

2016 Print & Press Circulation Figures

HEADLINES

- As could be expected, Newspaper sales fell further in 2016. The circulation of print titles was 8.4 per cent lower year on year.
- Irish Times: The print circulation of The Irish Times now stands at 66,251 copies, down 10.6 per cent year on year. The Irish Times Digital Edition (a digital replica of the daily newspaper) had daily sales of 9,875 for January-June of 2016, which was more than double the figure for the first half of 2015.
- Irish Independent: Print circulation fell 10.5 per cent year on year to 97,104 and the Herald, its sister paper, saw its sales fall 7.8 per cent.
- The Irish Examiner now sells an average of 30,000 copies, down 7.8 per cent.
- The Sunday Independent is still the top selling Sunday but its circulation dropped below the 200,000 mark - 9.6 per cent lower than in 2015.
- The circulation of the Sunday World fell 14.5 per cent year on year to 149,652.
- The Sunday Times fell 1.9 per cent year on year to 77,455 but grew its July-Dec figure by 1.4%
- The Sunday Business Post's circulation is 6.0 per cent lower than it was a year ago.
- The Irish Mail on Sunday fell 7.9 per cent.
- Some 421,930 (-8.3%) newspapers are sold each day in the daily newspaper market, while total circulation in the Sunday market arrives at 609,987 (-8.9%).

Circulation					
Dailies		Sundays		Weeklies	
Irish Independent	97,104	Sunday Independent	191,594	Irish Farmers Journal	63,430
The Irish Times	66,251	Sunday World	149,652	Irish Field	10,396
The Irish Sun	58,498	The Irish Mail on Sunday	79,384		
Irish Daily Star	50,732	The Sunday Times	78,488		
The Irish Daily Mail	42,081	Sun on Sunday	56,241		
The Herald	40,847	The Sunday Business Post	30,244		
Irish Daily Mirror	35,787	Irish Sunday Mirror	24,374		
Irish Examiner	30,090				

Multiply Circulation by an average of 5.8 to get claimed readership figures.

Source: JNRR, ABC, Publisher's own.

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2014/2015 Readership						
	Combined Print & Digital Figure	Combined Print & Digital Percentage %	Print Figures ('000)	Print Percentage %	Digital Figures ('000)	Digital Percentage %
Any Newspaper	2,947	81.9%	2,733	75.9%	720	20%
Any Daily	2,197	61%	1,866	51.8%	615	17.1%
Any Sunday	1,983	55.1%	1,885	52.4%	211	5.9%
Daily Titles						
Irish Independent	688	19.1%	508	14.1%	236	6.6%
The Irish Times	427	11.9%	317	8.8%	159	4.4%
Irish Examiner	236	6.5%	194	5.4%	52	1.4%
Irish Daily Star	326	9.1%	310	8.6%	20	0.5%
Irish Daily Mirror	233	6.5%	191	5.3%	52	1.4%
Irish Sun (Mon-Sat)	299	8.3%	280	7.8%	21	0.6%
Irish Daily Mail	217	6%	172	4.8%	53	1.5%
The Herald	255	7.1%	241	6.7%	18	0.5%
Sunday Titles						
Sunday Independent	921	25.6%	852	23.7%	112	3.1%
Sunday World	660	18.3%	648	18%	27	0.7%
Sunday Business Post	113	3.1%	109	3%	8	0.2%
The Sunday Times	367	10.2%	340	9.4%	44	1.2%
Irish Sunday Mirror	150	4.2%	134	3.7%	19	0.5%
Irish Mail on Sunday	296	8.2%	281	7.8%	20	0.5%
Irish Sun (Sunday Edition)	237	6.6%	230	6.4%	11	0.3%
Weekly Newspapers						
Irish Farmers Journal	247	6.8%	240	6.7%	9	0.3%

ABC Ireland Report December 2016

BUSINESS MAGAZINES

Product	Total
Cara (Bi-monthly)	40,000
Accountancy Ireland - Print & Digital	26,337
Phoenix	13,273
Business & Finance	14,676
Business Plus	10,494
Irish Dental Journal	3,302

CONSUMER MAGAZINES

Product	Total	
RTE Guide	48,089	Weekly
U Magazine	24,134	Fortnightly
Irish Country Magazine	24,309	Quarterly
RSVP	28,415	Monthly
VIP	24,435	Monthly
Irish Tatler	21,056	Monthly
Image	22,702	Monthly
Social & Personal	22,737	Monthly
TV Now!	23,008	Weekly
Woman's Way	20,711	Weekly
Ireland of the Welcomes	19,888	Bi-Monthly
Hot Press - Print & Digital	17,836	Fortnightly
Easy Food	17,534	Monthly
Stellar	16,509	Monthly
House & Home Magazine	16,212	Bi-Monthly
Xpose Magazine	15,061	Monthly
Gay Community News	9,925	Monthly
Auto Trader ROI	9,171	Monthly
The Irish Garden	8,094	Monthly
Food & Wine	7,560	Monthly
Image Interiors & Living	7,175	Bi-Monthly
Easy Parenting	7,130	Bi-Monthly

Grocery

Shelflife	7,514
Retail News	6,675
Checkout	5,802

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UK Newspapers

DAILY NEWSPAPERS: Jan-June 2016 v 2015

SUNDAY NEWSPAPERS: Jan-June 2016 v 2015

Title	2016 Jan-June	%	Title	2016 Jan-June	%
Daily Express	2,478	-4.30%	Sunday Express	2,961	-6.40%
Daily Telegraph	2,433	-6.90%	The Observer	4,482	-7.80%
Financial Times	2,290	-3.40%	Sunday Telegraph	2,074	-8.80%
Guardian	2,315	-9.60%			
The Times	2,593	10.40%			
Total	12,109	-3.00%	Total	9,517	-7.60%

UK Magazine Readership in Ireland

Publication All Adults Readership
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GENERAL INTEREST

National Geographic	249
Reader's Digest	95.7

HOME & GARDEN

Amateur Gardening	43
Gardeners' World	43.8
Good Housekeeping	80.9
House Beautiful	39.1
Ideal Home*	71.1
Woman & Home	59.6

MEN'S INTEREST

FHM	34
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MOTORING

Auto Express	58
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WOMEN'S INTEREST

Best	65.8
Chat	164
Closer	140
Cosmopolitan	102
Elle	68.3
Glamour	85.6
Heat	125
Hello!	276
Marie Claire	53.5
More!	42.1
Now	145
OK	233
Prima	37.2
Red	35
Vogue	116
Woman	82.1
Woman's Own	96
Woman's Weekly	101

Source TGI