Trinity Mirror plc

12 August 2011

Interim Results 2011

Vijay Vaghela

Finance Director

Group performance - Overview

26 weeks to 3rd July 2011

- The trading environment continues to put pressure on revenues, particularly advertising
- Significant inflationary cost pressure in newsprint prices
- We've taken significant action to limit the fall in profits
- Challenging trading environment contributed to:-
  - Group revenues fell by 2.9% or £11.2m to £371.0m
    - excluding GMG Regional Media, revenues fell by 6.9% or £25.0m to £339.0m
  - operating profit* fell by 23.7% or £14.6m to £47.1m
- Earnings per share* fell by 11.6% to 12.2 pence per share
  - fall in EPS limited by IAS 19 pension finance credit (£1.4m) in the period compared to a charge (£3.3m) in 2010

* On an adjusted basis as described on slide 35

Group performance - Overview (continued)
26 weeks to 3rd July 2011

- Continued strong cash generation
  - net debt fell by £3.7m to £262.2m despite pension deficit funding payments of £33.0m
- IAS 19 pension deficit fell by £61.2m to £99.8m
  - net of deferred tax, deficit fell to £73.9m
- No dividend is proposed
- Targeted structural cost savings increased by a further £10m to £25m for the year
  - £12m restructuring costs in line with previous guidance
- Will continue with previously announced investment to drive revenues
- Focus on maximising short term profits and cash flows provides a solid base to drive value over the longer term

* On an adjusted basis as described on slide 35

Group performance - Revenues

26 weeks to 3rd July 2011

- Group revenues fell by 2.9% or £11.2m to £371.0m

- Excluding GMG Regional Media :-

	2011 £m	2010 £m	Change £	Change %	Regionals %	Nationals %
Advertising	143.5	161.5	(18.0)	(11.1)%	(10.4)%	(12.2)%
Circulation	150.2	158.8	(8.6)	(5.4)%	(5.0)%	(5.5)%
Other	45.3	43.7	1.6	3.7%	10.9%	-
Total revenues	339.0	364.0	(25.0)	(6.9)%	(7.0)%	(6.8)%

- Circulation revenue decline improved by 1.6 percentage points from the 7.0% decline in 2010. This is despite very limited cover price increases for the Nationals

- Increase in other revenues reflects increase in contract print and contract publishing for football clubs
  - for Nationals this was offset by the impact of contract print revenues previously charged to GMG Regional Media now classified as internal

- Advertising revenues now 46% of total revenue and of this 10% is digital

Group performance – Operating profit

26 weeks to 3rd July 2011

		2011 £	2010 £	Change £	Change %
Regionals	Revenues	166.1	162.4	3.7	2.3%
	Operating profit*	18.4	28.9	(10.5)	(36.3)%
Nationals	Revenues	204.9	219.8	(14.9)	(6.8)%
	Operating profit*	33.8	39.5	(5.7)	(14.4)%
Central and Associates	Operating profit*	(5.1)	(6.7)	1.6	23.9%
Group	Revenues	371.0	382.2	(11.2)	(2.9)%
	Operating profit*	47.1	61.7	(14.6)	(23.7)%

- Group operating margin* fell by 3.4 percentage points to 12.7%
  - Regionals* fell by 6.7 percentage points to 11.1%
  - Nationals* fell by 1.5 percentage points to 16.5%
- Fall in profit* and margin* limited by tight cost management

*On an adjusted basis as described on slide 35

Cost savings

26 weeks to 3rd July 2011

	2011* £m	2010* £m	Change £m	Change %
Labour	122.2	128.7	6.5	5.1%
Newsprint	61.0	52.0	(9.0)	(17.3)%
Depreciation	16.0	16.3	0.3	1.8%
Other	125.2	123.7	(1.5)	(1.2)%
Total costs	324.4	320.7	(3.7)	(1.2)%

- Over £10m underlying reduction in costs reflecting the benefit of:-
  - structural cost savings of £12m
  - other cost reduction measures
- Partially offset by:-
  - inflationary cost pressures, particularly newsprint
  - continued investment in the business
- Targeted structural cost savings for 2011 increased by a further £10m to £25m

