

Analysis
of the **Annual
Local Media
Survey** findings
for 2008

Introduction

A detailed questionnaire was distributed to all regional and local newspaper publishing groups in the UK, and replies were received from publishing groups accounting for 74% of all regional press titles published each week, and 67% of total weekly circulation.

Based on the replies, the following figures have been grossed up to give estimates for the industry as a whole. Print advertising revenue is based on AA Yearbook data.

1. Number of regional press enterprises as at 31 December 2008

1. Number of enterprises as at 31 December 2008	Estimate of total industry
Publishing groups	86
Publishing centres	252
Regional newspaper titles (see definition) **	1,269
New regional newspaper titles launched in the past year	16
Fortnightly/monthly newspaper titles	23
Stand-alone magazines/niche publications (not supplements)	374
Ultra local newspapers	165
Websites	1,537
Radio stations (total)	43
(fully-owned subsidiaries)	41
(shareholdings)	2
Television stations - terrestrial/satellite/cable (total)	2
(fully-owned subsidiaries)	2
(shareholdings)	-
Centres offering contract print	16
Other UK enterprises	5
Other non UK enterprises	28

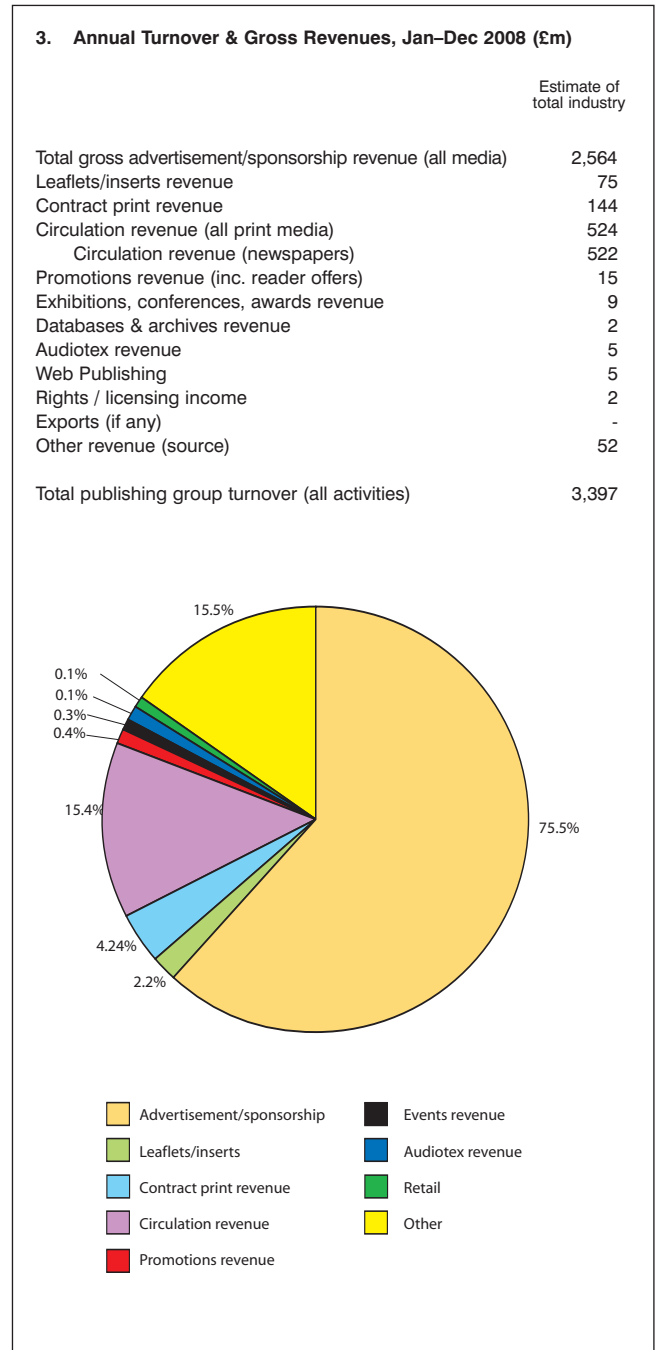
2. Local media audience figures as at 31 December 2008

Local media audiences are growing across both print and online platforms. More than 40 million adults (69% of the UK population) read a regional newspaper in print and more than 36 million users (see definition) access regional newspaper websites.

