

THIRD PARTY ADVERTISING INSERTS - COMPARISON OF PUBLISHER SCHEMES - FEBRUARY 2007

Original Scheme		Mail(2)	Mirror	News Int.	Express	Telegraph	Guardian(1)	Independent(3)
		(2006) +/-%	(2006) +/-%	(2006) +/-%	(2006) +/-%	(2006) +/-%	(2006) +/-%	(2006) +/-%
Cumulative?	No	Yes	No	No	No	No	No	No
0-69g	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
70-100g	1.5p	1.7p(1.7p) + 0%	2.15(2p) +7.5%	2.5p(2p) + 25%	2.15p(2p) +7.5%	2.25p(2p) +22.2%	2.25p(1.72p) +30.8%	2.25p(0p)
101-200g	2p	2.5p(2.5p) +0%	2.75p(2.5p) +10%	3.00p(2.5p) +20%	2.75p(2.5p) +10%	2.80p(2.5p) +12%	2.50p(2.3p) + 8.7%	2.50p(0p)
201-300g	4p	4.4p(4.4p) +0%	5.0p(4.5p) +11.1%	5.00p(4.5p) + 11.1%	5.00p(4.5p) +11.1%	4.80p(4.5p) +10.7%	4.80p(4.6p) +4.35%	4.80p(0p)
301-400g	5p	5.5p(5.5p) +0%	6.00p(5.61p) + 6.96%	6.00p(5.5p) 9.1%	5.00p(5.61p) +6.96%	6.00p(5.5p) + 9.1%	6.00p(5.75p) + 4.35%	6.00p(0p)
401-500g	By Negotiation	6.6p(6.6p) +0%	By Negotiation	By Negotiation	By Negotiation	By Negotiation	By Negotiation	By Negotiation
Over 500g	By Negotiation	By Negotiation	By Negotiation	By Negotiation	By Negotiation	By Negotiation	By Negotiation	By Negotiation
(1) The Guardian table includes their position for December 2006 and December 2007								
(2) While Mail Newspapers template has not increased this year, it is the only publisher paying inserts on the basis of cumulative weight and remains the highest overall contributor to retailers who carry out deliveries of third-party advertising inserts								
(3) The Independent has entered into the third-party advertising inserts scheme for the first time in 2007								