*On an adjusted basis

Financing

26 weeks to 3rd July 2011

Net debt	Contracted basis*			Statutory basis		
	Jun 2011 £m	Dec 2010 £m	Movement £m	Jun 2011 £m	Dec 2010 £m	Movement £m
US private placement loan notes	(382.1)	(382.1)	-	(355.1)	(363.9)	8.8
Derivatives	-		-	(4.5)	10.4	(14.9)
Gross debt	**(382.1)**	**(382.1)**	**-**	**(359.6)**	**(353.5)**	**(6.1)**
Cash balances	119.9	116.2	3.7	119.9	116.2	3.7
Net debt	**(262.2)**	**(265.9)**	**3.7**	**(239.7)**	**(237.3)**	**(2.4)**

- Net debt reduction after £33.0m pension deficit funding, £7.0m interest, £5.6m capex and £10.1m corporation tax
- £178.5m committed undrawn bank facility
- Next loan note debt repayment of £145.4m in October 2011 will be predominantly repaid through surplus cash balances

*Assuming that the US private placement loan notes and related cross currency interest rate swaps are not terminated prior to maturity

Defined benefit pension schemes deficit

26 weeks to 3rd July 2011

	June 2011 £m	Dec 2010 £m	Change £m
Fair value of scheme assets	1,540.1	1,524.1	16.0
Present value of scheme liabilities	(1,639.9)	(1,685.1)	45.2
Net scheme deficit	(99.8)	(161.0)	61.2

- Increase in assets reflects:-
  - £33m deficit funding
  - increase in asset values
  - partially offset by pension payments
- Fall in liabilities reflects:-
  - an increase in real discount rate from 1.95% to 2.00%
  - pension payments of £37m
  - partially offset by the interest charge of £44m on opening liabilities
- £118m of liabilities in two schemes secured through purchase of insurance contracts
- No further deficit funding payments expected for the remainder of year

Current trading

26 weeks to 3rd July 2011

July year on year	Regionals	Nationals	Group
Advertising	(9)%	(15)%	(11)%
Circulation	(3)%	4%	2%
Other	(6)%	12%	5%
Total	(7)%	0%	(3)%

- Improved circulation revenue trends are driven by increased Sunday newspaper sales, particularly Nationals, following the closure of the News of the World

Outlook

26 weeks to 3rd July 2011

- Minimal improvement in advertising revenue trends for the remainder of year
- Too early to assess the impact on advertising from the closure of the News of the World
- Improvement in July circulation revenues expected to continue
- Continued focus on
    - Mitigating actions to support profits
    - Maximise cash flow
    - Reduce net debt
- The Board anticipates performance for 2011 to be in line with expectations

Sly Bailey
Chief Executive

Economic environment

- Challenging times, having far reaching effects on everyone
- Advertising environment weaker than anticipated
- We’re being affected by a number of factors

Trading context

- High unemployment
- Low consumer confidence
- Weak retail sales
- Ongoing public spending cuts
- Effect on private sector, jobs, local economies and overall confidence
- Consumer confidence is low
- Weak display advertising market - marketing budgets reduced to maintain corporate profitability

Impact on the business

- Consumers curtailed spending
- Retailers going out of business or signalling severe financial difficulty
- High unemployment, low property volumes and reduced disposable incomes creates cyclical pressure on classified advertising
    - recruitment, property and motors hit hardest
    - however these categories now represent smaller proportion of regionals ad revenues (34% in first half of the year) so impact on business lessened

Impact on the business - advertising

- Poor advertising environment
- Driven reduction in revenue across Nationals and Regionals
- National titles broadly maintained advertising volume market share
- Regionals ad performance in line with other publishers

Circulation

- Good news for circulation performance
- Daily Mirror recorded best performance (January – June) since 2008 down -5.4%, 2 percentage points better than last year
- Sunday Mirror ahead of total popular market by 1.3 percentage points, down -4.8%
- The People saw improvement in volume performance for same period
- National ABCs out today expected to show a further improvement in Daily Mirror's year-on-year trend - down -4.6% in July, which we forecast to be 2 percentage points ahead of market

Impact of News of the World closure

- Our Sunday titles had a great July following NotW closure
  - focused on first class editorial
  - increased print runs
  - above the line promotion
  - selective regional price cuts to capture maximum market share

- The four Ps of publishing – product, promotion, price and place

- In absolute terms Sunday Mirror has been top performer in market with an expected increase of 55% year-on-year to 1.78m copies

