham (PO17)	2,007	<i>Chichester Observer series</i>	PW	Johnston	6	0.4	0.3	0.0	} This is not a core area for any of the overlapping titles
		<i>Portsmouth News</i>	PE	Johnston	395	24.2	19.7	0.5	
		<i>Southampton Advertiser†</i>	FW	Newscom	1,101	67.6	54.9	0.7	
		<i>Southern Daily Echo</i>	PE	Newscom	127	<u>7.8</u>	6.3	0.2	
		Total*			<u>1,629</u>	<u>100.0</u>			

Other publications, including advertising-only publications, circulating in the above areas (Hampshire) according to Newscom and/or Johnston include: *Meon Valley News*, Hampshire and south Wiltshire *Diamond FreeAds*, *The Informer*, *Friday-Ad*, *Auto Trader*, *Auto Express*, *Auto Freeways*, *Car-Ad*, *Auto Exchange*.

Oxfordshire

5. Banbury (OX16)	17,743	<i>Banbury Citizen</i>	FW	Johnston	16,085	35.2	90.7	47.8	} Significant overlap in this area
		<i>Banbury Guardian</i>	PW	Johnston	11,098	24.3	62.5	52.0	
		<i>Banbury Cake</i>	FW	Newscom	17,066	37.4	96.2	48.6	
		<i>Oxford Mail</i>	PE	Newsquest	367	0.8	2.1	1.1	
		<i>Oxford Times</i>	PW	Newsquest	873	1.9	4.9	2.8	
		<i>Sunday Mercury‡</i>	S	Trinity Mirror	0	<u>0.0</u>	0.0	0.0	
		Total*			<u>45,671</u>	<u>100.0</u>			
6. Banbury rural area (OX15 and OX17)	13,100	<i>Banbury Citizen</i>	FW	Johnston	9,270	32.6	70.8	27.5	} Overlap although there is a competitor in this area
		<i>Banbury Guardian</i>	PW	Johnston	5,996	21.1	45.8	28.1	
		<i>Banbury Cake</i>	FW	Newscom	9,406	33.1	71.8	26.8	
		<i>Bicester Advertiser</i>	FW	Newsquest	94	0.3	0.7	1.5	
		<i>Oxford Mail</i>	PE	Newsquest	231	0.8	1.8	0.7	
		<i>Oxford Times</i>	PW	Newsquest	711	2.5	5.4	2.3	
		<i>Brackley and Towcester Post</i>	FW	Trinity Mirror	2,088	7.3	15.9	14.3	
		<i>Sunday Mercury‡</i>	S	Trinity Mirror	0	0.0	0.0	0.0	
		<i>Stratford upon Avon Midweek</i>	FW	George Boyden	306	1.1	2.3	0.6	
		<i>Stratford upon Avon Herald</i>	PW	George Boyden	200	<u>0.7</u>	1.5	1.2	
				Total*			<u>28,452</u>	<u>100.0</u>	

Household % of titles'

Area (including postcode)	Number of households	Title	Type	Owner	Circulation/ distribution*	Share %	penetration %	circulation in area	Comments	
7. Brackley (NN13)	7,233	<i>Banbury Citizen</i>	FW	Johnston	3,171	22.7	43.8	9.4	} There is a competitor in this area and it is not a core area for any of the overlapping titles	
		<i>Banbury Guardian</i>	PW	Johnston	1,265	9.0	17.5	5.9		
		<i>Bucks Advertiser</i>	PW	Johnston	1,771	12.7	24.5	3.8		
		<i>Banbury Cake</i>	FW	Newscom	4,142	29.6	57.3	11.8		
		<i>Brackley and Towcester Post</i>	FW	Trinity Mirror	3,582	25.6	49.5	24.5		
		<i>Sunday Mercury</i> ‡	S	Trinity Mirror	0	<u>0.0</u>	0.0	0.0		
		Total*				<u>13,988</u>	<u>100.0</u>			
8. Chipping Norton (OX7)	6,645	<i>Banbury Citizen</i>	FW	Johnston	2,498	23.8	37.6	7.4	} There is a competitor in this area and it is not a core area for any of the overlapping titles	
		<i>Banbury Guardian</i>	PW	Johnston	541	5.1	8.1	2.5		
		<i>Banbury Cake</i>	FW	Newscom	1,860	17.7	28.0	5.3		
		<i>Wilts & Gloucestershire Standard series</i>	PW	Newscom	830	7.9	12.5	4.5		
		<i>Evesham Cotswold Stratford Journal</i>	FW	Newsquest	178	1.7	2.7	0.4		
		<i>Oxford Mail</i>	PE	Newsquest	849	8.1	12.8	2.6		
		<i>Oxford Star</i>	FW	Newsquest	2,559	24.3	38.5	3.0		
		<i>Oxford Times</i>	PW	Newsquest	625	5.9	9.4	2.0		
		<i>Witney Gazette</i>	PW	Newsquest	263	2.5	4.0	4.0		
		<i>Sunday Mercury</i> ‡	S	Trinity Mirror	0	0.0	0.0	0.0		
		<i>Oxford Courier Journal</i>	FW	Courier	238	<u>2.3</u>	3.6	0.3		
		Total*				<u>10,511</u>	<u>100.0</u>			
		9. Deddington/Steeple Aston (OX15 and OX5)	2,077	<i>Banbury Citizen</i>	FW	Johnston	854	33.2		41.1
<i>Banbury Guardian</i>	PW			Johnston	125	4.9	6.0	0.6		
<i>Banbury Cake</i>	FW			Newscom	699	27.2	33.7	2.0		
<i>Bicester Advertiser</i>	PW			Newsquest	275	10.7	13.2	4.4		
<i>Oxford Mail</i>	PE			Newsquest	250	9.7	12.0	0.8		
<i>Oxford Times</i>	PW			Newsquest	371	<u>14.4</u>	17.9	1.2		
Total*						<u>2,574</u>	<u>100.0</u>			

Other publications, including advertising-only publications, circulating in the above areas (Oxfordshire) according to Newscom and/or Johnston include: *WHY* magazine, *Four Shires*, *Diamond FreeAds*, *Bargain Pages*, *Banbury Fare Magazine*, *Auto Trader*.

Source: Commission based on data from Johnston and JICREG/The Newspaper Society.

Key: P=paid, F=free, M=morning, E=evening, S=Sunday, W=weekly.

*Based on data for the period January to June 1999. Figures show average daily circulation for daily titles and weekly circulation/distribution for weekly titles.

†In August 1999 the *Solent Advertiser* was replaced with the Eastern edition of the *Southampton Advertiser*.

‡Figures subject to overstatement of circulation.

Note: Totals may not sum exactly because of rounding.