2. Local media audience figures as at 31 December 2008	
Readership (any regional)	42,363,000*
Monthly unique users (total - all groups)	36,859,000
*BMRB/TGI 2008	

3. Annual Turnover & Gross Revenues January – December 2008

Advertising/sponsorship accounts for by far the largest percentage of total turnover at 75.5%, followed by circulation sales at 15.4%, and contract printing at 4.24%. Other revenue included photo sales, IT services, training, rent, canteen, waste sales, editorial syndication and telephone promotions.



Local media reaches **40 million print readers** a week and **37 million web users** a month.

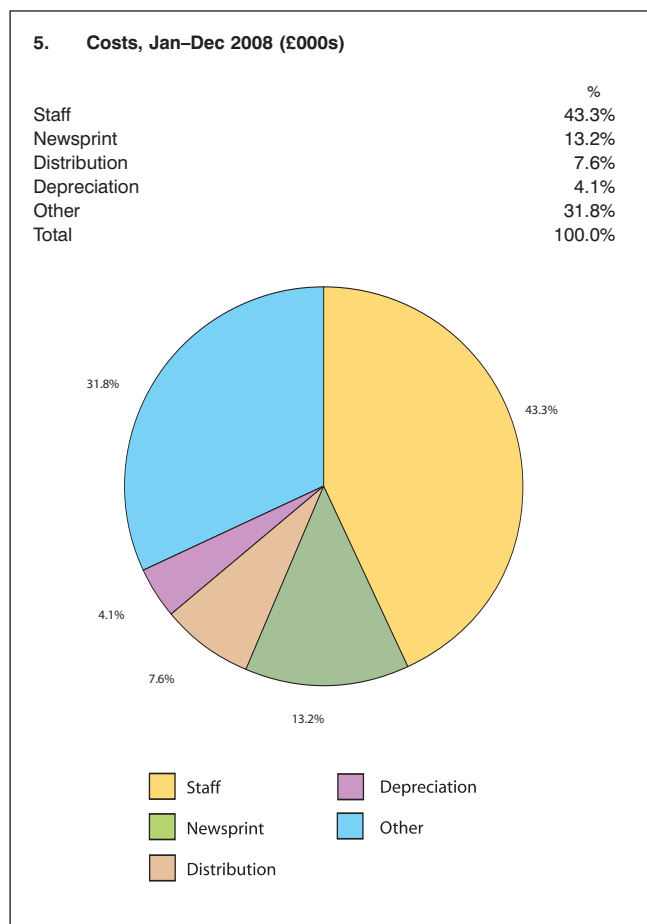
4. Advertising/Sponsorship Revenue January – December 2008

Print accounted for 90.2% of total advertising/sponsorship revenue during 2008, with online/internet accounting for 7.1% and magazine/niche publications accounting for 2.1%.

4. Advertising/Sponsorship Revenue, Jan–Dec 2008 (£m)		
	Actuals	%
Print	2,313	90.2%
Online / internet	183	7.1%
Radio	14	0.5%
TV	-	-
Magazines / niche	55	2.1%
Advertisement / sponsorship revenue (all media)	100.0%

5. Costs, January – December 2008

Staff costs accounted for 43.3% of total costs during 2008, with newsprint costs accounting for 13.2%. Other costs at 31.8% included production materials, outwork, admin, retail shops, repairs and maintenance.