- People performed exceptionally well showing and increase of nearly 50% year on year to 807k copies

- Sunday Mail already market leader – up around 6% year on year to 412k copies

Impact of News of the World closure

- Figures are for a market that includes NotW for one week out of four
- Percentage rises for four weeks post NotW closure are higher
  - Sunday Mirror up 71% year on year to 1.98m copies
  - The People up 66% year on year to 900k copies
  - Sunday Mail up 8% year on year to 426k copies

Impact of News of the World closure

- We forecast Sunday popular newspaper market will have declined by circa 10% or 800k copies (including one week of News of the World)
- The rolling market average since closure of the NotW has declined by only circa 250k copies or 3.7%
- We forecast our circulation volume market share will grow to 47% in July, up from 26.5% pre-closure of News of the World
- Sales on all three titles for August are expected to show year-on-year percentage growth ahead of that recorded in July
- Will take increased circulation and audited ABCs to ad market
- Already seen year-on-year ad revenue growth in July for the Sunday Mirror and The People
- Growth set to continue into August

Regionals circulation

- Regional Sundays also picked up sales
- Regional ABC figures (January – June) expected to report improved volume trends for paid daily and weekly titles

Digital

- Revenue growth of 4% across the Group, including GMG
- Strong audience growth
- Average monthly unique users grown 28% year-on-year to 26 million
- 27 million unique users in June, year-on-year increase of 31%

Regionals digital

- Average monthly unique users up 24% to 13 million for our regional websites
- Reached 13.4 million in June, up 33% year on year
- Established good position in online recruitment market
- Almost half of recruitment ad revenue now comes from digital

Nationals digital

- Monthly average unique users up 31% to 13 million for the period
- Up 28% year on year to 14 million in June
- Restructured National digital business
- Appointed new managing director to accelerate digital product and revenue growth

- New structure will give increased focus and better results
- Strategy of building sustainable digital business across range of devices
- Significant development to Mirror and Mirror football sites in Q4

Nationals digital

- Mirrorfootball app moving to “freemium” model
    - free to download
    - revenue will be driven from content not just advertising i.e. charge for sms alert on goals scored or transfer news
    - aim to reach larger worldwide audience
    - adding new features to develop stronger relationships with engaged football-loving customers

Improvements to the business

- Continued to work on re-engineering the business – particularly our newsrooms
- Recently announced next stage of Daily Record and Sunday Mail development;
  - creation of most technologically advanced and operationally efficient newsrooms in Europe;
  - enabling Scottish titles to increase focus on high quality Scottish news and sport
  - national news content secured from Mirror titles
  - editorial production outsourced to the Press Association
- Investment in new technology and development of operating model driving efficiencies in the Regionals division

Looking forward

- Short term objectives
  - maximise profits
  - continue to invest for growth
  - maintain high level of cash generation
- Further increasing structural cost savings target by £10m from £15m to £25m
  - already delivered £12m in first half
  - remainder will be combination of run rate benefit of initiatives in first half of year with balance being driven through numerous initiatives across the business
- We will look at costs across the business
  - infrastructure
  - distribution
  - property
  - printing

Looking forward

- With exception of newsprint, underlying costs across the group have fallen in the first half
- Have also reduced newsprint and other paper consumption – but not enough to offset material increase in newsprint prices experienced since July 2010
- Changes recently announced in Scottish Nationals newsroom and across a number of regional centres form part of targeted savings

Investment for growth

- Good progress made with previously announced investment initiatives – diversify and grow Group's revenue

- New customer relationship management system provides;
  - tools for effective marketing of sales initiatives
  - better customer insight
  - develop customer loyalty
  - sustainable revenue growth through consistent sales and marketing process

- Revenue benefits expected by end of year

- Full roll-out date to be completed by Q1 2012

Digital marketing services

- To accelerate revenue growth at Rippleffect we have;
  - strengthened senior management team
  - invested in additional headcount in sales and development

- Better positioned to expand client base and develop new business in areas such as;
  - website design and build
  - search engine optimisation
  - email marketing
  - social media
  - online PR
  - web analytics

- Expect to see new business in second half of year

Digital content management system

- Moving ahead with implementation of new digital content management system across the Group
- Providing enhanced functionality for all digital platforms
- Improve customer experience
- Increase audience growth and revenues

