

THE IRISH TIMES

Readership

JNRS/MBL 2012

| The Irish Times | 000's | Profile % |
|-----------------------------|-------|-----------|
| Current Readership - Adults | 321 | 100 |
| Men | 161 | 50 |
| Women | 160 | 50 |
| Main Shopper | 214 | 67 |
| ABC1 | 252 | 79 |
| Under 35 | 78 | 24 |
| 3rd Level Education | 210 | 65 |
| Dublin | 141 | 44 |
| Greater Dublin | 184 | 57 |
| All Leinster | 232 | 72 |
| Urban | 233 | 73 |
| 5 Main Cities | 172 | 53 |

Source: JNRS/MBL 2012

Circulation

| | |
|-------------------------|--------------------------------|
| Irish Times Circulation | 90,633 (print and digital ed.) |
|-------------------------|--------------------------------|

Source: Audit Bureau of Circulations Jul-Dec 2012.

Cumulative Readership

| | 1 Insert | 3 Inserts | 6 Inserts | 10 Inserts |
|------------|----------|-----------|-----------|------------|
| All Adults | 321 | 471 | 563 | 629 |
| ABC 1 | 252 | 355 | 415 | 457 |
| Dublin | 141 | 194 | 225 | 247 |

Source: JNRS/MBL 2012

Our Readers

- The Irish Times has more Dublin readers than any other Irish morning title
- 66% of Irish Times readers (212,000 people) read no other paid for Irish daily newspaper.
- The Irish Times has a higher percentage of ABC1 readers than any other Irish daily newspaper.

Source: JNRS/MBL 2012