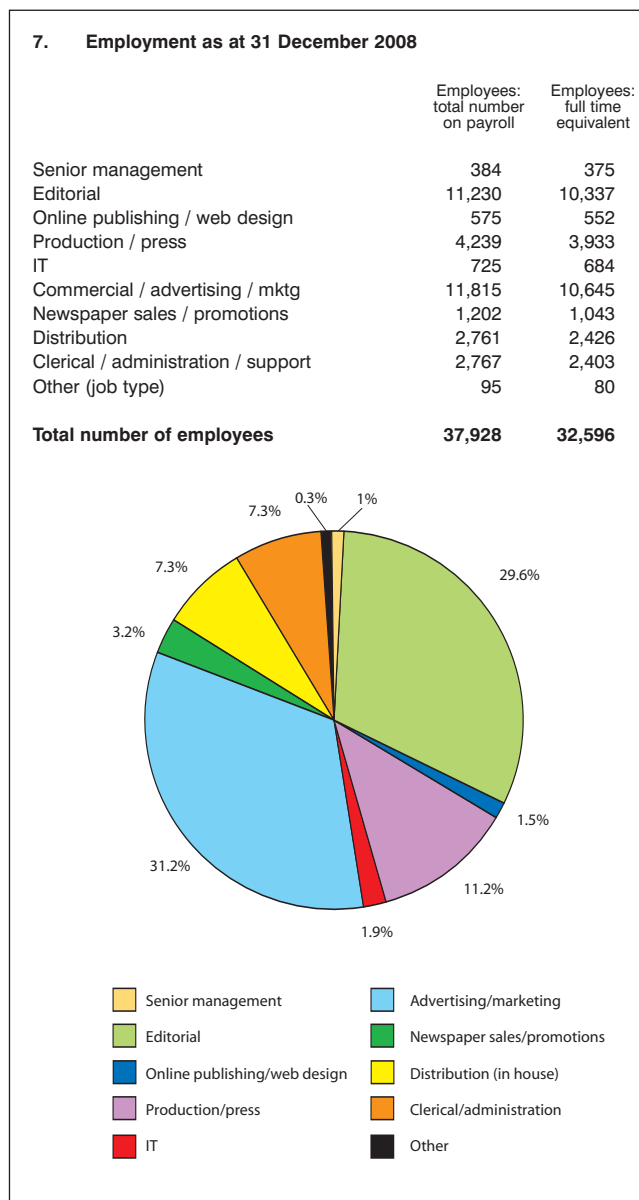


6. Group Website Traffic, January - December 2008

The total number of monthly unique users across all groups' websites is estimated at 36,859,000. In December 2008 there were 1,537 websites.

7. Employment as at 31 December 2008

The total staff level within regional and local media is estimated at 37,928, with a full-time equivalent level of 32,596, (excluding news deliverers). Commercial/advertising/marketing accounts for the highest percentage of staff at 31.2%, followed by editorial at 29.6%, production/press at 11.2% and administration and distribution (in-house) both at 7.3%.



Nearly **38,000 people** work in local media; 30% of these are editorial staff.

8. Operating profit

The overall operating profit for all regional and local press publishers during January – December 2008 is estimated at £495m.

9. Value added (contribution to UK GDP)

The overall value added figure (total turnover less total costs excluding staff costs) for all regional and local press publishers during January – December 2008 is estimated at £1,504m.

10. Investment, January – December 2008

The regional press invested £1.6m in community projects and initiatives in 2008. Publishers put £5.5m into training. Capital investment (plant, machinery, etc.) was £67.2m.

9. Investment, January – December 2008

Any training analysis with your staff in the past year	92%
	£m
Investment in training	5.5m
Capital investment	67.2m
Community investment	1.6m

Publisher Contributors

- Archant
- Barnsley Chronicle Ltd.
- Clyde & Forth Press
- CN Group Ltd.
- Iliffe News & Media
- Isle of Wight County Press
- Johnston Press plc.
- Kent Messenger Ltd.
- Newbury Weekly News (Printers) Ltd.
- Newsquest Media Group
- NWN Media Ltd.
- Northcliffe Media Ltd.
- Trinity Mirror plc.

Definitions

• Regional/local newspaper

Any publication in written form, on newsprint or similar medium, published in the British Isles (excluding the Irish Republic) at regular intervals not exceeding seven days, and available regionally rather than nationally (i.e. not available throughout all or most of the British Isles). It should contain news and information of a general nature, updated regularly, rather than being devoted to a specific interest or topic.

• Ultra local newspaper

Ultra local newspapers were measured for the first time in 2007 and may have been included as niche publications previously.

• Monthly unique users

The figure of 36,859,000 is an estimate based on the total of individual publishing groups' unique/browser figures and may include some duplication.

• Total gross advertising revenue

Total gross display and classified advertising revenue, before agency commission is deducted, but after series and other discounts on published rates are deducted. Revenue from colour supplements, niche publications, inserts and leaflets, and sponsorship should be included.

• Enterprises

Businesses controlled by the regional press.

Regional publishers **invested £5.5 million in training**, and 92% undertook training analysis.