Investment for growth

- Each area of investment directly linked to revenue growth
- Focused on cash generation through tight management of working capital and capital expenditure
- Together these actions will strengthen balance sheet with falling debt levels and improved financial flexibility

Review of editorial controls and procedures

- Timely review of editorial controls and procedures
- In response to recent events and roll-out of ContentWatch technology across the business
- After any significant event, it’s good corporate governance
- We have sought and received formal written confirmation from our national and regional senior editorial executives that;
    - since October 2000 (commencement of RIPA) and whilst an employee of the group they have not nor to their knowledge have any of their staff intercepted telephone messages
    - made payments to serving police officers
    - accessed police national computer

Conclusion

- Environment still challenging for publishers and ad market remains weak reflecting poor economy
- Focused on what we do best
  - driving efficiencies
  - protecting profitability
  - continuing to invest in growth and diversification for when economy improves
- Focused on taking maximum advantage from recent opportunities in Sunday market – July ABCs all show considerable circulation uplifts

Appendices

Financial Summary

Income statement
26 weeks to 3rd July 2011

	2011 Statutory £m	2010 Statutory £m	2011 Adjusted* £m	2010 Adjusted* £m
Group revenue	**371.0**	**382.2**	**371.0**	**382.2**
Operating profit	**40.2**	**87.2**	**47.1**	**61.7**
Adjusted operating profit	47.1	61.7	47.1	61.7
Non-recurring items	(5.5)	28.8	-	-
Amortisation of intangibles	(1.4)	(3.3)	-	-
Profit before taxation	**28.9**	**84.8**	**41.9**	**50.4**
Operating profit	40.2	87.2	47.1	61.7
Investment revenues	0.3	0.2	0.3	0.2
Finance (costs)/income	(13.0)	0.7	(6.9)	(8.2)
Pension finance credit/(charge)	1.4	(3.3)	1.4	(3.3)
Earnings per share (pence)				
Earnings per share - statutory	**13.2**	**26.2**		
Earnings per share - adjusted*			**12.2**	**13.8**

* On an adjusted basis – adjusted items relate to the exclusion of non-recurring items, the amortisation of intangible assets, the retranslation of foreign currency borrowings, the impact of fair value changes on derivative financial instruments and the impact of tax legislation changes. A reconciliation between the adjusted results and the statutory results is provided on slide 42

Financial Summary

Cash flow
26 weeks to 3rd July 2011

	2011 £m	**2010 £m**
Operating profit	**40.2**	**87.2**
Depreciation	16.0	16.3
Pension funding	(33.0)	(39.8)
Gain on acquisition of business	-	(28.4)
Other	2.0	4.6
Movements in working capital	4.2	8.4
Cash flow from operating activities	**29.4**	**48.3**
Income tax paid	(10.1)	(9.1)
Capital expenditure	(5.6)	(6.1)
Cash consideration on acquisition of business	-	(7.4)
Net interest paid	(7.0)	(8.1)
Purchase of own shares	(3.0)	(3.5)
Increase in cash	**3.7**	**14.1**
Cash at beginning of period	116.2	61.2
Cash at end of period	**119.9**	**75.3**

Financial Summary

Analysis of revenue by type and segment
26 weeks to 3rd July 2011

Group including GMG Regional Media	**Group £m**	**% of total**	**Regionals £m**	**% of total**	**Nationals £m**	**% of total**
Advertising	**168.9**	45.5%	111.1	66.9%	57.8	28.2%
Circulation	**154.7**	41.7%	36.6	22.0%	118.1	57.6%
Other	**47.4**	12.8%	18.4	11.1%	29.0	14.2%
Total revenue	**371.0**		**166.1**		**204.9**	
% of total			44.8%		55.2%	

Group excluding GMG Regional Media	**Group £m**	**% of total**	**Regionals £m**	**% of total**	**Nationals £m**	**% of total**
Advertising	**143.5**	42.3%	85.7	63.9%	57.8	28.2%
Circulation	**150.2**	44.3%	32.1	23.9%	118.1	57.6%
Other	**45.3**	13.4%	16.3	12.2%	29.0	14.2%
Total revenue	**339.0**		**134.1**		**204.9**	
% of total			39.6%		60.4%	

