

KEY INDICATORS : EDINBURGH

21 : SCOTTISH PRESS / MEDIA

<i>sources / notes</i>	1991	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005
Newspaper circulation (*1)											
'The Scotsman' (national daily)			78,762				79,127	73,810	70,656	69,771	
'The Herald' (national daily)							92,615	90,217	83,083	80,273	
'Daily Record' (national daily)							582,261	524,461	491,375	471,708	
'Scotland on Sunday' (national Sunday)							88,719	83,891	83,952	81,475	
'Sunday Herald' (national Sunday)							56,874	58,708	58,303	58,189	
'Sunday Mail' (national Sunday)							687,818	634,280	586,837	585,657	
'Sunday Post' (national Sunday)							596,160	562,900	530,168	514,181	
'Edinburgh Evening News' (local)			85,502			73,101	70,205	71,224	68,803	68,479	
'Glasgow Evening Times' (local)							102,231	95,562	92,716	95,121	
'Herald & Post' (Edin) (free weekly)			174,660			178,542	164,911	128,526	128,847	145,529	
Newspaper readership (*2)											
'The Scotsman' (national daily)							231,000	210,000	220,000	193,000	
'The Herald' (national daily)							262,000	255,000	294,000	274,000	
'Daily Record' (national daily)							1,631,000	1,577,000	1,467,000	1,351,000	
'Scotland on Sunday' (national Sunday)							283,000	243,000	287,000	265,000	
'Sunday Herald' (national Sunday)							170,000	177,000	195,000	200,000	
'Sunday Mail' (national Sunday)							1,789,000	1,772,000	1,653,000	1,641,000	
'Sunday Post' (national Sunday)							1,606,000	1,533,000	1,420,000	1,404,000	
'Edinburgh Evening News' (local)							177,000	181,000	222,000	260,000	
'Glasgow Evening Times' (local)							267,000	246,000	298,000	280,000	

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### TABLE 21 : LOCAL PRESS AND MEDIA

- (\*1) Audit Bureau of Circulations : [www.abc.org.uk](http://www.abc.org.uk) Circulation is total circulation, including subscription sales, bulk sales, newstrade distribution etc. as well as actively purchased copies. The figures include circulation outwith Scotland. Apart from the 'free' paper (Herald & Post), figures are average sales for Monday to Friday editions. Herald & Post figures relate to the Edinburgh edition only. In general the figures relate to the position as at the year end, but precise time periods vary for different papers, and the figures do not necessarily relate to a consistent month or period of the year for any given paper.
- (\*2) National Readership Survey : [www.nrs.co.uk](http://www.nrs.co.uk) These figures are the number of readers as opposed to number of copies distributed. They relate to the year ending March. In the case of daily papers the data are averages for all editions, Monday to Saturday. Note that readership includes all readers throughout the U.K., not just those who live in Edinburgh, or Scotland. The figures are based on an annual survey, involving interviews with over 35,000 adults. A detailed methodology is available on the NRS web site.

In a survey of 1,031 adult Edinburgh residents, carried out by MORI in October 2004 on behalf of City of Edinburgh Council, 30% said they read the 'Evening News' regularly (i.e. at least 3 out of four issues). Corresponding figures for other daily newspapers were : The Scotsman 22%; The Daily Record 16%; The Sun 14%; The Metro 12%; The Daily Mail 8%; The Guardian 6%; The Times 5%; The Express 4%; The Herald 4%; The Daily Telegraph 3%; The Independent 3%; The Daily Star 3%; The Financial Times 2%; Other 3%; None 19%.