Financial Summary

Digital revenues

26 weeks to 3rd July 2011

	2011 £m	2010 £m	Change %
Regionals			
Advertising	**15.0**	14.0	7.1%
Other	**2.0**	2.0	0.0%
Total	**17.0**	**16.0**	**6.3%**
Nationals			
Advertising	**1.4**	1.2	16.7%
Other	**0.7**	1.1	(36.4)%
Total	**2.1**	**2.3**	**(8.7)%**
Group			
Advertising	**16.4**	15.2	7.9%
Other	**2.7**	3.1	(12.9)%
Total	**19.1**	**18.3**	**4.4%**
Regionals excluding GMG Regional Media			
Advertising	**13.5**	13.2	2.3%
Other	**2.0**	2.0	0.0%
Total	**15.5**	**15.2**	**2.0%**
Group excluding GMG Regional Media			
Advertising	**14.9**	14.4	3.5%
Other	**2.7**	3.1	(12.9)%
Total	**17.6**	**17.5**	**0.6%**

Financial Summary

Revenue trends – year on year change
26 weeks to 3rd July 2011

Excluding GMG Regional Media	Jan/Feb	Mar/Apr	May/Jun	Q1	Q2	June YTD
Advertising	(10.1)%	(9.8)%	(13.4)%	(10.5)%	(11.8)%	(11.1)%
Circulation	(4.5)%	(6.2)%	(5.5)%	(5.4)%	(5.5)%	(5.4)%
Other	3.4%	3.7%	2.9%	2.2%	4.4%	3.7%
Group Revenue	**(6.1)%**	**(6.5)%**	**(8.0)%**	**(6.8)%**	**(7.0)%**	**(6.9)%**
Total Regionals advertising	(10.8)%	(10.1)%	(9.9)%	(10.9)%	(9.6)%	(10.4)%
Total Nationals advertising	(9.0)%	(9.3)%	(18.3)%	(9.8)%	(14.9)%	(12.2)%

Financial Summary

Analysis of revenue, operating profit and margin by segment
26 weeks to 3rd July 2011

	2011 £m	2010 £m	Change %
Regionals division	166.1	162.4	2.3%
Nationals division	204.9	219.8	(6.8)%
Group revenue	**371.0**	**382.2**	**(2.9)%**
Regionals division revenue excluding GMG Regional Media	134.1	144.2	(7.0)%
Regionals division	18.4	28.9	(36.3)%
Nationals division	33.8	39.5	(14.4)%
Central costs including associates	(5.1)	(6.7)	23.9%
Group operating profit*	**47.1**	**61.7**	**(23.7)%**
Regionals division	11.1%	17.8%	(6.7)%
Nationals division	16.5%	18.0%	(1.5)%
Total operating margin*	**12.7%**	**16.1%**	**(3.4)%**

*On an adjusted basis

Financial Summary

Non-recurring items

26 weeks to 3rd July 2011

	2011 £m	2010 £m
Restructuring charges	(6.6)	(7.5)
Receipt from prior year impairment of receivables	1.1	-
Gain on acquisition of GMG Regional Media	-	27.3
Defined benefit scheme liabilities	-	9.0
Total non-recurring items	**(5.5)**	**28.8**

Financial Summary

Reconciliation of statutory results to adjusted results
26 weeks to 3rd July 2011

	Statutory results £m	Non-recurring items (a) £m	Amortisation (b) £m	Finance costs (c) £m	Tax legislation changes (d) £m	Adjusted results £m
2011						
Revenue	**371.0**	-	-	-	-	**371.0**
Operating profit	**40.2**	5.5	1.4	-	-	**47.1**
Profit before tax	**28.9**	5.5	1.4	6.1	-	**41.9**
Profit after tax	**32.9**	3.8	1.0	4.5	(11.8)	**30.4**
Earnings per share (pence)	**13.2**	1.5	0.4	1.8	(4.7)	**12.2**
2010						
Revenue	**382.2**	-	-	-	-	**382.2**
Operating profit	**87.2**	(28.8)	3.3	-	-	**61.7**
Profit before tax	**84.8**	(28.8)	3.3	(8.9)	-	**50.4**
Profit after tax	**67.0**	(27.6)	2.4	(6.4)	-	**35.4**
Earnings per share (pence)	**26.2**	(10.8)	0.9	(2.5)	-	**13.8**

(a) Details of non-recurring items are set out on slide 41
(b) Amortisation of other intangible assets
(c) Impact of the translation of foreign currency borrowings and fair value changes on derivative financial instruments
(d) Tax legislation changes relate to the impact on the opening deferred tax balances from the change in deferred tax rate.

Financial Summary

Reconciliation of statutory net debt to contracted net debt at 3rd July 2011 (2nd January 2011)

	Jun 2011 £m	Dec 2010 £m
Statutory net debt	**(239.7)**	**(237.3)**
Loan notes at period end exchange rate	355.1	363.9
Loan notes at swapped exchange rate	(382.1)	(382.1)
Cross-currency interest rate swaps	4.5	(10.4)
Contracted net debt	**(262.2)**	**(265.9)**

Financial Summary

Financial covenants at 3rd July 2011

	Minimum Interest Cover	Maximum Debt to EBITDA
US private placement		
Throughout term of notes	2.0x	4.0x
£178.5 million bank facility		
Up to December 2010	2.50x	3.75x
January 2011 to December 2011	2.75x	3.50x
January 2012 to June 2012	3.00x	3.25x
Thereafter	3.00x	3.00x

Financial Summary

Defined benefit pension schemes assets and liabilities at 3rd July 2011 (2nd January 2011)

	Jun 2011 £m		Dec 2010 £m	
Present value of scheme liabilities	(1,639.9)		(1,685.1)	
Fair value of scheme assets	1,540.1		1,524.1	
Net scheme deficit	**(99.8)**		**(161.0)**	
		%		**%**
Fair value of scheme assets				
UK equities	231.8	15.1%	299.4	19.6%
US equities	89.9	5.8%	98.3	6.5%
Other overseas equities	305.7	19.8%	252.7	16.6%
Total equities	**627.4**	**40.7%**	**650.4**	**42.7%**
Property	18.8	1.2%	20.6	1.3%
Corporate bonds	400.2	26.0%	487.3	32.0%
Fixed interest gilts	73.5	4.8%	43.1	2.8%
Index-linked gilts	190.7	12.4%	231.3	15.2%
Insurance contracts	117.9	7.7%	-	-
Cash	111.6	7.2%	91.4	6.0%
Total non equities	**912.7**	**59.3%**	**873.7**	**57.3%**
Fair value of scheme assets	**1,540.1**	100.0%	**1,524.1**	100.0%

Financial Summary

Defined benefit pension schemes assets and liabilities at 3rd July 2011 (2nd January 2011)

	Jun 2011 £m	Dec 2010 £m
Pension schemes in surplus	85.7	61.1
Pension schemes in deficit	(185.5)	(222.1)
Net scheme deficit	**(99.8)**	**(161.0)**
Deferred tax	25.9	43.5
Net scheme deficit after deferred tax	**(73.9)**	**(117.5)**

Regionals Division

Divisional performance

26 weeks to 3rd July 2011

	2011 £m	2010 £m	Change %
Circulation	**36.6**	36.4	0.5%
Advertising	**111.1**	**110.2**	0.8%
Classified	**60.2**	62.9	(4.2)%
Display	**50.9**	47.3	7.7%
Other	**18.4**	15.8	16.5%
Total revenue	**166.1**	**162.4**	**2.3%**
Operating costs	**147.7**	133.5	(10.6)%
Operating profit*	**18.4**	**28.9**	**(36.3)%**
Margin*	**11.1%**	17.8%	(6.7)%

*On an adjusted basis

Regionals Division

Analysis of advertising revenue
26 weeks to 3rd July 2011

	2011		2010		Change yoy
Advertising by category	**£m**	**% of total**	**£m**	**% of total**	**%**
Display	**50.9**	**45.8%**	**47.3**	**42.9%**	**7.7%**
Recruitment	**18.3**	16.5%	21.0	19.1%	(12.8)%
Property	**12.9**	11.6%	12.5	11.3%	3.5%
Motors	**7.0**	6.3%	6.7	6.1%	3.3%
Other classified	**22.0**	19.8%	22.7	20.6%	(2.6)%
Total classified	**60.2**	**54.2%**	**62.9**	**57.1%**	**(4.2)%**
Total net advertising	**111.1**	**100.0%**	**110.2**	**100.0%**	**0.8%**

Regionals Division

Analysis of advertising revenue
26 weeks to 3rd July 2011

Excluding GMG Regional Media	**2011**		**2010**		**Change yoy**
Advertising by category	**£m**	**% of total**	**£m**	**% of total**	**%**
Display	**38.0**	**44.3%**	**40.5**	**42.3%**	**(6.4)%**
Recruitment	**14.5**	16.9%	18.1	18.9%	(19.6)%
Property	**10.1**	11.8%	10.7	11.2%	(6.2)%
Motors	**5.4**	6.3%	5.8	6.1%	(8.1)%
Other classified	**17.7**	20.7%	20.6	21.5%	(12.4)%
Total classified	**47.7**	**55.7%**	**55.2**	**57.7%**	**(13.1)%**
Total net advertising	**85.7**	**100.0%**	**95.7**	**100.0%**	**(10.4)%**

Nationals Division

Divisional performance
26 weeks to 3rd July 2011

	2011 £m	2010 £m	Change %
Circulation	**118.1**	125.0	(5.5)%
Advertising	**57.8**	**65.8**	(12.2)%
Classified	**11.4**	11.3	0.9%
Other	**46.4**	54.5	(14.9)%
Other	**29.0**	29.0	-
Total revenue	**204.9**	**219.8**	**(6.8)%**
Operating costs	171.1	180.3	5.1%
Operating profit*	**33.8**	**39.5**	**(14.4)%**
Margin*	**16.5%**	18.0%	(1.5)%

* On an adjusted basis

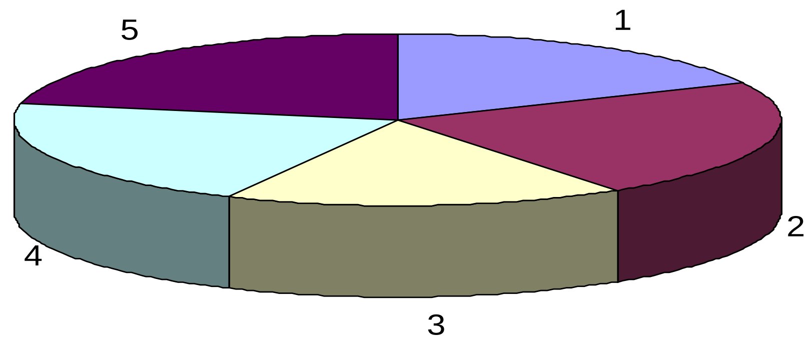
UK Nationals

Newspaper advertising market share (volumes)
26 weeks to 3rd July 2011

Dailies

	2011	2010
1. Mirror	17.8%	18.0%
2. Sun	22.6%	23.4%
3. Star	16.9%	15.8%
4. Mail	20.8%	21.4%
5. Express	21.9%	21.4%

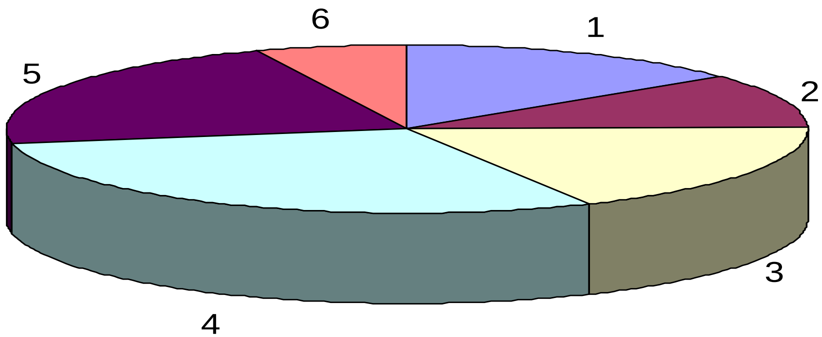
2011



Sundays

	2011	2010
1. Sunday Mirror	14.2%	14.7%
2. People	10.4%	9.1%
3. News of the World	17.9%	18.3%
4. Mail on Sunday	29.6%	31.5%
5. Sunday Express	21.7%	20.9%
6. Daily Star Sunday	6.2%	5.5%

2011



Source: Nielsen Media Research

Scottish Nationals

Newspaper advertising market share (volumes)*
26 weeks to 3rd July 2011

Dailies

	2011	2010
Daily Record	12.7%	12.1%

Sundays

	2011	2010
Sunday Mail	34.1%	26.9%

*Share of Scottish market

Source: Nielsen Media Research